

STATE OF WISCONSIN

**WORKFORCE INFORMATION CORE PRODUCTS AND SERVICES
GRANT PLAN**

PY 2005

SECTION A

STATEWIDE WORKFORCE INFORMATION SYSTEM

This section of the plan describes how Wisconsin's workforce information system supports the state and local workforce investment system.

1. Describe 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.

Governor Jim Doyle established the Wisconsin Council on Workforce Investment (the state workforce investment board) in March 2004. The first, and most significant, charge to the Council on Workforce Investment (CWI) was to: "promote the use of economic and labor market information to ensure evidence-based policy recommendations to guide the state's broad workforce development system."

To highlight the importance of this key charge, the CWI and its standing committees identified their data needs so that they could begin to accomplish the charge. In response, staff in the State Workforce Agency (SWA), Department of Workforce Development (DWD), developed a Data Resources binder for the CWI members that included the following items:

1. Industry and occupational projections, with a special section on healthcare and information technology occupations;
2. Quick Reference Index of workforce information resources;
3. United States Department of Labor (US/DOL) Funding for Midwest States report excerpt;
4. Primer on the Workforce Investment Act (WIA); and
5. University of Wisconsin report on declining federal funds.

CWI members have been provided new or updated information to incorporate into the Data Resources binder on a regular basis. For example, they were recently provided new 2002-2012 occupational and industry projections. Requests for data and information that are not immediately available are referred to the Department's Bureau of Workforce Information (BWI) and Office of Economic Advisors (OEA). These two entities review these requests to determine how to best develop and provide the requested information to the CWI in a timely manner.

CWI members have recognized that identifying and meeting data needs is at the core of their efforts to advance Governor Doyle's **Grow Wisconsin** economic plan and the CWI's vision and mission. To more effectively address this responsibility, the CWI reorganized its committee structure in late 2004, establishing two standing committees in addition to its Executive Committee.

The new Workforce Strategies Committee is assigned the specific responsibility of carrying out the CWI's workforce information charge. Its specific objective is to "improve statewide and regional information (and methods for its ongoing collection and distribution) about workforce preparation and skill needs, employer demand, and industry/occupational growth, in forms readily usable in public and private decision making." The Committee's key strategies to advance this objective are as follows:

- identify skill gaps facing employers and workers in both established and emerging industries/occupations;
- identify additional data needs at the regional level to assist in economic development, education, and workforce planning;
- develop techniques and mechanisms to quickly identify emerging state and regional opportunities; and
- develop ways to communicate new opportunities in order to encourage well-educated and highly skilled workers (particularly those training in state) to remain in Wisconsin.

Toward this end, the Workforce Strategies Committee is examining a range of workforce information data systems, including new electronic tools provided through DWD. These include skills-based

projections, WORKnet (an interactive web-based query system to access workforce information), and WisCareers (electronic career guidance website).

The CWI's second new standing committee, the Workforce Systems Development Committee, also has an interest in workforce information data as it strives to advance its objectives for improving Wisconsin's workforce development service delivery system, including identifying metrics to measure system success. This Committee has engaged in efforts to advance this objective through a better understanding of the state's regional labor markets and issues. For example, recent Committee meetings have included a presentation by the Office of Economic Advisors (OEA) on the dominant industries in Wisconsin's economic regions and Metropolitan Statistical Areas, and the implications for their future growth.

Both the CWI Executive Committee and the full CWI reviewed and supported Wisconsin's PY 2004 One-Stop LMI grant. At that time, the CWI specifically supported increasing the state's capacity to identify skill gaps and high-growth areas in order to better target resources that would advance the CWI's vision, mission, and goals. The CWI will continue to periodically review progress on the grant's objectives and will provide guidance to BWI and OEA on ways to routinely survey local Workforce Development Boards (the state's local workforce investment boards) and One-Stop Job Center users about their satisfaction with the workforce information system.

A unique feature of the CWI is that 10 of the state council members also serve on local Workforce Development Boards (WDBs), two of them as chairs. This double service will allow frequent feedback from local WDBs to the CWI on how well the state systems are meeting local and regional needs.

2. Describe how the statewide workforce information system supports the goals of the state's WIA/Wagner-Peyser Strategic Plan for state and local workforce development.

Wisconsin recently submitted its WIA/Wagner-Peyser Two-Year Plan to the US/DOL. This new WIA/WP plan is focused around Governor Jim Doyle's state economic initiative, **Grow Wisconsin**. The plan also incorporates US/DOL's model of a demand driven workforce investment system in ways that will advance **Grow Wisconsin**.

The CWI's vision is that "Wisconsin's effective, agile workforce investment system supports career ladder opportunities and prepares a highly educated, skilled, motivated workforce for a vibrant, globally competitive economy and an exceptional quality of life for all citizens." Its mission is to:

- ensure state and regional success;
- support the changing workplace;
- prepare for the future; and
- provide strategic leadership.

The CWI, as part of its leadership role with the Governor's **Grow Wisconsin** initiative, is focusing its efforts in areas that will benefit the state, its businesses and its residents through goals that reflect US/DOL's demand driven workforce system. A few of these goals, as highlighted in the "Invest in People" portion of **Grow Wisconsin** are:

- increasing education, skills, and wages;
- focusing on the future economy;
- making smart and strategic regional decisions; and
- fostering entrepreneurship.

New and established products that support the workforce system will highlight key industries and the occupations found within them. Marketing materials will highlight these occupations in user-friendly, attractive ways to reach job seekers.

Efforts are underway to ensure that information is provided for the most current time period and at the smallest possible geographic level. This is not only a strategic goal for the US/DOL Employment and Training Administration (ETA), but is also a key goal for the CWI, as it will allow the state to be more competitive regionally.

One challenge will be to identify actionable information on new and emerging industries and occupations. Many of these occupations may be virtually unknown because of the traditional approach to developing workforce information primarily from historical Bureau of Labor Statistics data. The CWI, through its Workforce Strategies Committee, will aggressively push for new and innovative ways to collect and/or develop this type of cutting-edge information that could provide Wisconsin a competitive economic edge.

3. Describe how the grant activities are consistent with the strategic vision of the Governor and the SWIB.

The grant activities support the vision and mission established by the CWI and the overall goals of the Governor's **Grow Wisconsin** plan. Specifically, the grant activities address workforce information regarding the state's key industries and the industries highlighted in the **Grow Wisconsin** plan (healthcare, technology, construction, and advanced manufacturing).

Additionally, regional-level occupational demand information is produced by the SWA for each of the eleven Workforce Development Areas (WDAs) in the state. The state's projections' economists produce the core information. Local labor market analysts assigned to each of the WDAs then customize the information. The economists also produce a monthly newsletter, "**Workforce Observations**," which is described later in the grant application.

4. Describe the strategy of the State Workforce Area (SWA) and the State Workforce Investment Board (SWIB) for consulting with local workforce investment boards and stakeholders in the workforce investment system to determine customer needs for workforce information.

Ten members of the CWI are also members of WDBs. In addition, local WDB Directors have "assigned" themselves to regularly attend meetings of each of the standing committees of the CWI. These structural linkages will enable the CWI to obtain regular feedback on WDB and partner workforce information needs and on the success of the state's workforce information system in meeting those needs.

The CWI committees engage in ongoing consultation with WDBs and staff of One-Stop Job Centers. For example, the CWI Workforce System Development Committee surveyed all WDB chairs, Executive Directors and chief local elected officials to obtain input on their concerns and ideas about the regional and state workforce development system. This committee also held listening sessions concerning Job Centers and the Milwaukee workforce investment system. These activities generated some indication of the labor market challenges and data needs of the Job Centers and WDAs, including information needed about the actual service delivery system (particularly in Milwaukee County).

The SWA also has "websurveyer" software available and will be exploring the use of online surveys to regularly collect customer satisfaction feedback and to request input on the usefulness of new products.

5. Describe the broad strategic approach for workforce information delivery to principal customers.

The broad strategic approach that the DWD follows for the delivery of workforce information to its principal customers is to make local level information available through easy-to-use electronic delivery systems, and to assure that data can be easily reproduced for customers. Interpreting data, providing consultation and answering customer questions will be a primary focus for the local labor market analysts in the OEA and by the research analysts in the BWI. We will continue to provide workforce information via printed copy for those customers who are unable to access electronic data.

Our secondary strategic approach for workforce information delivery is the ongoing commitment to understanding our customers' needs. We will continue to interact with local WDBs and statewide workforce investment system customers to understand gaps in the data. We will also continue to work with the state's Employment Statistics Guidance Team (workforce information customer guidance committee) to assure that their concerns regarding workforce information are not only articulated, but are also addressed.

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

Each of Wisconsin's 78 One-Stop Job Centers has a resource room that is the locus for WIA core services. Within the resource room, job seekers have access to both electronic and hardcopy tools to research career decisions and to assist in their job search.

The electronic tools available to One-Stop customers include the following items:

www.wisconsinjobcenter.org is a page of linkages that connects job seekers with a variety of career and job search resources.

www.careers4wi.wisc.edu is a site that allows job seekers to assess career development needs and access other career information sites. Funding is provided by a grant from the Career Resource Network.

www.wiscareers.wisc.edu is a more in-depth career assessment and information site developed by the University of Wisconsin Center on Education and Work through a grant from the Career Resource Network.

www.careeronestop.org is a site that directs job seekers to federally provided information to assist with their career decision-making and job searching. There is an easy link to the acinet.org where job seekers and employers can find a wealth of information about prevailing wages and costs of living around the nation.

www.dwd.state.wi.us/lmi provides job seekers and employers with detailed information about Wisconsin's economy, the occupations in demand, wage data, and more. This Labor Market Information (LMI) Web Site has gradually been transitioned to the new interactive web query site known as WORKnet.

The hardcopy tools available include occupational reference books, occupational briefs, career-related periodicals, and occupational biographies and videotapes. Other types of material that are available include assessment instruments, employment data, and transferable skill information.

In addition, each resource room has a staff person who has received at least five hours of training on using workforce and related occupational information to help job seekers in their career search.

7. Describe 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.

All of our electronic web sites will provide a mechanism for immediate customer satisfaction feedback. Customers will be able to communicate what they like or dislike on the web site. Suggestions on improvements will be added to an ongoing web enhancement list that will be reviewed and implemented in as timely a manner as possible. In addition to a "Contact Us" feature on our site for customers to use, the DWD has purchased and initiated the ARROW E-mail system that communicates with users of DWD's workforce information website.

The Department of Administration's Division of Electronic Technology has recently purchased online survey software that will become available to other state agencies in July 2005. The BWI will use this software to collect and tabulate customer satisfaction survey results.

BWI research staff will continue to conduct both WIA and TANF customer satisfaction surveys. BWI is collaborating with other units in DWD to update and automate the annual Job Center Customer Satisfaction Survey so that the Job Centers have more relevant and immediate feedback on survey findings from job seekers. In addition, the annual performance reporting surveys for WIA participants and employers and customer satisfaction surveys for W-2 participants will be used as input for workforce information product development.

Another integral part of our customer satisfaction assessment will be through feedback from the local labor market economists, who are placed in One-Stop Job Centers throughout the state. They play a key role in our workforce information system, gathering and providing customer feedback from businesses, job seekers, and WDB staff.

All training events that include workforce information in the curriculum will have an end-of-training evaluation specifically targeted to the topics covered.

We will also rely on input from the state's Employment Statistics Guidance Team (ESGT), the Wisconsin Workforce Development Association, the WI Association of Job Training Executives, and the WI Manufacturers Association. These groups will provide input on the workforce information needs of businesses and economic development staff. These entities have routinely served on focus groups in the past and have provided valuable insights about the data needs of the communities that they serve. We will conduct Internet surveys with this customer base whenever a new product is released to assess its usefulness.

Lastly, the CWI will provide guidance on the development of regular surveys to measure the satisfaction of WDB and One-Stop Job Center customers. Obtaining frequent feedback from WDB and One-Stop customers will enable us to quickly identify if state workforce information systems are meeting local and regional needs and, if they are not, it will provide us with the knowledge to make necessary changes.

1. Provide 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 fourth annual report of the Wisconsin Job Center Customer Satisfaction Survey confirms some findings from earlier surveys. The abundance of workforce information is a primary attraction for people visiting a Job Center according to the most recent survey. Access to workforce information ranks among the top 3 reasons why customers come to a Job Center. General labor market information, such as information about the job market and wages is the reason why 17% of clients come to a Job Center.

Highlights from survey showed the following findings:

- The Job Center customer population is very diverse. Statewide, the largest group coming to a One-Stop Job Center is the group of people who have been recently laid off (45%). Fourteen percent of respondents do not fall into any of the eight special interest or high-risk groups identified in the survey.
- Overwhelmingly, people still come to a One-Stop Job Center to look for a job (74%), but most people also accessed some other employment-related service such as labor market or career information during their visit.
- About 14% of One-Stop Job Center customers come for public assistance, Medical Assistance (MA), or food stamps. Most of those also look for a job or access labor market or career information.
- Reasons for coming to the One-Stop Job Center varied significantly by Workforce Development Area (WDA). For example, in the Fox Valley WDA, 75% of the people came looking for a job and 11% applied for public assistance, MA or food stamps. In the West Central WDA, studies conclude that 96% of people came looking for a job and only 7% came in for public assistance, MA, or food stamps on the day of the survey.
- Statewide statistics showed that 53% of customers were Vietnam era veterans and 12% of all veterans that came to the Job Center were separated within the past four years.
- 80% of customers were very satisfied with the helpfulness of the Job Center staff.

The effect of these customer satisfaction findings on our planned products and services for Program Year 2005 is profound. These findings clearly identify demographic and socioeconomic details about the One-Stop Job Center customer base. We will develop our job seeker site with a continued emphasis on skill sets and on transitional skills. We have also determined that there are more challenges that face our One-Stop Job Center customer base than our regular internet WORKnet users.

9. 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.

Overall, a total of \$447,000 from other funding sources has been committed to support the projects described in Section B (Core Products and Services) of this grant plan. Each of the projects included in Section B describes how these other funding sources will supplement this grant to enhance the delivery of products and services as part of Wisconsin's workforce information system.

In addition to the projects described in this grant, Wisconsin has established a number of strategic partnerships to enhance the capacity and the scope of the state's workforce information system. For example, the Department's BWI is collaborating with the Unemployment Insurance (UI) Division, the Bureau of Job Services and the Bureau of Workforce Programs to apply for a \$250,000 Supplemental Budget Request from the DOL/ETA. These monies will be used to install and implement AutoCoder.

AutoCoder is a web service that can be integrated into current or new applications. This software provides accurate ONet Standard Occupational Classifications (SOC) based on job titles or job descriptions. It can be integrated with interactive or batch applications. It will quickly allow UI claim takers to enter information and then be presented with a selection of ONet SOC titles to choose from. AutoCoder will also provide accurate and standardized coding options for Job Service staff when coding job orders from employers. It will provide BWI and the projections staff with accurate ONet codes for skills and projections data. As a secondary benefit, this money will provide local Job Service staff with upgraded equipment that will maximize efficiency of the AutoCoding software.

Wisconsin will use a \$151,197 Career Resource Network State grant from the U.S. Department of Education to develop career guidance information for Wisconsin workers. The University of Wisconsin (Center of Education and Work) and the DWD are working together to develop electronic career guidance tools for use in schools and Job Centers. One of these tools, WISCareers will display information from the Occupational Employment and Wage (OES) surveys and from the WI Projections program. These data assist students and adult WI citizens in choosing career paths.

SECTION B

CORE PRODUCTS AND SERVICES

1. CONTINUE TO POPULATE THE ALMIS DATABASE WITH STATE DATA

I. ALMIS DATABASE

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

America's Labor Market Information System (ALMIS) is the primary database in Wisconsin that stores workforce information. It serves as the repository for all DWD's workforce and economic information. In Wisconsin, the ALMIS database is a combination of Version 2.1 and Version 2.3. The database has been populated with data as determined by the ALMIS Database Consortium. All US/DOL coding taxonomies have been incorporated into the look-up and cross-walk files, including ONet and the North American Industrial Classification System.

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

The success of ALMIS is not directly measured through customer satisfaction surveys. Output or products that are created from ALMIS will be evaluated through customer satisfaction surveys, LISTserve emails on the web, and numerous focus groups of Wisconsin constituents throughout PY 2005. ALMIS enhancements will be dictated by national initiatives and through comprehensive listening sessions with our customers.

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

The front end piece of ALMIS that delivers information to Wisconsin's customers is called WORKnet. The WIA plan identifies WORKnet as one of Wisconsin's core external information technology subsystems. WORKnet is a user-friendly website that provides workforce, economic, labor market and skills information to support Wisconsin's demand-driven workforce investment system. Developed to further the goals of Governor Doyle's **Grow Wisconsin** initiative, the website provides timely information that can be used to respond to Wisconsin's economic development opportunities and challenges. In addition to state and federal agency-developed information, WORKnet organizes and displays numerous other reputable data sources in an easily accessible way to enable customers to successfully position themselves as current and future members of Wisconsin's workforce investment system.

- **Principal customers:**

Principal customers are employers, job seekers, educators, data analysts, economic developers, students, and researchers.

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

The projected outcome of this year's ALMIS implementation efforts will result in the full utilization of ALMIS to meet national, state, and local customer needs.

- **Planned milestones:**

Continued efforts on data mining for job skills will be ongoing in PY 2005. We will attempt to mine employer web sites that will identify skills needed for high growth/high demand jobs. These additional tables need to be populated in ALMIS with skills information for current and future sub-state labor markets. Additional information, such as educational requirements, will be added for high growth/high demand jobs. Training sessions for staff in local One-Stop Job Centers, WDBs, employers, and job seekers will provide staff with the tools and knowledge to fully understand and use the ALMIS database.

- **Estimated costs:**

The projected estimated costs for ongoing database updates, population of current tables, and implementation of new tables in the ALMIS database is \$172,188 per year.

1. PRODUCE AND DISSEMINATE INDUSTRY AND OCCUPATIONAL EMPLOYMENT PROJECTIONS

WI projections provide extremely important information on growth industries, wages, and educational attainment requirements, which will permit a more strategic focus of resources in areas that will raise wages and help prepare the future workforce. Short-term projections will be a key factor in measuring how well we are doing over the next decade to meet occupational needs. Projections' economists have already separated out occupational information on the healthcare and IT industries. We also expect to will undoubtedly be asked to do this for other key industries, such as construction and advanced manufacturing.

i. PROJECTIONS

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

The core products are the development of long- and short-term employment outlooks for Wisconsin's industries and occupations. Approximately 300 industries and 770 occupations are examined. The long-term projections are for ten years into the future and are updated every two years. The short-term projections are for two years out and are updated annually. Projections are done for Wisconsin as a whole and for its WDAs.

Wisconsin began using the skills-based projections system in May 2005. Information from this system has been used to identify the skill needs in the state's high growth occupations and in manufacturing occupations.

Several products are developed from projections data. These products include a 150-page report analyzing the long-term data and a brochure summarizing the short-term data. On the Web, there are tables highlighting various aspects of the long- and short-term data, e.g., occupations with the most job openings, fastest growing occupations, the outlook for healthcare occupations, industries with the most new jobs, and fastest growing industries. Also, based on customer needs, technical assistance and customized reports are provided.

Projections staff will provide training on projections products to local WIA planners, program managers, employer services staff, and case management supervisors. The purpose of the training is to facilitate better understanding of projections products and how to use them.

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

Customer support for projections is demonstrated by the demand for projections-based products. The projections pages on the DWD website receive the most hits of all of the OEA web pages. The website averaged 350 hits and 120 downloads per week. In PY 2004, over 40,000 short-term projections brochures were distributed per customer orders.

Unsolicited customer feedback regarding projections products is regularly received via email, phone, and personal contact. This feedback is overwhelmingly positive.

A customer satisfaction survey is currently being conducted regarding the short-term projections. The survey was sent to 1,500 people. So far 100 responses have been received. We are still in the process of receiving and analyzing the responses. Almost all of respondents so far (95%) indicate that the projections brochure and other projections information available on the Internet meet their needs and/or their customers' needs.

- **Support goals of state's WIA/Wagner-Peyser Strategic Plan:**

State government agencies use projections data and analyses to evaluate existing workforce development programs, and to develop new programs, such as those offered by the Bureau of

Workforce Programs, the Bureau of Apprenticeship Standards, the Governor's Work-Based Learning Board, the Division of Vocational Rehabilitation, and the Department of Corrections.

The University of Wisconsin, the WI Technical College system, and several of the state's private colleges use projections to aid in the development and evaluation of their curriculum. Projections tailored to the WDAs are used by WDBs to make decisions about training dollar allocations. Guidance and career counselors, students, and job seekers use the projections to explore occupations and careers. Researchers use the data in their analyses of Wisconsin's labor market and employers use the data as indicators of demand for various occupations.

- **Principal customers:**

Customers include other state agencies and related programs (vocational rehabilitation, corrections, public instruction, veterans services, economic support, unemployment, workers compensation, equal rights, adult apprenticeship, and youth apprenticeship), One-Stop Job Centers, WDBs, public and private colleges and universities, private career counselors, private employers, job seekers, economic developers and labor market researchers.

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

WI projections products are designed to help people better understand expected employment trends in Wisconsin's industries and occupations. The projections aid people in their decision-making processes whether they are searching for a job, assisting a job seeker, deciding to expand their business, making curriculum decisions, making funding allocation decisions, or making other program-related decisions.

- **Planned milestones:**

- Statewide 2004-2006 projections completed - June 2005
- 2004-2006 projections data presented in tables on OEA and WORKnet websites - July 2005
- Updated short-term projections brochure completed - Fall 2005
- Statewide 2004-2014 projections completed - June 2006
- Partnership with Wisconsin Manufacturing Extension to identify occupational employment and skill demands in various segments of manufacturing -Ongoing.

- **Estimated costs:**

The estimated cost to produce the WI Projections will be \$166,307.

3. PROVIDE OCCUPATIONAL AND CAREER INFORMATION PRODUCTS FOR PUBLIC USE

High quality information products that help young people must support the state's goals and those making career decisions. Wisconsin faces "brain drain" challenges due to its proximity to Chicago and the Twin Cities and must provide up-to-date and accurate information on career opportunities in the state. It is the responsibility of the CWI, the state agency, and the WDBs to help promote the use of these products. We will develop collaborative strategies to not only develop but to also market and promote these products.

i. OCCUPATIONAL EMPLOYMENT AND WAGE PUBLICATIONS

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

The OEA will produce annual **County and Workforce Development Area Workforce Profiles** that highlight occupations within covered geographic areas. The BWI will create sub-state data by filtering OES wage and employment estimates through North Carolina's Estimates Delivery System (EDS). This highly sought after sub-state data will be published on the WORKnet site and OEA's website. The product will be developed based on demand from the economic development community through their connection to the ESGT.

OES and projections data will also be used to create career posters. Career posters will display high growth/high demand occupations, their associated educational requirements, and the projected job openings. The posters will be distributed to middle and high schools throughout the state and to Wisconsin One-Stop Job Centers.

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

Customer reaction to the occupational and career information products above has been very strong. Focus meetings with local workforce development staff, economic development professionals, and other customers have indicated overwhelmingly positive support for the products.

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

The OEA was established to assist economic data users to better understand the relationships between labor markets and other economic and demographic specifics. The OEA helps users interpret labor force data and focus on the issues and trends influencing employment growth in the State of Wisconsin.

The OEA publishes monthly and annual reports that provide an overview of county and state trends. These include **Workforce Observations**, **County Workforce Profiles** and **Regional Occupational Projections**.

Additionally, the OEA works with the CWI to develop information for use in guiding the goals and strategies of the state board. Since the reformation of the CWI, the OEA has collaborated with it to develop necessary statistics to measure the impact of workforce investments. Among the pieces that have been developed was a quick reference index of workforce information sources to be used by CWI standing committees in the establishment of measurable goals.

- **Principal customers:**

Among the customers most affected by occupational and career information products and services are: CWI members and staff, economic development professionals, unemployment insurance claimants, local WDB members and staff, employers engaged in the workforce investment activities, state workforce investment agency staff, students, counselors, and One-Stop Job Center staff and clients.

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

The most anticipated and expected outcome is a more disciplined and rigorous use of occupational and career information. Wisconsin's geographic labor markets are generally smaller and more dispersed than markets located elsewhere in the United States. Because of this dispersion, and more dependence on small rather than large markets, wages are depressed in the state. Better use of occupational and career information will lend more mobility to an otherwise static labor market.

- **Planned milestones:**

WORKnet and the OEA website are fully populated with sub-state occupational employment and wage data. As new data become available, enhancements to both sites will occur. Career posters for high growth/high demand occupations will be created and distributed to Wisconsin high schools, middle schools, and One-Stop Job Centers throughout PY 2005.

- **Estimated costs:**

- Occupational Employment and Wage Publications - \$19,971
- Career posters - \$7,820

A total of \$80,000 of Wagner-Peyser funding will be used to supplement the production of the Occupational Employment and Wage Publications.

i. EMPLOYER EDUCATION AND OUTREACH

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

Two informational sessions will be held in PY 2005 to provide employers the needed strategies to tap into Wisconsin's under-utilized labor pool of high-risk populations. The plan is to expand on the past sessions by offering demonstrations of BWI's latest electronic tool, WORKnet.

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

Customer support was shown by the high attendance from the initial two informational sessions held in PY 2004. Over 250 employers attended the sessions. A panel of experts assisted the employers including the state economist and Steve Gunderson, author of the *Jobs Revolution*. Comments from the employers who attended this session indicated that they needed to be better prepared for the upcoming labor shortage. Smaller businesses thanked the state for making this valuable training affordable for them. The Chamber of Commerce was a major participant and identified the topics covered as useful for their members.

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

Employers are key to the labor market exchange – understanding that high-risk populations provide an alternative labor source benefits Wisconsin taxpayers.

- **Principal customers:**

Principal customers are Wisconsin employers that would benefit by learning how to access alternative sources of job seekers.

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

The primary focus of the initiative is to deliver workforce information to employers, specifically to address the question of "Where will the current and future labor force come from?"

- **Planned milestones:**

- Milwaukee employer information session held - September 2005
- Madison employer information session held - April 2006

- **Estimated costs:**

The total estimated cost for Employer Education and Outreach is \$15,500. This grant will provide \$9,937 to support the project in the following areas:

- Marketing (\$1,000)
- Room Rental and refreshments (\$3,000)
- Speakers (\$7,000)
- Staff time, benefits and travel (\$3,500)
- Handouts and resource materials (\$1,000)

The remaining project costs will be leveraged with additional sponsorships, registration fees, Workforce Investment Act, Wagner-Peyser and US DOL Disability Program Navigator grant funding.

ii. **JOB SEEKER PUBLICATIONS**

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

Internet searches are fast becoming the most effective strategy for job seekers. The ready availability of online information to perform self-searches is an invaluable tool for job seekers. Wisconsin's over-riding strategy is to publish as much information as possible for job seekers on the Internet and, for those customers who are still unable to access information electronically, as hardcopy documents.

Two publications will be produced to provide workforce and occupational information to job seekers and the public.

- ***Wisconsin Employment, Find Your Dream Job in Wisconsin.*** Since 2000, DWS has annually published a 16-page booklet providing information on Wisconsin and employment resources available to potential new residents. The intent is to assist with the labor shortage by encouraging visitors to stay in Wisconsin. The booklet is primarily distributed by the Tourist Information Centers. They are also popular with dislocated workers and are used in One-Stop Job Centers.
- ***A Job Seeker's Guide to Staffing Agencies.*** The guide will provide information on this very important and expanding industry to assist the public with achieving occupational, career, and employment goals. The guide will provide workforce information on this industry segment as well as information on how the industry functions, industry terminology, and its value to the job seeker. It will also advise job seekers on potential pitfalls in using these services, such as spotting fraud and the effect short-term employment has on UI benefits, Workers Compensation, and Social Security. It will be available as a printed booklet (probably similar to other job seeking skill publications) and on the Internet.

If any additional resources remain after the production of the two publications mentioned above, ***Planning Financially for a Career Change***, a brochure targeted to dislocated workers will be started.

OEA will publish several job seekers informational pieces on the Internet, such as employer lists of the top 50 employers by county, county profiles with information on employers and industries in each county of the state, and wage data for occupations in labor areas of the state.

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

In PY 2004, 10,000 copies of the *Wisconsin Employment, Find Your Dream Job in Wisconsin* publication were distributed through the state Tourist Information Centers. The Dislocated Worker Unit distributed about 5,000 copies and about 5,000 were sold through the state document sales office. The available supply was exhausted by December of 2004.

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

These publications support the Governor's *Grow Wisconsin* initiative. It relates to the strategic area in the Governor's economic plan that asks us to create and unleash knowledge to build emerging industries and to tap Wisconsin's full urban potential.

- **Principal customers:**

Job seekers are the primary customers.

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

- 15,000 copies of *Wisconsin Employment, Find Your Dream Job in Wisconsin* distributed through the Department of Tourism and One-Stop Job Centers
- 5,000 copies of the *Job Seeker's Guide to Staffing Agencies* available through the One-Stop Job Centers
- Self-service, local-level employment and wage data available on the Internet

- **Planned milestones:**

- *The Wisconsin Employment, Find Your Dream Job in Wisconsin* available - May 2006
- *The Job Seeker's Guide to Staffing Agencies* in Job Centers - Fall 2006
- *County Profiles* converted to a web-based publication - Spring 2006
- Information on top employers by county & wage data by occupations on web - Spring 2006

- **Estimated costs:**

This grant will provide \$7,945 to support the development of Job Seeker Publications. Monies received through document sales will offset the costs associated with this project.

iv. SURVEY ON REGISTERED NURSES

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

The continued shortage of healthcare professionals has been identified as one of the leading workforce issues in the state. Wisconsin is experiencing a nursing shortage and it is expected to get worse as the baby boomers age. To provide public policy advisors, educators, and other workforce development staff with the informational resources to understand and respond to the shortage of nurses in the health care system, a survey of all nurses registered in Wisconsin will be conducted.

The goal of the survey is to seek information on why nurses leave the profession and what can be done to retain them before the current shortage reaches crisis proportions. Information on registered nurses will help answer policy questions about the emerging shortage, such as:

- why nurses have left or plan to leave nursing practice,
- percent of nurses who are currently working in field and whether they are working part-time vs. full-time,
- the extent of assigned and voluntary paid overtime,
- number and age of nursing educators and the percent who plan to leave nursing in the next year,

- interest in working in nursing education,
- percent distribution of nurses in different work settings,
- number of advanced practice nurses, and
- general demographic and educational information.

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

The last Wisconsin survey of registered nurses (conducted in 2001) was the product of a public-private partnership of state agencies and provider organizations. The survey results were recognized as a key resource for making informed decisions to strengthen statewide efforts to increase the supply of nurses to meet the needs of Wisconsin's healthcare system. The public-private coalition of entities that collaborated on this project received a Governor's WIN award in recognition of their efforts to address the state's healthcare information needs.

Because of the success of the last survey, a similar approach will be used for this iteration. DWD, the Department of Regulation and Licensing, the Wisconsin Nurses Coalition and the Wisconsin Health and Hospital Association have already begun discussions about convening a coalition of interested parties to work on the 2005 survey. Input will be solicited from the DWD task force of nursing professionals assigned to examine and identify underlying systemic problems in the health care industry. Because healthcare shortages were identified by the WDBs as the number one industry shortage issue that must be addressed, they will also participate in this effort.

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

The state's WIA/Wagner-Peyser strategic plan identified the growing healthcare workforce shortage crisis in Wisconsin as one of its key industry priorities. The DWD Secretary established a Select Committee on Healthcare Workforce Development, comprised of representatives from the healthcare industry, labor, government and educational organizations. The Committee meets quarterly to identify workforce needs and report on progress in such areas as workforce retention, recruitment, educational capacity and data analysis. DWD has also established an internal team to develop policies and recommendations on making healthcare training a priority. To emphasize the importance of targeting healthcare as a high demand, and potentially high wage industry, DWD will require each WDB to spend 35 percent of its formula funds on training and training supports in the healthcare industry or other high wage/high demand industries in their regions. DWD will also publish its first annual healthcare workforce report and will develop a healthcare workforce website as part of its WIA plan. A number of local workforce boards also are targeting healthcare workforce efforts with special grants.

- **Principal customers:**

The customers involved with the nursing survey represent a broad range of public and private entities, including the Wisconsin Nursing Coalition, the Wisconsin Health and Hospital Association, the Wisconsin Association of Homes and Services for the Aging, the Wisconsin Health Care Association, DWD, the Department of Health and Family and the Department of Regulation and Licensing. It is anticipated that the partnership will expand as customer awareness of the project grows through marketing efforts.

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

The future of safe and quality patient care is directly related to the quality and quantity of the nursing workforce. This project will provide information that can be used to identify practices and activities that will address nurse recruitment and retention efforts across work settings, ensure adequate instructors and capacity at nursing schools, develop career ladders so that nursing assistants and licensed practical nurses can seamlessly advance their education to become RNs,

improve working conditions and job satisfaction and identify projected knowledge/skill gaps in the health care delivery system. DWD and its partners will also sponsor a statewide media campaign promoting nursing as a career.

- **Planned milestones:**

The following timeline is proposed for the Registered Nurse survey:

- Online e-survey developed – September 2005
- Survey notification drafted – October 2005
- RN access to e-survey assured – November 2005
- E-survey marketed and implemented – November 2005 through March 2006
- Mailed survey responses accepted – November 2005 through March 2006
- Responses monitored and data quality evaluated – November 2005 through March 2006
- Final database produced – April 2006

A HealthCare Quick Facts brochure, an in-depth analysis and publication of the survey results, and a web presentation will be developed as final outcomes of the RN survey.

- **Estimated Costs:**

The estimated cost of the Registered Nurse survey is \$75,000.

4. ENSURE THAT WORKFORCE INFORMATION AND SUPPORT REQUIRED BY STATE/LOCAL WORKFORCE INVESTMENT BOARDS ARE PROVIDED

i. STATE/LOCAL WDB SUPPORT

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

The OEA has four labor market analysts/economists located in One-Stop Job Centers throughout the state, in addition to a statewide economist in DWD's home office. These analysts/economists are liaisons to the local WDBs and respond to the workforce information needs of the local boards. In addition, they interact daily with other workforce development system staff members to assure that data needs of those staff members and customers are met. It is a demand driven system. The interaction from this system led to the creation of Wisconsin's national model publication, **Workforce Profiles**, and the subsequent revisions to their present form. The analysts/economists also produce a monthly **Workforce Observation** for the WDAs.

The OEA is closely connected to Wisconsin's CWI. The CWI has an Internet site with a prominent link to workforce information and other economic measurement data. The OEA will continue to enhance its index of workforce information sites that CWI members will be able to use to set metrics to evaluate the effectiveness of the workforce investment system.

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

Customers have been very vocal in their support for the services and products made available to the CWI, as well as the local WDBs.

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

This activity supports the general goals of the plan and, in particular, supports to the changing workforce system focus described in Section A of this plan. It also supports the state's economic development plan and the Governor's charge to the CWI to:

- promote the use of economic and labor market information to ensure evidence-based policy recommendations to guide the state's broad workforce development system.
- recommend policies to strategically target state training and education resources.
- foster and support public-private partnerships and intergovernmental cooperation and coordination in the building of Wisconsin's workforce.
- develop and implement initiatives that invest in Wisconsin's workforce and establish measures to monitor progress towards achieving objectives.

- **Principal customers:**

The targeted audience will include the following principal customers: statewide job seekers and employed workers attempting to increase their earnings, the CWI, local Workforce Development Boards, economic development professionals, UI claimants, state and local workforce agency staff and employers.

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

The most highly anticipated outcome is a more rigorous use of workforce information, demographics, and other social/economic data in decision-making by the State's workforce investment community.

- **Planned milestones:**

- Workforce information and support required by state and local WDBs (including **County Workforce Profiles** and **Workforce Area Profiles**) provided - December 2005

- Follow-up meetings with WDBs to ascertain the effectiveness of state's primary workforce information delivery systems - January 2006
- Workforce Information Workshop for WDB staff/board convened to gather feedback on the effectiveness of the state's workforce information system – March 2006

- **Estimated Costs:**

The total estimated cost for State/Local WDB Support is \$265,600. This grant will provide \$55,234 to fund this project. The remaining project costs will be leveraged with Wagner-Peyser funds.

ii. SILVER PLATTER WEB SITE ACCESS

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

This project is to renew an access agreement with the Buros Institute of Mental Measurements to obtain electronic access to the *Silver Platter* web site. The *Silver Platter* web site contains critical reviews of commercially available tests and measures. The access agreement will allow One-Stop Job Center staff access to information about all tests in print. Job Centers are being asked to do more assessments than ever before. This access will enable Job Center staff to make informed and proper decisions about which tests to use.

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

This has been a product that local One-Stop Job Centers staff has used since 1997. DWD has received anecdotal support (at resource room training and case manager training events) that local staff finds the product extremely useful.

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

One of the goals of the CWI is to solidify One-Stop Job Centers as the delivery mechanism for workforce development in Wisconsin. By providing the tools that Job Center staff need, progress is being made to meet this goal.

- **Principal customers:** Principal customers include the following groups: Resource Center coordinators, career coaches, intake interviewers, counselors, career development coordinators, case managers, financial employment planners and supervisors.

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

Job seeking customers will get the most appropriate tests and assessments to aid in their career development. Employers will receive more appropriate referrals because job seekers will have been appropriately assessed for job requirements.

- **Planned milestones:**

- Buros Institute of Mental Measurements contacted to renew access agreement – March 2006

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

The total estimated cost of the access agreement with the Buros Institute of Mental Measurements is \$7,000. This grant will provide \$2,980 to support this project. The remaining project costs will be leveraged with Wagner-Peyser funding.

5. MAINTAIN AND ENHANCE ELECTRONIC STATE WORKFORCE INFORMATION DELIVERY SYSTEMS

Electronic delivery is key in the 21st century and will be the cornerstone of the delivery system. The Department will maintain responsibility for statewide electronic system development and interfacing between systems. Enhancements will be based on customer feedback, the ongoing development of systems, and the availability of new information sources. Much of the new demands will be based on targeted industries and the need to develop, collect, or find information on the new and emerging workforce needs and skills required.

i. WORKnet

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

WORKnet, the BWI's newest and most ambitious project to date, is an interactive web query application. This site has become an instrumental tool in Wisconsin's Governor Jim Doyle's **Grow Wisconsin** campaign, and has been used to dispense timely and accurate workforce information to support the Governor's economic initiative.

The marketing of WORKnet will show an increased focus on providing sub-state skills data to the citizens of our state. In addition, promotional materials will be produced in different media to promote WORKnet and the value of workforce information.

Video streaming, a tool that provides web site navigational assistance, will be developed to maximize the accessibility of workforce information to our customers, especially those who will be first-time users of WORKnet. Video streaming will be an easy, inexpensive way to make informational, training, and marketing materials about WORKnet available on-demand via the Department's network. The BWI continues to partner with the University of Wisconsin to develop a video that will provide self-directed instructions to job seekers on how to navigate the site. (One-Stop Job Center staff has indicated that 70% of their customers cannot navigate a web site.) The video will replace the need for One-Stop Job Center staff to physically assist and train job seekers on how to use the site. This service will be provided 24 hours a day, 7 days a week, 365 days a year. This strategy will ensure ongoing support to job seekers as they seek to enter the workforce, in a time of declining state resources.

In order to make workforce information easily available and accessible to customers, the following types of enhanced information will be placed on WORKnet, or will be available to WORKnet's customers through the OEA web site:

- Wisconsin's "growing industries" and comparisons to other states
- Growing/emerging industries in the U.S. and why they are successful
- Skill sets of workers by geographic area and 'transferable' skills of the worker pool
- Wisconsin's emerging industries (growth rates, sales, and comparisons to other states)
- Wisconsin's industry cluster profiles

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

Extensive feedback has been obtained from numerous focus groups throughout the WORKnet development process. Focus groups, with a cross representation of customers, identified the need for an instructional video. In addition, product-specific focus groups were held to insure the usefulness of the job seeker, data analyst and economic development modules of WORKnet.

Focus group sessions will be held in the future to gather the informational needs of the business community. We are seeking to identify what employers want and then to develop the capability to provide them with that access in a timely user-friendly manner. We would like to provide them a

variety of information and tools to develop and grow their businesses, e.g. entering job orders, identifying geographic areas that hold a plentiful labor supply with skills, starting new lines of business, etc..

The ESGT has expressed a great deal of satisfaction with WORKnet's Economic Development site. BWI is continuing to develop this site in order to provide economic developers the tools they need to recruit businesses to Wisconsin.

The CWI Emerging Opportunities Committee identified a variety of workforce information that should be made available to customers. In order to be responsive to the customer demands of the CWI, these items have been prioritized for inclusion on WORKnet through the OEA web site.

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

WORKnet and video streaming fit into the goals of the WIA plan by providing a seamless interface of services that will be accessed by employers, members of the workforce, and their families. Because of the organizational structure of DWD, multiple entities within the Department provide information and support to the ETA One-Stop system. Video streaming will integrate the information produced throughout the Department and will deliver it with one façade to customers, increasing both the accessibility and usability of the information.

- **Principal customers:**

Targeted customers will be public officials; business owners; educators; researchers; economic developers; workforce professionals, and private citizens (e.g., youth, job seekers and senior citizens).

- **Projected outcomes and system impact(s):**

WORKnet, video streaming, and other voice captivated software will continue to change how we do business in the Job Centers in the future. Video streaming will allow Job Center staff to rely on self-service video tutorials for clients that are not comfortable with using computers. WORKnet will also free up Job Service bilingual staff to focus their efforts on finding jobs for clients who do not speak English as their primary language. Educating Job Center staff on the enhanced labor market information found in WORKnet will become a distinct advantage in identifying transferable skills in their customer base.

- **Planned milestones:**

- Additional occupational videos from ETA video streamed - February 2006.
- Functionality of the Business and Economic Development modules of WORKnet enhanced- June of 2006.
- Youth site on WORKnet further developed and implemented - March 2006.
- Job Seeker video completed - January 2006.

- **Estimated costs:**

- WORKnet development and maintenance = \$133,951
- WORKnet/**Grow Wisconsin** marketing = \$14,742
- OEA web site = \$14,902

The cost of the OEA web site will be supplemented with \$25,000 in Wagner-Peyser funding.

6. SUPPORT STATE WORKFORCE INFORMATION TRAINING ACTIVITIES

Training will be provided to address new products, new data sources, and the requirement to make more evidence-based decisions. Staff training will be developed in a variety of formats that will accommodate diverse learning styles, time availability, and geographic proximity.

i. ACCESSIBLE WORKSTATION/MAINTENANCE & TRAINING

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

As One-Stop Job Centers become dependent on electronic information, it is imperative that access is made available to people with disabilities. This project addresses the issue of universal access and program accessibility to meet the requirements of WIA Section 188. Six sessions were held in PY 2004 to train local staff on how to deliver local workforce information to people with disabilities. In PY 2005, 6 additional sessions will be conducted around the state and software upgraded as needed. The project will utilize individuals who have been designated as Disability Program Navigators. Established through a joint effort of the US/DOL and the U.S. Social Security Administration, Navigator staff assists people with disabilities to access and navigate through the complex provisions of various employment-related programs.

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

The Accessible Workstation project has received numerous awards since 1997. The project has grown to 30 workstations statewide. A One-Stop Job Center reported that, after multiple failed attempts to find a job, a person with significant disabilities, who was finally able to explore their job options using accessible workstations, landed a position earning more than \$40,000 per year.

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

This ongoing project provides people with disabilities the opportunity to link to core services of the One-Stop Job Center, including workforce information. A basic tenant under the Workforce Investment Act is universal access. Ensuring that electronic workforce information is available to people with disabilities is a key for universal access. This project will train local staff on the utilization of the technology that meets the needs required under WIA section 188.

- **Principal customers:**

The target audience is resource room staff and the Disability Program Navigators.

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

Workstations are a wonderful addition to the One-Stop Job Center system; however, they are ineffective for universal access if left unused. The expected outcome is increased usage of workforce information by people with disabilities through the One-Stop Job Center system.

- **Planned milestones:**

- Training session held - July 2005
- Two training sessions held - August 2005
- Training session held - November 2005
- Two training sessions held - January 2006

- **Estimated costs:**

The total estimated cost of the Accessible Workstation maintenance and training is \$40,000. This grant will provide \$7,945 to support the project. The remaining project costs will be leveraged between Wagner-Peyser and the US/DOL Disability Program Navigator grant.

ii. ONE-STOP JOB CENTER WORKER TRAINING

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

Current workforce information indicates that the next labor shortage will hinge on demographics versus economics. It is imperative that employment and training professionals provide workforce information to high-risk populations as they make training plans to help these populations obtain employment and make career choices. Employment and training staff need to improve their capacity to use workforce information on an ongoing basis to better serve these customers.

The current strategy is to offer workforce information workshops at conferences and to weave it into other topical training. While valuable, presentations alone do not equate with effective staff training plans. The One-Stop Job Center Worker Training project will explore methods to ensure that the use of workforce information tools is ongoing. The project will use a three-pronged approach:

- developing and delivering training for employment and training staff to use workforce information.
- providing ongoing technical assistance in the use of workforce information.
- measuring satisfaction with workforce information products.

In PY 2005, nine training sessions on the use of workforce information tools are planned. Six of the nine sessions will be held in July and August of 2005. Three additional training sessions will occur in the Spring of 2006. The project will build on the training sessions that were held in PY 2004.

DWD staff will deliver the training. One-Stop Job Center staff will be surveyed to identify their specific training needs prior to conducting the sessions, with training content developed to reflect those needs. Two half-day sessions will be held at each location. Each half-day session will be divided into two parts; participants can attend either or both parts, based on their needs. The first part of each session will cover an introduction to the ABCs of LMI. The second part of each session will focus on how staff can use workforce information in their work setting. This will be contextual training using case studies and tool application, including WORKnet. The case studies will be tailored to use local, relevant data for each area in which training is held.

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

The project proposes to piggyback focus groups onto training events to explore customer satisfaction with workforce information tools. The focus groups will be surveyed six months later to explore the impact of training on the use of these tools.

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

This brings the workforce information message directly out to the field where it should be applied. It frames workforce information within the context of service delivery and de-mystifies it, making it more accessible to users.

- **Principal customers:**

The target audiences are One-Stop Job Center partner agency case managers, Job Service staff, Division of Vocational Rehabilitation counselors, financial and employment planners, Title V staff, offender employment specialists, and limited English proficiency specialists.

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

The focus of this project is to make the use of workforce information an integral part of the process used by employment and training professionals to develop employment plans with their customers. This is hands-on training for practitioners and managers who want to become (more) familiar with

what data exist and how it can be used. The expected result is that, One-Stop Job Center staff will be better able to meet performance standards by matching the needs of employers with the skills of job seekers.

- **Planned milestones:**

- Three general audience sessions conducted - July 2005
- Three general audience sessions conducted - August 2005
- Sites for targeted audience sessions identified - September 2005
- Targeted audience sessions conducted – February 2005 through March 2006

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

The total estimated cost of the target One-Stop Job Center Worker Training is \$12,000. This grant will provide \$7,945 to support this project. The remaining project costs will be leveraged through the WIA and Wagner-Peyser funds.

iii. **JOB DEVELOPMENT SYMPOSIUM & TECHNICAL ASSISTANCE**

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

With the changing economy, technology, and system expectations, the art of job development is evolving. While the issue of job development is a hot topic, the job development community is somewhat disconnected. The last Job Development Symposium brought together representatives from Wisconsin's job development community to learn tools and strategies to impact performance outcomes. This symposium will provide an opportunity to enlighten job development staff on the value of workforce information.

Previous Job Development Symposia in PY 2004 generated multiple sponsorship and participation from disability, veterans, refugee, offender, TANF, and other groups/agencies with job developers. The plan is to build on the success of last year's symposium by offering another session, followed by a series of ½ day workshops that target job development strategies.

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

Two Job Development Symposia were conducted in PY 2004 with overwhelmingly positive ratings. Within 10 days of registration opening for the second Symposium there was a waiting list of 66 people.

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

Workforce information is a key component to the field of job development. It is incumbent upon job developers to understand their local community and the trends that will impact career choices for the participants they represent.

- **Principal customers:**

Job developers will be the key audience for the Symposium. The total attendance is limited to 125 customers.

- **Projected outcome(s) and system impacts:**

DWD expects to see an increase in the use of workforce information in the development of employment plans. Local job developers will serve as a conduit for local labor market analysts to employers.

- **Planned milestones:**

Planning will commence immediately following approval of this grant request.

- Location, date and final agenda determined - August 2005
- Technical Assistance strategies developed – November 2005
- Event held - December 2005
- Follow-up and evaluation to measure the impact of the project on use of LMI - June 2006
- Technical workforce information assistance follow-up - February through June 2006

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

The total estimated cost of the Job Development Symposium and Technical Assistance is \$40,000. This grant will provide \$12,918 to support the project. The remaining project costs will be leveraged between participant registration, additional sponsorships, and WIA and Wagner-Peyser funds.

iv. **RESOURCE ROOM/CAREER DEVELOPMENT TRAINING**

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

Resource Room/Career Development Training for One-Stop Job Center staff will take the best components from a 120-hour nationally certified course in Career Facilitator Training developed by the National Occupational Information Coordinating Committee, the Career Development Training Institute, and the National Career Development Association. It will provide trainees with the skills to work in a resource room in a One-Stop Job Center.

DWD will conduct four training sessions. Two sessions will be a three-day long basic training; the other sessions will be advanced training for two days each. Trainees can expect to learn:

- career development definitions and models
- applied helping skills
- how to help others use career and labor market information
- how to help process assessments and appraisals
- how to assist customers with the career decision making process

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

Training sessions have been very popular in previous years. All sessions were evaluated at the close of each session with the average ratings for individual sessions being 4 to 4.5 on a 5-point scale.

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

One of the goals of the CWI is to solidify One-Stop Job Centers as the delivery mechanism for workforce development in Wisconsin. By developing the skills of One-Stop Job Center staff, progress is being made to meet this goal.

- **Principal customers:**

Resource Room/Career Development Training will include the following principal customers: resource room coordinators, intake interviewers, career coaches, counselors, career development coordinators, case managers, financial career employment planners, and supervisors.

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

Eighty staff from local One-Stop Job Centers will be trained to increase job seekers' use of workforce and career/occupational information in order to improve their participation in the workforce.

- **Planned milestones:**

- Resource Room Basic training held - December 2005 and June 2006.
- Resource Room Advanced training held - September 2005 and July 2006.

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

The total estimated cost of the Resource Room/Career Development Training is \$21,500. This grant will provide \$7,945 to support this project. The remaining project costs will be leveraged between WIA and Wagner-Peyser funds.