

**Workforce Information
Core Products and Services Grant Plan
Program Year 2004
Georgia Department of Labor
Workforce Information & Analysis**

Georgia's Labor Market Information division will utilize funding allocations made available under the Program Year 2004 Workforce Information Core Products and Services Grant Plan to develop and provide specific data products, information and services targeted to generate more demand-driven current and local forms of workforce information in order to provide deeper analysis and interpretation that will further enhance the department's existing comprehensive system of information delivery.

Georgia LMI will work to improve the scope and sophistication of workforce information to satisfy a more demanding audience of customers, including employers, small businesses, economic development, career guidance, job seekers, the business community, workforce development professionals and State and Local Workforce Investment Boards.

Statewide Workforce Information System

Process of Consulting SWIB on State Workforce Information Policy:

Georgia's State Workforce Investment Board's Business and Economic Development sub-committee has responsibility for the assessment and development of Georgia's Labor Market Information System. The Business and Economic Development sub-committee plays an active role in the on-going process of system improvement.

Currently, the sub-committee and the Workforce Information & Analysis division have developed a survey instrument to be administered to state and local workforce boards. This survey will be used to determine the usefulness of current labor market information and to help develop new data series and products. Surveys to continually assess the system may be developed. The growing relationship between the State Workforce Board, Business and Economic Development sub-committee and the Workforce Information & Analysis division will ensure state board direction of Georgia's workforce information policy.

WIA/Wagner-Peyser Five Year Strategic Plan:

Data presenting high growth and high demand occupations and industries, declining industries and educational status of Georgia's workforce are included in the state plan. Career Center managers and staff who participate in local economic development initiatives use LMI data products, both industry/occupation and workforce information products, to assist communities with employer recruitment strategies needed to connect and prepare workers for current and future jobs.

LMI publications assist planners and all workforce staff at the local level to gain a better understanding of the community, the state and the region, in terms of economy, workforce and other relevant indicators. LMI data supports occupational and industry analyses that local WIA areas and boards assess while preparing local plans and making decisions concerning what occupations/industries will be targeted for training purposes. It is a key principle to assist local areas in training that is likely to result in future employment opportunities in their area of the state.

Strategic Vision of the Commissioner and the SWIB:

The mission of the Georgia Department of Labor is to work with public and private partners, including the SWIB, in building a world-class workforce system that contributes to Georgia's economic prosperity. It is the goal of Georgia LMI to provide partners with a comprehensive system of workforce information that focuses on current and future local labor markets, high growth and high demand industries and the job skills required for those industries and comprehension of employer needs to connect and prepare workers for current and future jobs.

Strategy for Consulting LWIB's:

The SWIB Business and Economic Development sub-committee and the Workforce Information & Analysis division have developed a survey instrument to be administered to local workforce boards. This survey will be used to determine the usefulness of current labor market information and to help develop new data series and products. Surveys to continually assess the system may be developed.

The Workforce Information & Analysis division has created a division unit and assigned to this unit the primary responsibility of developing data, product and analysis for the LWIB's. It will be the responsibility of this unit to sustain communication with LWIB's to ensure that their needs are being met. Several different approaches will be used to allow for more comprehensive and constant input from the LWIB's, covering all areas of our products and services. In addition to formal surveys, the use of "comment cards", customer calls for

review, and focus groups will be employed to assure that all boards have an opportunity to express their needs, concerns and requirements from our data and services.

Workforce Information Delivery:

The development of customer-focused occupational and career information products will continue during PY 2004. Internet-based data dissemination will continue to be the primary focus for the upcoming program year. Georgia *QuickStats!*, which serves as the Department's resource to facilitate delivery of workforce information to a wide range of customers, including the business community, individual data users and the state's workforce development system, is available via the Internet. Electronic access to various State-based workforce information products is available. Web-based data products are produced and updated on a monthly, biannual, annual and biennial basis.

The continued development of a comprehensive, efficient and user-friendly database centralizing all components of LMI data as well as providing links to additional data sources will continue to be a focus during PY 2004 in terms of supporting the delivery of workforce information.

One-Stop Delivery:

Georgia's LMI division will continue in the development and support of an in-place comprehensive system providing electronic access to workforce information. Included among the system of LMI data and services is the Department's Internet Wage and Occupational Demand Database. The data is available to all One-Stop customers through the Department's web site. This system provides the basic data and services needed to produce planning information and analysis at the local level.

Customer Consultation and Satisfaction Assessment Methodology:

Several methods of consultation are used when measuring customer needs and satisfaction including formal customer satisfaction surveys, unsolicited feedback via email requests and suggestions, training and product evaluations and one-on-one customer conferences. Over the next year the planned formal assessment tools include:

- Customer Satisfaction Report Card
- Customer Satisfaction Survey (as a part of training)
- Training Evaluations
- Education Rocks! CD-ROM Product Survey

In addition to the aforementioned surveys, customer comments, repeated requests for information and/or training sessions, focus groups and one-on-one contacts provide numerous opportunities for LMI staff to obtain valuable information concerning our customer's needs and level of satisfaction.

Summary of Customer Satisfaction Findings:

Based on previous customer feedback and high marks in training evaluations, members of LMI staff were asked to make repeat appearances at numerous conferences across the state. These sessions include presentations at several statewide conferences associated with the Department of Education both statewide and local events, Technical and Adult Education Conference, the Annual "Tech-Prep" State Conference and the University of Georgia's Small Business Development Center training for new members of the economic development authorities.

In the event of training classes for the sole purpose of delivering LMI data, resources and training on their use, independent training evaluations are utilized in addition to a standard customer satisfaction survey distributed at the beginning of the training class. In addition to providing satisfaction levels for those individuals who have been currently using LMI products, this survey provides critical information to our trainers to help them meet the needs of the training participant. All training evaluations provide the participant space to provide comments, suggestions and express their wishes for future products and/or training.

The results from the Customer Satisfaction Training Surveys indicated that 57% of training participants are currently using LMI products in their jobs. 51% of them use the website and 43% have contacted our office directly for assistance. 55% of all participants list their product satisfaction level as "Satisfied". While no participant listed their level as unsatisfied, the remaining 45% did not list a satisfaction level as a result of not using the products originally. In the comments from the survey many participants said they hoped to implement the products in the future as a result of the training they attended.

The results from the Training Evaluations gave very high marks to the sessions individuals attended. The "Overall Training" score, using a scale of "A, B, C, D, or F", resulted in 87% of participants rating the session as an "A" or "B". A score of "C" or "D" was given by 9% of the participants. The remaining participants did not rate the overall training. 85% of participants would recommend the training to others. The general comments provided on the survey forms were overwhelmingly positive.

Priority Products and Services

ALMIS Database:

Core Product: Internet *QuickStats!*

- Continue with full utilization of version 2.2 of the ALMIS Database resource to meet national, state and local customer information needs.
- Populate designated core tables in accordance with ALMIS Database Workgroup guidelines.
- Database maintenance, database structure and population additions updated timely to reflect most recent publications and data releases.
- Maintenance and updating of occupational licensing data, populating the license.dbf and licauth.dbf database files required every two years.
- Submit licensing data through the National Crosswalk Service Center (NCSC) for inclusion on America's Career InfoNet (ACINet) site.

Principal Customers: WIA Boards, Career Center staff, career counselors, data researchers, LMI analysts, LMI research units, LMI customers.

Customer Satisfaction Assessment: Assessment of the ALMIS Database is standardized through the ALMIS Database Workgroup guidelines.

Support WIA/Wagner-Peyser Five-Year Plan: The ALMIS Database supports *QuickStats!*, an interactive system that provides expanded Internet access to labor market information and other data to assist customers in decision-making at the state and local levels.

Projected Outcome and System Impact: Continuous updating of the ALMIS Database with the most current information and data available and displaying such updates through Internet *QuickStats!*, providing customers with the most current data and information available.

Deliverable Milestones: The ALMIS Database will be updated on a continuous basis, as new data are made available. Monthly updates include employment estimates, labor force statistics and unemployment statistics. The economic indicator series will be updated quarterly and labor profiles will be updated three times annually. Sub-state long-term and short-term projections will be updated third quarter 2004. Occupation and wage publications will be updated fourth quarter 2004. The career planner will be updated first quarter 2005. Licensed and certified occupation data along with statewide short-term projections will be updated second quarter 2005.

Costs: \$195,000

Industry and Occupational Employment Projections:

Core Product: State and sub-state industry and occupational employment projections.

- Produce and disseminate industry and occupational employment projections using methodology, software tools and guidelines developed by the Projections Workgroup and the Projections Management Partnership.
- Continue focusing on refining sub-state historical NAICS industry database to be used in the projections process.
- Develop sub-state projections for the 2002 to 2012 period, and statewide for the 2004 to 2006 period. Production of sub-state long-term projections and statewide short-term projections to be the primary activity for PY 2004.
- Disseminate and populate ALMIS Database with 2002-2012 long-term projections data and statewide 2004-2006 short-term projections data.

Principal Customers: WIA Boards, Career Center staff, career counselors, data researchers, economic developers, educational planners, general public, jobseekers.

Customer Satisfaction Assessment: Customer support for all products and services is available via phone, email and through customized training sessions. Georgia LMI has a well-publicized email address for general inquiries and web related questions.

Support WIA/Wagner-Peyser Five-Year Plan: Industry and occupational employment projections, including high-growth and high-demand occupations and industries and declining industries, support the occupational & industry analyses that local WIA areas and boards carry out as they make decisions about the industries/occupations they will target for training customers.

Projected Outcome and System Impact: Providing the most current state and sub-state industry and occupational employment projections available, using a base year of 2002 and a projected year of 2012 for sub-state projections and a base year of 2004 and projected year of 2006 for statewide projections. Dissemination and population of the ALMIS Database with updated industry and occupational projections.

Deliverable Milestones:

- Produced statewide long-term projections in second quarter, 2004.
- Produce sub-state long-term projections in third quarter, 2004.
- Produce sub-state short-term projections in third quarter, 2004.
- Produce statewide short-term projections in second quarter, 2005.

Costs: \$155,000

Occupational and Career Information Products:

Core Products: Occupational and career information products incorporating related information such as occupational projections; demand occupations and supply indicators by geographic area; wages by occupation; career ladder information and skills and education requirements.

- Internet-based data dissemination of occupational and career information products.
- Internet wage and occupational demand database populated and updated.
- Produce employment estimates for each of Georgia's 20 workforce investment areas.
- *Georgia Career Planner* –A guide for career exploration providing information on overall job prospects and annual job openings in 21 broad occupational areas of interest. High demand jobs for each area of interest are spotlighted and classified by personal skills and abilities required, work characteristics and level of education and training required. Annual job openings and average wages for each of the high demand occupations are also included. The guide is most useful when making career decisions prior to selecting a course of study or considering retraining.
- *Georgia Occupational Trends in Brief* -A booklet-style report providing an overview of long-term trends for various occupational fields. Lists the fastest growing occupations in Georgia as well as those with the largest declines. It also features annual openings anticipated for the fastest growing fields, broken out by level of education or training required. The publication is commonly used in conjunction with the Georgia Career Planner to assist in career decision-making.
- *Georgia Area Occupational Trends* -A condensed view of economic and occupational trends published biennially for each of Georgia's 20 workforce investment areas. Each booklet lists regional economic highlights with charts and graphs of the fastest-growing occupations, occupations with the most numerical growth, occupations with the most projected annual job openings, and the occupations with the most employment declines in the area. The booklets can be used as starting points for generating lists of demand occupations, which can then be compared to job openings and data on active job applicants to identify local trends for customized workforce development plans.
- *Georgia Jobs, 2004-2005* –(New publication) A brochure-style publication listing the jobs expected to be in the highest demand over a given two-year period from a statewide perspective. The data takes into account new job openings and job replacement openings. Wages from the most current *Georgia Wage Survey* are also provided for each occupation.
- *WIA Area Jobs, 2004-2005* –(New publication) A brochure-style publication listing the jobs expected to be in the highest demand over a given two-year period for each of Georgia's 20 WIAs. The data takes into account new job

openings and job replacement openings. Wages from the most current *Georgia Wage Survey* are also provided for each occupation

- *Georgia HOT Jobs* -(New publication) A listing of the faster growing jobs in the state based upon a set criterion that includes available jobs with at least 100 annual openings and a growth rate higher than the state average. The publication also lists jobs with a significant wage base.
- *Georgia Wage Survey* -A bi-annual survey of employers reports the average, median and middle hourly wage ranges for occupations in all industrial classifications, except agriculture. Data are produced for Metropolitan Statistical Areas and Georgia's 20 workforce investment areas. The publication includes appendices, which give a brief description of each occupational title, along with a conversion table for wages paid on other than an hourly basis.
- *Georgia Area Occupational Wages* -Pamphlet-style publications updated annually to provide fair market wages for occupations in each of Georgia's 20 workforce investment areas. The pamphlets can be used for identifying pay rates for demand occupations and are useful for tailoring local workforce development services to the needs of jobseekers and employers.
- *Licensed and Certified Occupations in Georgia* -Provides information about occupations that require licensing or certification in Georgia. The directory includes occupational descriptions, job requirements and a list of related occupations. Listings include contact information and web addresses for the licensing or certifying agency as well as information on fees, examinations and professional associations.
- *Occupational Staffing Patterns/Unpublished* -Unpublished staffing pattern data can be requested to estimate the distribution of employees by occupation for selected industries in the state and workforce investment areas. Data are beneficial for determining the types of jobs required by employers in specific industries and can be used to enhance target industry analyses for business retention and recruitment as well as for preparing re-employment strategies for employees of firms announcing closures or staff reductions.
- *Georgia Area Labor Profiles* -A comprehensive collection of various data published for each of Georgia's 159 counties and includes data for each county's labor draw area. Labor draw areas consist of the primary county and each of its contiguous counties. Data series included are: Labor Force, Population, Industry Mix, Top Employers, Commuting Patterns, Education Levels, Annual High School Graduates, Technical Institutes and Graduates, Employment Profile and Active Applicants registered at the local area career center. The reference period of the data varies from series to series, but most are for the latest calendar year available. It is best used as a tool for assessing the overall economic and labor market climate for a local area.
- *Georgia - Atlanta Economic Indicators, Quarterly and Historical* -A compilation of data on labor market and economic activities, which are indicators of workforce trends in Georgia and Metro Atlanta, are published quarterly. It includes recent data on employment by industry, weekly manufacturing earnings and workweeks, unemployment insurance data, new

business charters, new motor vehicle sales, construction permits, rapid transit passengers, hotel occupancy and rates and state revenues. Tables are augmented with accompanying charts and graphs. An expanded annual publication is produced in the early part of each year, highlighting activities for the previous calendar year. These data are best used as an analytical tool for gauging current and future economic conditions.

Principal Customers: WIA Boards, Career Center staff, career guidance seekers, data researchers, economic developers, educational planners, general public, jobseekers, job training program planners, LMI customers, One-Stop Career Centers, private enterprise.

Customer Satisfaction Assessment: Customer support for all products and services is available via phone, email and through customized training sessions. Georgia LMI has a well-publicized email address for general inquiries and web related questions.

Support WIA/Wagner-Peyser Five-Year Plan: Several publications are produced to help inform business and economic researchers, job seekers and program planners on demand occupations. In particular, *Georgia Occupational Trends in Brief* includes analyses on the fastest growing occupations, occupations with the largest job growth, occupations with the most annual openings and occupations with the largest declines. The *Georgia Career Planner* provides school counselors and program planners a listing of personal skills and abilities along with work characteristics needed for certain jobs, and is designed to aid in the career decision process.

Projected Outcome and System Impact: Providing updated, comprehensive and informative occupational and career information products including; career guidance information, occupational trends overview and wage and earnings information, area profile information and economic activity information.

Deliverable Milestones:

- Deliver *Georgia Jobs, 2004-2005* in third quarter 2004.
- Deliver *WIA Area Jobs, 2004-2005* in third quarter 2004.
- Deliver *Georgia HOT Jobs* in third quarter 2004.
- Deliver *Georgia Occupational Trends in Brief* in fourth quarter 2004.
- Deliver *Georgia Area Occupational Trends* in fourth quarter 2004.
- Deliver *Georgia Wage Survey* in fourth quarter 2004.
- Deliver *Georgia Area Occupational Wages* in fourth quarter 2004.
- Deliver *Georgia Career Planner* in first quarter 2005.
- Deliver *Licensed and Certified Occupations in Georgia* in second quarter 2005.
- Produce *Georgia – Atlanta Economic Indicators* quarterly.
- Produce *Georgia Area Labor Profiles* three times annually.

Costs: \$115,000

Workforce Information and Support to Workforce Investment Boards:

Core Products: WIB planning, analysis, policy development and program operations supporting the strategic vision of the SWIB and needs of LWIBs.

Principal Customers: Workforce Investment Boards, State and Local Boards.

Customer Satisfaction Assessment: The SWIB Business and Economic Development sub-committee and the Workforce Information & Analysis division have developed a survey instrument to be administered to state and local workforce boards. This survey will be used to determine the usefulness of current labor market information, determine customer satisfaction with LMI products and services and help develop new data series and products. Surveys to continually assess the system may be developed. Survey feedback will be analyzed and reports prepared for distribution to appropriate individuals. In addition, the use of focus groups made up of LWIB members may be used to provide additional information based on survey feedback. The use of targeted focus groups would help to determine appropriate plans of action concerning any changes warranted in survey feedback.

Support WIA/Wagner-Peyser Five-Year Plan: The state Workforce Investment Board (WIB) oversees specified development of a strategic plan for “a comprehensive, integrated, customer-driven training, employment and career development system that meets the needs of discouraged workers, unemployed and underemployed individuals, and workers seeking to enhance their skills for continued career advancement.” Georgia local WIB’s are responsible for planning and oversight of the comprehensive workforce delivery system. Local boards engage in strategic planning activities that involve identifying employer needs and workforce characteristics and needs of their communities.

The ALMIS Database, Industry and Occupational Employment Projections, Occupational and Career Information Products, Electronic Delivery of State Workforce Products and State Workforce Training Initiatives provide the information that State and Local WIBs need to manage Georgia’s Workforce Vision and Guiding Principles.

Projected Outcome and System Impact: To provide WIB planning, analysis, policy development and program operations supporting the strategic vision of the SWIB and providing information tailored for the specific needs and strategic planning of LWIBs.

Deliverable Milestones: The Workforce Information & Analysis division will develop data, product and analysis based upon the needs of state and local boards.

Various LMI data products are updated monthly, quarterly and annually in order to provide the most current workforce information available to WIB's.

Costs: \$75,000

Maintain and Enhance Electronic State Workforce Information Delivery System:

Core Products: Provide electronic public access to the information in the state's ALMIS Database through Internet applications.

- Information on electronic delivery updates provided to data users through e-mail notification.
- Internet version of *Georgia QuickStats!* updated monthly.
- *Georgia-Atlanta Metropolitan Economic Indicators* updated quarterly, with an annual update published.
- *Georgia Area Labor Profiles*, profiling each of Georgia's 159 counties, updated three times annually.
- *Georgia Wage Survey* updated on a semi-annual basis.
- *Georgia Area Occupational Wages* updated on a semi-annual basis.
- *Georgia Jobs* updated on an annual basis.
- *WIA Area Jobs* updated on an annual basis.
- *Georgia HOT Jobs* updated on an biennial basis.
- *Georgia Career Planner* updated on a biennial basis.
- *Georgia Occupational Trends in Brief* updated on a biennial basis.
- *Georgia Area Occupational Trends in Brief* updated on a biennial basis.
- *Licensed and Certified Occupations in Georgia* updated on a biennial basis.
- Customized demand occupation & wages integrated into the Department web site.

Principal Customers: WIA Boards, Career Center staff, career counselors, career guidance seekers, data researchers, economic developers, educational planners, general public, jobseekers, job training program planners, LMI analysts, LMI research units, LMI customers, One-Stop Career Centers, private enterprise.

Customer Satisfaction Assessment: Customer support for all products and services is available via phone, email and through customized training sessions. Georgia LMI has a well-publicized email address for general inquiries and web related questions.

Support WIA/Wagner-Peyser Five-Year Plan: Georgia's statewide customer-focused, integrated service delivery system, including the electronic information infrastructure, is built on services and resources that include the Georgia Department of Labor's labor market information products and services. LMI data contributes to providing customers with a range of information and career

assistance to make informed choices that best meet their interests and needs and maximize their employment opportunities.

Projected Outcome and System Impact: Providing electronic access to occupational and career information products in the ALMIS Database through Internet applications, allowing for public access to the most current LMI data products available.

Deliverable Milestones:

- Deliver *Georgia Jobs, 2004-2005* in third quarter 2004.
- Deliver *WIA Area Jobs, 2004-2005* in third quarter 2004.
- Deliver *Georgia HOT Jobs* in third quarter 2004.
- Deliver *Georgia Occupational Trends in Brief* in fourth quarter 2004.
- Deliver *Georgia Area Occupational Trends* in fourth quarter 2004.
- Deliver *Georgia Wage Survey* in fourth quarter 2004.
- Deliver *Georgia Area Occupational Wages* in fourth quarter 2004.
- Deliver *Georgia Career Planner* in first quarter 2005.
- Deliver *Licensed and Certified Occupations in Georgia* in second quarter 2005.
- Deliver *Georgia – Atlanta Economic Indicators* quarterly.
- Deliver *Georgia Area Labor Profiles* three times annually.

Costs: \$105,000

Support State Workforce Information Training Initiatives:

Core Products: Customized Training is available on each LMI publication, product and service for those individuals and/or groups requesting assistance. Training is handled on a case-by-case basis and ranges from involved one-on-one assistance via telephone or in person to full day training sessions to meet a group's individual needs. Standardized presentations include:

- Economic Trends: Addressing the basic economy in an area
- Career Planning Resources: Geared toward Youth
- Career Planning Resources for the Career Planning Specialist
- A Complete Overview of LMI Resources

Training sessions, including the standardized ones above, are customized to the maximum extent possible given the geographic area of attendees and the needs of the audience. Presentations are also built from scratch to completely address the needs of the persons requesting training.

A new training concept being developed is to provide scripted PowerPoint Presentations to meet the needs of different groups. Each scripted presentation will be packaged on a CD-ROM for users. Interested groups can schedule training

sessions to demo the presentation or training session and/or they can request a complete “Train the Trainer” session to learn the ins-and-outs of delivery. This type of training product allows us to leverage our resources to provide the maximum exposure possible to our customers and in turn to their clients.

Customized WIA Local Board Presentations are being developed for use by local board staff. Presentations will address the local economy and labor market conditions in each WIA Area. This type of presentation can be used by local staff in a variety of situations and will be structured so that it can be expanded or collapsed to meet time restrictions if necessary. The presentation will be scripted to allow the user to deliver labor market statistics with confidence and assurance.

Repackaging projections related products provides another opportunity for a customized presentation developed for the Career Planning Specialist. This product, titled Education Rocks!, will be targeted toward WIA youth workers, partners within the Department of Education and other youth services individuals. By leveraging our training dollars to prepare CD-ROMs containing the scripted training session and other career resources and delivering “Train the Trainer” sessions across the state we will be able to impact a greater number of individuals. The CDs will be a value-added resource to assist local board staff as they make contacts within their local school systems.

For each type of scripted training prepared and distributed via CD-ROM a customer assessment survey will be included. This will provide feedback on the success of this particular product, information as to how it is being used and the audiences to which it is presented. Additionally, feedback will be gathered from each “Train the Trainer” or demo session administered.

In order to provide the best instruction and information for customers, we will provide capacity building opportunities for staff. We will send staff to courses offered by the LMI Training Institute and support the institute. Regional and national training conferences and specific subject training will be utilized to maintain knowledge of current trends and developments. Other staff development training may be assessed and utilized as they arise and the needs exist. Providing training opportunities to staff will benefit all customers and improve services.

Principal Customers: WIA Boards, Career Center staff, economic developers, LMI analyst, LMI research units.

Customer Satisfaction Assessment: Customer support for all products and services is available via phone, email and through customized training sessions. Georgia LMI has a well-publicized email address for general inquiries and web related questions.

Support WIA/Wagner-Peyser Five-Year Plan: Staff development is accomplished through program-specific training and technical assistance, as well as cross

training for more efficient utilization of staff resources. The state WIB, local boards and program experts monitor the progress of the system toward the stated goals and implement modifications as needed. These measures help to determine the interval at which staff receive additional training or technical assistance.

Projected Outcome and System Impact: To provide both internal and external customers with increased understanding of available data, how the data can be used for their specific purposes and how to access the data through various disseminated and electronic formats. To further provide Career Center and LMI staff knowledge in these same areas in order to expand their capabilities to provide quality information and services to customers.

Deliverable Milestones: By the end of the calendar year 2004, Education Rocks! will be rolled out to each local WIA area. We will work with each area to address their individual training needs and to provide the necessary supplies to accommodate their needs. By the end of PY 2004, this product should be available to all local area frontline staff working in Career Centers. Other training initiatives that are demand driven are based upon the immediate need of the user. The deadline for these deliverables may be as long as six months or as short as six days. The WI&A staff that deliver presentations and training work diligently to never turn away a request.

Costs: \$95,000

Secondary Products and Services

Local Employment Dynamics

Core Product: Local Employment Dynamics

Georgia is one of 29 state partners in the Local Employment Dynamics (LED) consortium with the Census Bureau. We hope to enter into a memorandum of understanding with the Census Bureau in the near future that will allow us to begin production of LED products. Specifically, this project integrates state administrative data (UI wage records and QCEW data) and Census data to fill critical gaps in local labor market information.

States receive three key products from the Census Bureau: (1) quarterly workforce indicators (QWI) providing information about the economy at a detailed industry and geography level, (2) enhanced UI data, and (3) information about changes in economic entities (successor/predecessor firms). State partners also receive periodic reports on customized research done in collaboration with the Census Bureau.

Principal Customers: WIA Boards, career guidance seekers, data researchers, economic developers, educational planners, jobseekers, job training program planners, LMI customers, One-Stop Career Centers, private enterprise.

Customer Satisfaction Assessment: Customer support for all products and services is available via phone, email and through customized training sessions. Georgia LMI has a well-publicized email address for general inquiries and web related questions.

Support WIA/Wagner-Peyser Five-Year Plan: LMI data contributes to providing customers with a range of information and career assistance to make informed choices that best meet their interests and needs and maximize their employment opportunities.

Projected outcome and System Impact: The Local Employment Dynamics project integrates state administrative data (UI wage records and QCEW data) and Census data to fill critical gaps in local labor market information.

Deliverable Milestones: Local Employment Dynamics is a secondary product with no set deliverable milestones. Upon implementation, data will be available on a quarterly basis.

Costs: \$25,000

Business Employment Dynamics

Core Product: Business Employment Dynamics

Business Employment Dynamics is a quarterly series of gross job gains and gross job losses statistics generated from the Quarterly Census of Employment and Wages (QCEW) program. These data track changes in employment at the establishment level, and thus provide a picture of the dynamics underlying aggregate net employment growth statistics. Currently, these data are only available at the national level but the USDOL/BLS plans to begin producing state data in 2005.

The quarterly data series includes the number and percent of gross jobs gained by opening and expanding establishments, and the number and percent of gross jobs lost by closing and contracting establishments. The data also include the number and percent of establishments that are classified as openings, closings, expansions and contractions.

These data can help economists, policy-makers, and the business community develop a more complete understanding of the dynamics of employment over the business cycle. Specifically, it will enable researchers to examine the relationship

between the pace of gross job gains and gross job losses and the net employment changes observed over the business cycle.

Principal Customers: WIA Boards, career guidance seekers, data researchers, economic developers, educational planners, jobseekers, job training program planners, LMI customers, One-Stop Career Centers, private enterprise.

Customer Satisfaction Assessment: Customer support for all products and services is available via phone, email and through customized training sessions. Georgia LMI has a well-publicized email address for general inquiries and web related questions.

Support WIA/Wagner-Peyser Five-Year Plan: LMI data contributes to providing customers with a range of information and career assistance to make informed choices that best meet their interests and needs and maximize their employment opportunities.

Projected outcome and System Impact: These data track changes in employment at the establishment level, and thus provide a picture of the dynamics underlying aggregate net employment growth statistics.

Deliverable Milestones: Business Employment Dynamics is a secondary product with no set deliverable milestones. Upon implementation, data will be available on a quarterly basis.

Costs: \$25,000

Additional Activities:

LMI Publications

Core Product: Printing and dissemination of all LMI products for PY 2004.

Principal Customers: All users of LMI printed data and publications.

Costs: \$50,000

AS&T Charges

Product: Total AS&T and indirect charges accessed against the total project grant during PY 2004.

Costs: \$102,164

Grand total costs for PY 2004: \$942,164

Consultation and Customer Satisfaction Assessment

Several methods are used when measuring customer needs and satisfaction including formal customer satisfaction surveys, unsolicited feedback via email requests and suggestions, training and product evaluations and one-on-one customer conferences. Over the next year the planned formal assessment tools include:

- Customer Satisfaction Report Card
- Customer Satisfaction Survey (as a part of training)
- Training Evaluations
- Education Rocks! CD-ROM Product Survey

In addition to the aforementioned surveys, customer comments, repeated requests for information and/or training sessions, focus groups and one-on-one contacts provide numerous opportunities for the WI&A staff to obtain valuable information concerning our customer's needs and level of satisfaction.

For each type of scripted training prepared and distributed via CD-ROM a customer assessment survey will be included. This will provide feedback on the success of this particular product, information as to how it is being used and the audiences to which it is presented. Additionally, feedback will be gathered from each "Train the Trainer" or demo session administered.