

State of California

PY 2004 Workforce Information Grant Plan

August 23, 2004

A. Statewide Workforce Information System

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

Labor Market Information staff has regularly communicated with the California Workforce Investment Board (State Board) staff regarding workforce information to meet their policy development needs. Each year, State Board staff has provided input before the Workforce Information Grant statement of work has been prepared, and reviewed and approved the draft report before submission to the Employment and Training Administration (ETA).

Recently, the division forwarded a copy of Training and Employment Guidance Letter No. 1-04 to the State Board acting Executive Director and staff, as soon as it was received, and met to discuss Workforce Information Grant accomplishments in prior years, and anticipated needs in the coming year.

Given the State's Strategic Five Year Plan for Title I of the Workforce Investment Act of 1998 and the Wagner-Peyser Act, and the State Board's 2003 Annual Strategic Plan, as well as State Board staff input, the division drafted this statement of work for final approval by the State Workforce Administrator and the State Board chair. This proposal reflects their input and priorities.

To further this integration, State Board and Labor Market Information staff has agreed to develop an implementation plan to improve access to data residing within related labor programs, and to create a joint planning team consisting of representatives from the Labor and Workforce Development Agency, the Labor Market Information Division (LMID), the State Board, the Division of Industrial Relations (DIR) and others. We will consult with the California Workforce Association and other stakeholders to gain their input on information needs. The workgroup will meet throughout the year to refine and further develop California's State Workforce Information Grant Plan.

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

Workforce information is “Goal One” for the State Board, as demonstrated by the following excerpts from the State’s plan, strategies and priorities.

The State Workforce Investment Board’s Strategic Five Year plan identifies Labor Market Information as an important objective:

“Provide Labor Market Information that is accurate, timely, dynamic, and supports our knowledge base of industry clusters and regional economies.”

To ensure that their five year plan stays current, the State Board has added annual strategies and “priority actions” to further define their goals and objectives. Their Goal #1 for 2003-4 is

“Information - Ensure the most timely, relevant information about changing workforce needs and investment opportunities.

“The Board will address this goal by working through the State Board’s Council of Economic Advisors and the California Regional Economies Project (a Department of Technology, Trade and Commerce project funded by the State Board through an interagency agreement) to:

- “*Deliver regional reports on economic and employment trends.* Includes developing and widely disseminating timely and new regional economic information and products (economic base analyses, cluster studies, monographs, current research) to the State Board, the Economic Strategy Panel, the Governor, local Workforce Investment Boards and partners, employers, State Agency partners, the Legislature and others.

- “*Create new mechanisms and processes to engage regional leaders in the workforce field.* These include assisting local WIBs, employers and employer organizations, economic development organizations, K-12 and all segments of the higher education system, and other regional civic organizations in understanding economic and workforce data, analyzing the implications of that data for local and regional workforce and economic policies and programs, and providing “bottoms up” guidance to the State Board on state workforce policies and programs.

“Other Objectives:

- “Identify and compare 15% projects involving research and data collection, and how to best use/link to other work within this goal area

- “Work with the Labor Market Information Division (LMID) and the Labor and Workforce Development Agency to integrate EDD and DIR data and to produce more useful labor market information products

- “Improve access to LMID and related data”

The State Board has further defined this goal with the following priority statement:

“Information—Produce new and timely information products on regional economic and employment trends, and areas of opportunity for economic growth and competitive advantage, so partners can align resources with changing workforce needs. Information will be provided on an ongoing basis through the California Regional Economies Project and the Council of Economic Advisors.”

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

The State Board’s vision is

“In order to achieve sustainable economic growth, meet the demands of global competition in the modern economy, and improve the quality of life for all Californians, California shall have a comprehensive workforce development system of education and workforce preparation linked to economic development that sets the standard for the nation and for the world.”

As described in each of the proposed activities below, workforce information is key to supporting informed choice in the workforce development system.

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

An important part of the State Board’s strategy is to “create new mechanisms and processes to engage regional leaders in the workforce field.” Examples that demonstrate how the State Board is engaging regional leaders include regional seminars on the workforce needs of small business, a recent round of regional economic forums, and implementation of youth councils through out the state.

Labor Market Information Division also collects extensive information about customer needs for workforce information, through ongoing customer surveys, focus groups, tracking and analysis of customer requests, as well as regular input from the Labor Market Information Advisory Group. In addition, during summer 2003, LMID conducted extensive one on one interviews with 117 key customers representing all our customer groups to identify met and unmet workforce information needs. These one on one interviews for the most part validated other survey findings, but elicited greater detail from the customers.

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

Workforce Information is delivered to customers in person, by our Labor Market Consultants located throughout the state; via our public information call center, which responds to specific telephone or e-mail customer requests; through direct access to our Internet web sites; through customized electronic transmission of data; and to a lesser extent, through printed labor market information publications. Recent customer surveys support this array of information services.

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

Each of the delivery media described above serves One-Stop customers, based upon their needs and capacity. Our Labor Market Consultants work with local workforce boards to help provide and interpret workforce information to meet their policy and programmatic needs. We have developed on-line User Guides to assist intermediaries in directly accessing needed on-line labor market information to serve their customers. Our new www.LaborMarketInfo.edd.ca.gov web site is designed to serve a range of customers with custom pages designed for our key customers. One-Stop Career Centers have book marked our web sites on their public use computers, as well as stocked our publications in their public areas.

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

Labor Market Information Division regularly surveys customers of our publications and services, and analyzes the results of these customer surveys. Our staff, led by LMID's Marketing Team, applies these survey results to plans for new or revised publications. All customers are surveyed, with emphasis on employers and workforce partners. Although individual job seekers are surveyed, often workforce partners offer comments on how to better serve their clientele, as well.

- **A concise summary of customer satisfaction findings for the most recent survey of products and services and the effect those findings had on the planned products and services for PY 2004 including how the plan addresses inadequacies or gaps identified by users.**

Our most recent Customer and Revenue Activity Report displays a break out of Internet hits (a total of about two million per month) by information type—with occupational information consuming approximately 40 percent of customer hits, occupational wages accounting for about 19 percent, and the remaining 36 percent tapping into labor force and industry employment. Customer satisfaction for the top five products (by numbers distributed) ranged from 4.4 to 4.0 on a five-point scale,

with 5.0 representing the greatest satisfaction. Our public information call center services were rated 4.8 on a 5.0 scale. No gaps or inadequacies were identified.

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

Labor Market Information Division leverages other fund sources to maximize our ability to deliver workforce information. These include Job Service and Workforce Investment Act funds, as well as a matching allotment from the US Department of Agriculture to support our collection of agricultural data. A challenge this year is the State budget crunch, which has eliminated or reduced other fund sources, and increased competition for the remaining funds.

B. Core Products and Services

State Workforce Agency Deliverables

1. CONTINUE TO POPULATE THE ALMIS DATABASE WITH STATE DATA.

- **Description of core product, service or other demand activity**
In California, the ALMIS database serves as the primary data repository for the new California web site, www.LaborMarketInfo.edd.ca.gov. This is the California version of the Workforce Informer Consortium’s Internet delivery system.
- **Customer support for product or service as indicated in customer satisfaction survey results or other customer consultations**
Customers have made great use of our current web applications, and will be pleased with the greater data access the ALMIS database and the www.LaborMarketInfo.edd.ca.gov web site will afford them. The web site is now available to customers.
- **Support goals of the state’s WIA/Wagner-Peyser Five-Year Strategic Plan**
As noted above, the State Board’s number one goal is information: “Ensure the most timely, relevant information about changing workforce needs and investment opportunities.” The Internet delivery of the ALMIS database is key to supporting this goal.
- **Principal Customers**
The full range of customers makes use of our Internet web sites. Researchers, economic developers and workforce preparation staff will tend to be the strongest users of the data in the ALMIS database, once it is delivered via our new web site.

- **Projected outcome(s) and system impact(s)**
Maintain and keep current the core tables of the California ALMIS database and any tables necessary for the Workforce Informer Internet application.

Develop the necessary applications to efficiently load data into the ALMIS database. LMID staff will also use these tools to quickly respond to data requests from the local Workforce Investment Boards and other customers.

Generate updated licensing information and load these data into the ALMIS database. Provide appropriate data tables to the National Crosswalk Service Center (NCSC) to be included in ACINet.

- **Planned milestones**
August 2004—Provide public access to the ALMIS database through the Workforce Informer application. (Completed)

December 2004—Develop tools to upload data to and extract data from the ALMIS database.

Continuous—Update the content as new data are released.

March 2005—Provide updated occupational license data to the NCSC to be included in ACINet.

- **Estimated costs (identify equipment purchases of \$5,000 or more per unit cost)**
\$112,103

2. PRODUCE AND DISSEMINATE INDUSTRY AND OCCUPATIONAL EMPLOYMENT PROJECTIONS.

- **Description of core product, service or other demand activity**
Using the ALMIS Projections Consortium methods, we will develop North American Industry Classification System (NAICS)- Standard Occupational Classification System (SOC) based short-term industry and occupational projections for California for 2004-6, as well as NAICS-SOC based long-term industry and occupational projections for California and the large Metropolitan Statistical Areas (MSAs), with projections for the smaller MSAs and counties to follow. We will publish occupational projections on our Internet web site, paired with wage data so that high wage, high demand occupations can be easily identified.

We will continue to work on building local NAICS historical time series data and supplementing the local time series where feasible.

We will maintain our membership on the Technical Issues and Research Committee of the Projection Managing Partnership and attend ALMIS Projection training as State imposed travel restrictions will allow.

- **Customer support for product or service as indicated in customer satisfaction survey results or other customer consultations**
Projections continue to be a fundamental labor market information element, highly demanded by our customers. In a 2003 one on one survey of 117 occupational information customers from business, education, government and workforce preparation groups, projections were recognized as the “most frequently identified critical information need.” Eighty percent of all respondents identified projections as the most important and most frequently used occupational information.
- **Support goals of the state’s WIA/Wagner-Peyser Five-Year Strategic Plan**
Projections are a key source of “Timely information products on regional economic and employment trends”, as noted by our customer survey data. Our new initiative to produce short-term employment projections enhances the timeliness of these data.
- **Principal Customers**
As mentioned above, in a 2003 survey of occupational information customers from business, education, government and workforce preparation groups, projections were recognized as the “most frequently identified critical information need.” Economic development, which is included in the business group, is a key user of projections.
- **Projected outcome(s) and system impact(s)**
 - Produce State Industry and Occupational Long-Term Projections for 2002-2012;
 - Submit State Long-Term Occupational Projections for 2012 to the ALMIS web site;
 - Produce State Industry and Occupational Short-Term Projections for 2004-6;
 - Submit State Short –Term Occupational Projections for 2004-6 to ALMIS web site;
 - Produce Long-Term substate Industry and Occupational Projections and load them on our web site;
 - Attend ALMIS-sponsored projections training to help accomplish these objectives.
- **Planned milestones**
Statewide Long-Term Occupational Projections 2002-2012
 - Develop and load into ALMIS software NAICS historical time-series, by July 2, 2004 (completed);

- Update and load statewide economic indicators, by July 16, 2004 (completed);
- Develop statewide industry projections, by August 27, 2004;
- Develop statewide occupational projections, by September 23, 2004;
- Submit statewide occupational projection file to ALMIS web site, by September 30, 2004.

Statewide Short-Term Occupational Projections 2004-6

- Update and load monthly historical time series into ALMIS software by November 12, 2004.
- Update and load statewide economic indicators, by November 29, 2004
- Develop statewide industry projections, by March 11, 2005
- Develop statewide occupational projections, by June 10, 2005
- Submit statewide occupational projection file to ALMIS web site, by June 30, 2005

Substate Long-Term Occupational Projections 2002-12

- Begin updating and loading historical time series for larger counties into ALMIS software, by August 13, 2004
 - Update and load large-county economic indicators, by September 17, 2004
 - Begin updating and loading historical time series for small counties into ALMIS software, by October 1, 2004
 - Update and load small county economic indicators, by November 30, 2004
 - Develop large county industry projections, by February 11, 2005
 - Develop large county occupational projections, by June 24, 2005
 - Develop small county industry projections, by July 22, 2005
 - Develop small county occupational projections, by December 16, 2005
- **Estimated costs (identify equipment purchases of \$5,000 or more per unit cost)**

\$497,434 plus leveraged funding

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

3. PROVIDE OCCUPATIONAL AND CAREER INFORMATION PRODUCTS FOR PUBLIC USE.

- **Description of core product, service or other demand activity**
In cooperation with the State Board and in support of the California Regional Economies Project, the President's High Growth Job Training Initiative and the Employment and Training Administration direction, LMID will develop career and recruitment-related materials, with the suggested focus this year on employment

in manufacturing industries. This will include researching and analyzing new and changing occupations that cut across many industries in the Manufacturing Sector. Using the Occupational Information Network (O*NET) as a resource, staff will analyze the skills, knowledge, abilities, education requirements, work-related tasks, statewide and regional outlook information and produce unique occupational profiles designed as a career exploration tool to attract more high school and college students to the manufacturing field. The profiles will focus on entry level through the more technical and professional manufacturing occupations.

Develop California Occupational Guides for select occupations in the construction industry in support of the current Regional Economies initiative.

Survey California licensing agencies and update the occupational licensing information housed on the Department of Labor's America's Career InfoNet (ACINet) web site.

Respond to ad hoc requests for occupational research and produce custom reports. Research and update existing occupational products.

- **Customer support for product or service as indicated in customer satisfaction survey results or other customer consultations**
LMID's occupational and career products are the most popular products on our web site as demonstrated by the number of hits, customer comments and comments from focus groups and conference attendees.
- **Support goals of the state's WIA/Wagner-Peyser Five-Year Strategic Plan**
Occupational and career information are key elements of the State Board's information goal and strategies.
- **Principal Customers**
Principal customers are the State and Local Workforce Investment Boards and their customers, employers, job seekers, career explorers, training providers, economic developers and intermediaries.
- **Projected outcome(s) and system impact(s)**
Provide occupational information to assist industry and training providers develop more effective curriculum and training programs, recruit more qualified candidates, and make informed planning decisions about regional economic and workforce development for selected industries.
- **Planned milestones**
For the project to develop career and recruitment materials in support of the California Regional Economies Project:

- By July 30, 2004, select the industry of study with the input of the California Workforce Investment Board staff and the California Regional Economies Project staff. (Completed, focus on Manufacturing.)
- By October 31, 2004, evaluate the occupations that are new, growing, changing or experiencing recruitment and retention problems in the Manufacturing Sector. With the input of the State Board staff and the California Regional Economies Project staff, select the occupations for study.
- By May 31, 2005, develop O*NET based career profiles for the selected occupations, including for each skills, knowledge, abilities, education, work-related tasks, statewide and regional outlook information to assist employers in recruiting more qualified candidates and provide career and skill information to high school students who are exploring careers and making career choices.
- By June 30, 2005, format the career profiles into printer ready versions to be published on the LMID web site.

Update the California Occupational Licensing data and information on the ACINet web site by March 2005, in conjunction with the On-line Systems Team.

On a flow basis, during 2004-5, focus on updates and new additions related to the Construction Industry (trades) occupations in the California Occupational Guides.

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

\$374,426 (plus leveraged resources)

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

- **Description of core product, service or other demand activity**
Provide Public Information Services, including producing local analyses focused on county level data and the needs of local workforce development agencies as a source of information to identify potential high growth industries and occupations. These products will include a range of labor market information, census and demographic data sources to provide trend analysis that can be used by local economic developers and workforce agencies at a regional or county level. These products are similar in concept to the popular *County Snapshot* series that were published previously for 57 California counties. Deliver these analyses and products on the www.LaborMarketInfo.edd.ca.gov web site.

Provide public information call center services. The LMID call center provides a ready source for assistance with the LMID web site and directs callers to the EDD resource that best suits their needs. Call center staff helps customers to

select and understand LMI products and to navigate the LMI web site. The call center staff responds to an average of 300 calls per month, plus a similar number of e-mail requests.

On an annual basis, produce customized *Planning Information Packets* for Local Workforce Investment Boards. Local Boards use these publications for program planning and targeting of services. These packets contain local summary data on public assistance recipients, lower living standards income levels, and economically disadvantaged persons.

Upon request, provide custom data runs from the Quarterly Census of Employment and Wages (QCEW) (formerly called the ES 202). Data are available at the county or sub-county levels for either zip code or city code, and include data fields such as employment, payroll and industry code. These custom QCEW data are most often used for local or regional labor market research and economic industry growth forecasting.

Coordinate with custom QCEW data requesters to determine their eligibility for confidential data.

Disseminate industry and labor force data.

- **Customer support for product or service as indicated in customer satisfaction survey results or other customer consultations**
Responses to an ongoing telephone survey of customers regarding service provided by the call center and the custom data staff for 2003-4 resulted in a customer satisfaction rating of 4.7 on a five-point scale.
- **Support goals of the state's WIA/Wagner-Peyser Five-Year Strategic Plan**
The sole function of this unit is to ensure the most timely, relevant information about changing workforce investment needs and opportunities.
- **Principal Customers**
Principal customers are workforce researchers, Local Workforce Investment Boards, job seekers, business and economic developers.
- **Projected outcome(s) and system impact(s)**
Provide public information services, and respond to local and state-level data needs.
- **Planned milestones**
Local analyses of labor market trends formerly included in the *County Snapshot* series will be transitioned to feature articles and content in the www.LaborMarketInfo.edd.ca.gov web site. This site now on-line.

The annual *Planning Information Packets* are scheduled to be available to Local Workforce Investment Boards on-line in February 2005.

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

\$559,806

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

- **Description of core product, service or other demand activity**
Coordinate customer outreach and marketing, including oversight to insure the development of demand driven products, publications, information services and marketing materials, focusing on timely, informative and user-friendly products; periodic product review and evaluation for customer usability along with associated outreach activities; coordinate surveys and focus group sessions to assess customer satisfaction and identifying ideas for improving products and services. Development of web based interactive customer profiles.
- **Customer support for product or service as indicated in customer satisfaction survey results or other customer consultations**
The focus of this entire project is achieving and measuring customer satisfaction. Overall customer satisfaction ratings for all division programs and services exceed 4.0 on a five-point scale.
- **Support goals of the state's WIA/Wagner-Peyser Five-Year Strategic Plan**
Understanding customer needs is the key to responding to changing workforce needs. By working in collaboration with the State Board staff to continue to understand and address customer needs, LMID will support the State Board's plan.
- **Principal Customers**
Among the primary targeted customers for LMID marketing activities are State and Local Workforce Investment Boards, One-Stop Career Center staff, Employers, Economic Development Agencies, Education and Training Providers, and Job Seekers.
- **Projected outcome(s) and system impact(s)**
Direct staff efforts to assess dynamic customer information needs. Direct ongoing customer input into upgrading existing products and developing new products and information services.
- **Planned milestones**
Continue implementation of the division's Marketing Plan and Guidelines for Customer Marketing and Outreach, ongoing.

Create and house Product and Group Profiles on the Division's Intranet Customer Database for purposes of developing web-based, interactive customer profiles, ongoing.

Facilitate scheduling, tracking and completion of post-implementation product evaluations for both new and existing products, ongoing.

Continue attendance at statewide conferences to exhibit and demonstrate products and services, ongoing.

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

\$206,000

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

- **Description of core product, service or other demand activity**
Conduct Original Labor Market Research initiated by either LMID researchers or in partnership with other research entities to satisfy requests for timely needed workforce information. Examples include conducting studies which provide necessary data in support of the California Regional Economies Project and the State Board's High Growth-High Wage Priorities; examine labor supply and demand issues; extract, analyze and disseminate aggregate job matching statistics from the CalJOBS system to support labor supply analysis; coordinate with the Census Bureau to produce and distribute labor turnover and job growth statistics by industry and area; produce quarterly data on new business formation in California; and participate in studies designed to identify and resolve labor supply problems in selected industries.
- **Customer support for product or service as indicated in customer satisfaction survey results or other customer consultations**
Public policy customers rely heavily upon the results of the labor market research conducted by LMID staff to inform their policy planning processes.
- **Support goals of the state's WIA/Wagner-Peyser Five-Year Strategic Plan**
Labor market research is essential to support the State Board's goal to "ensure the most timely, relevant information about changing workforce needs and investment opportunities."
- **Principal Customers**
Principal customers of these efforts are State and Local Workforce Investment Boards and their customers: One-Stop Career Centers, employers, job seekers,

planners, economic developers, and others. In addition, we have an ongoing collaborative research relationship with academicians and other researchers.

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

Facilitate labor market research, independently and in partnership with public and private research entities, to: advance the study of challenging issues such as labor supply and demand; mine administrative data; and conduct other research of interest to policy makers.

- **Planned milestones**

Consistent with the President's High Growth Job Training Initiative, produce a report by March 2005 using California Regional Economies Project and Local Employment Dynamics (LED)/ Quarterly Workforce Indicators (QWI) data to identify high growth/high demand industries with a particular focus on Manufacturing.

On a quarterly basis, provide the Census Bureau with regular flows of wage records and QCEW data that comply with the Confidential Information Protection and Statistical Efficiency Act (CIPSEA) – also know as CIPSEA-free QCEW data – to support the Census Bureau's LED Program. Provide training as requested in the use of the QWI and access to these data via the Internet. Retrieve QWI data to meet the needs of special requests and studies.

Update the California Regional Economies Project database by adding annual average data for calendar year 2003. Provide custom runs from the database, upon request, to meet the needs of the CWIB and Local Workforce Investment Boards in their studies of regional economies by providing linkage to the LED/QWI for select regions.

Maintain data flow from CalJOBS to support detailed occupational analysis of labor supply issues. Update the system of EXCEL spreadsheets with monthly files that display applicants and openings by industry and occupation, and also display the relationship between applicants and openings.

Produce and disseminate a report on Agricultural Employment and Earnings Trends in the San Joaquin Valley by September 2004, using the Statewide Agricultural Labor Report produced in September 2003 as a model.

On an ongoing basis, monitor the Nurse Workforce Initiative (NWI) project related to health care in California.

By September 2004, provide data to researchers at the University of California, Los Angeles, to support their evaluation of the NWI.

Produce quarterly statistics on New Business Formation in California by September 2004, December 2004, March 2005 and June 2005.

Produce and disseminate a report in response to AB 2410 (Chapter 1042, Statutes of 2002) regarding the Entertainment Industry by December 2004.

Working with the ten-state Supply/Demand Consortium, contribute to the design and implementation of a web-based delivery system for occupational and industry data on education and program training completers, employment projections, and industry supply/demand measures. Prepare computer programs to produce California data to load on the Consortium web site, which can also be used by other states to produce and load their data.

Using LED data, present a detailed research report at the statewide and regional levels by June 2005. The report would:

- Develop profiles of both workers and industries in the State.
 - Identify high growth industries and occupations within those industries and analyze the findings in terms of skills sets required to fill these jobs and their likely effect on supply-demand situations in the labor market.
 - Track exit and entry rates of workers by industry, gender, age and geography.
 - Analyze average earnings of core employees who show a relatively stronger attachment to the labor market compared to new hires earnings.
 - In the context of job creation and job destruction, measure the proportion of new jobholders and describe the industries hiring them.
 - Identify industrial sectors engaged in advanced manufacturing and analyze their potential labor market impact.
- **Estimated costs (identify equipment purchases of \$5,000 or more per unit cost)**

\$235,234 (plus leveraged resources)

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

- **Description of core product, service or other demand activity**
Collect and deliver agricultural employment data. California has been the nation's top agricultural producer for over 50 years. This proposal enables LMID to continue to respond to customer requests for agricultural industry data in California and the local areas. LMID collects these data through a survey of agriculture employers in California and produces agricultural industry estimates for the State as a whole and for six agricultural regions, and total agricultural employment for each of California's 58 counties. Agricultural average hourly earnings are produced for the State as a whole and for six agricultural regions. This information is disseminated through all the resources available to LMID, including the Internet and a monthly Agricultural Bulletin. We are redesigning the print publication in order to release information more timely and provide more

analysis of agriculture's role in local economies. These data are critical to the workforce development system throughout the state, particularly in California's rural areas. This program parallels the nonfarm Current Employment Statistics (CES) program and leverages a working relationship with the National Agricultural Statistics Service, U.S. Department of Agriculture, which was established in 1996.

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

Customers have indicated their support and appreciation for this data resource in meetings, telephone conversation and e-mail. Some examples of customer comments:

"Thank you VERY much! We truly appreciate this information." (Governor's Office of Planning and Research)

"You are the sole statistical source of information in (sic) a very important area." (U.C. Davis, Agricultural Economics Library)

"...any procurement of data is extremely useful, especially this kind of info." (Center for U.S. Mexican Studies)

"This information is not readily available elsewhere." (University of California, San Diego)

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

These activities support several strategic goals and objectives in the State's Five Year Strategic Plan. Specifically, "ensure that all partners have the most timely, relevant information about changing workforce needs and investment opportunities," and "deliver regional reports on economic and employment trends."

- **Principal Customers**

Principal customers for agricultural information are job seekers, growers, financial analysts, education and training providers, One-Stop Career Center staff, the U.S. Department of Agriculture, and Local Workforce Investment Boards.

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

This deliverable allows EDD to produce a unique data series that tracks activity in an industry that is significant in California and for which data are not available elsewhere. The resulting data series is used to track the overall economic health of agriculture within the State, enabling Local Workforce Investment Boards and other key users to obtain a complete industry employment picture for the State or local economies on which to make informed decisions.

- **Planned milestones**

Produce monthly agricultural employment estimates for California and six geographic regions—ongoing monthly activity.

Disseminate data in the California Agricultural Bulletins via the Internet and in print—ongoing

Benchmark the employment data to the ES-202 file of universe employment—annually, by March 2005.

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

\$90,874 (plus leveraged resources)

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

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

Produce maps for One-Stop decision makers. This proposal will allow the LMID to meet the Department expectations for using Geographic Information Systems (GIS) technology in meeting customer demand for EDD products. This will allow LMID to continue to build its GIS capacity, provide GIS products to One-Stop customers and State and Local Workforce Investment Boards. With the implementation of the Workforce Investment Act (WIA) there has been an increased demand for labor market information (LMI). To better meet this demand, LMID has developed GIS maps and applications to analyze and display data spatially.

The geo-spatial display of data using mapping technology reveals patterns in LMI that are not readily visible in tabular data. LMID uses GIS to simplify complex jurisdictional boundaries, increase communication and enhance decision-making.

In the fall of 2003, the Division completed work to obtain street addresses for most of the 1.1 million employers in our quarterly Census of Employment and Wages (QCEW) program. We have the monthly employment data and industry designation for each of these employers. With the address information, we are able to assign a geo-code (the assignment of a latitude and longitude to each physical location address). Between 90 and 95 percent of the QCEW database (excluding private households) is now geo-coded. The geo-coding of these employers in this comprehensive database and the use of GIS have significantly advanced our analysis capabilities, enabling us, among other things, to make non-confidential sub-county industry employment data available to customers. Several State and local government offices and firms have benefited from the more useful localized data we are now able to provide. We will continue to evaluate ways to provide new sub-county data sets to customers.

The LMID has developed interactive mapping applications to pilot an expanded use of analytical mapping capability. The system has been installed on the LMID Intranet. This will allow the Division's Labor Market Consultants who are located throughout the state to provide technical assistance for local customers by creating maps for One-stop customers and Local Workforce Investment Boards. Some of the features that will be included are interactive query capabilities such as displaying and viewing multiple data sets and the ability to conduct queries for specialized analysis. The system will allow generation of maps of labor force data, CalWORKS data, UI Claim data and selected census demographic data. The system will also make data available in different geographies, such as for Local Workforce Investment Areas (LWIA) and for the nine California Economic Strategy Panel Regions. It is also a powerful tool to assist in providing analysis for the California Regional Economies Project.

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

Customers of LMID GIS maps and mapping applications have indicated their support and appreciation of our services in a variety of ways, including at meetings, and by telephone and e-mail. On May 26, 2004, the U.S. Department of Labor presented the Division with a prestigious "Eminent Achievement for State Employees" award, recognizing it for its exceptional and innovative presentation of the QCEW data. Many customer quotes are available, but in summary, comments from CWIB staff following a meeting to discuss further uses of GIS products by the State Board:

"ABSOLUTELY PERFECT! A thousand thanks..."

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

These activities support several strategic goals and objectives in the State's Five-Year Strategic Plan. Specifically, "to insure that all partners have the most timely, relevant information about changing workforce needs and investment opportunities," "to deliver regional reports on economic and employment trends," "create new mechanisms and processes to engage regional leaders in the workforce field," and "improve access to LMID and related data."

- **Principal Customers**

Principal customers for maps and geographic information services are planners and policy makers, including the State and Local Workforce Investment Boards.

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

Following the pilot of the interactive mapping system on the Intranet, the system will be evaluated. If determined to be effective and beneficial to customers, plans will be developed to move it to the Internet for use by external customers. The LMID has also developed a GIS Strategic Plan (2001-5) to guide the development and production of GIS services for customers.

We will continue to evaluate new sub-county data sets from other sources such as the Department of Education that may be made available through our GIS services.

- **Planned milestones**

Geo-code One Stop Career Center locations, and modify Local Workforce Investment Areas map boundaries to include semi annual updates by September 30, 2004 and February 28, 2005. Provide maps of Local Workforce Investment Areas to the CWIB including One-Stop locations, incorporating semi-annual updates by December 31, 2004 and June 30, 2005.

Update LWIA maps within 30 days of changes to area boundaries.

Respond to ad hoc request for geo-spatial analyses, including maps, on an ongoing basis throughout the year.

Evaluate new sub-county data sets from other sources that may be made available to customers through our GIS services.

Develop an interactive mapping system for the LMI Intranet, including training Labor Market Consultants to create maps for One-stop customers and Local Workforce Investment Boards by October 1, 2004; provide CWIB staff with access to this system October 29, 2004; and conduct an evaluation of the system by October 29, 2005.

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

\$275,535

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

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

Produce small county industry employment data. This proposal will allow the LMID to continue to produce small area (non CES) industry payroll employment estimates for the 33 smallest counties in the State at the detail previously provided. This effort parallels the nonfarm Current Employment Statistics (CES) program for the 17 largest Metropolitan Statistical Areas, which covers 25 counties. The production of small county industry data allows Local Workforce Investment Boards to make comparisons across geographic regions. In addition to producing small area industry employment estimates, this proposal will allow LMID to respond to inquiries for local industry employment estimates at the county level.

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

These data were instrumental in the production of monthly industry employment at the four-digit level from 1990-2002 under the North American Industry Classification System (NAICS). These data are key input to the California Regional Economies Project. The continued production of data at this level will be integral to the Phase II portion of the California Regional Economies Project that proposes to update and bring current the data through 2004.

Many positive customer comments are available. Some examples: "Is helpful in tracking industry trends." (One Stop Career Center Manager) "Helps us plan where to focus efforts in coming years." (Welfare to Work Manager) And "Very important to our economic research." (Private economist)

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

These activities support the State Board's goal to "insure that all partners have the most timely, relevant information about changing workforce needs and investment opportunities," and "deliver regional reports on economic and employment trends," as well as "improve access to LMI and related data."

- **Principal Customers**

Principal customers for small area employment data are job seekers, education and training providers, One-Stop Career Center staff, Local Workforce Investment Boards, and employers.

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

Continuing the production of these small area industry employment estimates allows the partners in the workforce development system to have access to consistent sub-state industry employment data across the State to assist them in making strategic and operational program decisions. This outcome is in keeping with the ETA's strategic goal of generating the most current and local information, and also supports the President's High Growth Job Training Initiative that requires the analysis of industry data in order to identify high growth areas.

- **Planned milestones**

Produce monthly estimates of industry payroll employment on a regular schedule, usually on the second Friday of each month.

Disaggregate MSA level industry data into county breakouts annually, July 2005.

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

\$146,681

5. MAINTAIN AND ENHANCE ELECTRONIC STATE WORKFORCE INFORMATION DELIVERY SYSTEMS.

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

California's new web site, www.LaborMarketInfo.edd.ca.gov, is our version of the Workforce Informer Consortium's Internet delivery system. This on-line application will provide users with access to the labor market information stored in the ALMIS database. The new site is now available. The old site, www.CALMIS.ca.gov, will be used to provide functionality not initially available through the *LaborMarketInfo* application. The web application includes on-line "tours" to assist customers learn to use the new site, portal pages which address specific customer information needs, a personal page option to allow the customer to store data queries, and a "data library" to allow customers to easily download and format data of interest to them.

Maintain and host the www.WorkSmart.ca.gov English and Spanish web sites. *WorkSmart* is an application designed for entry level job seekers, with information on entry level jobs and possible career ladders up from these jobs, job search and soft skills advice.

Maintain and enhance the Intranet Customer Database, the storage device for our customer information—contact information, usage and customer satisfaction.

Coordinate web site content development review and approval through the division's Editorial Board to ensure that web articles are easily readable and have a consistent look and feel.

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

The greatest evidence of our customer satisfaction is the continuing and growing dependence on our Internet presence—about two million hits per month, representing approximately 330,000 visitors. We believe our new web site will be more user-friendly, and expect positive customer comments when this site becomes available in a few weeks.

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

Development and maintenance of on-line systems is critical to LMID's ability to provide current and timely information to the workforce community.

- **Principal Customers**

LMID's electronic delivery systems serve job seekers, employers, economic developers, educators and workforce development staff, among others.

- **Projected outcome(s) and system impact(s)**
 - Launch the new ALMIS www.LaborMarketInfo.edd.ca.gov on-line application. Continue to enhance portal pages targeted toward specific customer groups collecting information of interest in one location.
 - Prepare articles and content to populate the new Web site, www.LaborMarketInfo.edd.ca.gov .
 - Maintain the www.CALMIS.ca.gov web site to provide functionality not initially available through the *LaborMarketInfo* application.
 - Maintain and enhance the LMID's Intranet Customer Database (ICDB) web site to track customer requests, provide contacts for product marketing, and track product inventory.
 - Continue to maintain the web-enabled www.WorkSmart.ca.gov (both English and Spanish versions). Develop and add information as requested by job seeker customers and the intermediaries who serve them.
 - Develop and provide on-line access to the ALMIS database to generate California profiles of industries and occupations identified as part of the State Board's High Growth-High Wage Priorities.

- **Planned milestones**

Maintain and update existing systems, ongoing.

Launch and continue to populate the new www.LaborMarketInfo.edd.ca.gov web site, completed mid-August 2004.

Merge significant portions of the CALMIS web site into the www.LaborMarketInfo.edd.ca.gov web site to eliminate any redundancy, by December 2004.

Publish High Growth Industry profiles on-line, to facilitate customized data queries, by February 2005.

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

\$343,254

6. SUPPORT STATE WORKFORCE INFORMATION TRAINING ACTIVITIES.

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

Labor Market Information Division will address workforce training using a combination of tools and services. We will provide written (ranging from simple guidance to Frequently Asked Questions (FAQs), telephone-based, one-on-one, and classroom instruction (at customer request) on using the new ALMIS based www.LaborMarketInfo.edd.ca.gov web site. We will update the On-Line Users' Guide for Job Service and Unemployment Insurance staff. We will also continue to provide individual and group training on other labor market information products and services based on the needs and requests of local board and other staff serving businesses and job seekers through California's network of One-Stop Career Centers. More broadly, the ASG will leverage their existing WIA and Job Services funding to extend the reach of the limited training funds available through the Workforce Information Grant.

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

Based upon our ongoing customer survey input, customers are highly satisfied with the local services they receive from LMID's Labor Market Consultants, including training services.

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

Training is part of introducing users to the vast array of labor market information and demographic information tools made available to them by the State. Understanding and applying those tools is a critical component of timely information delivery to business and job seekers.

- **Principal Customers**

All customers benefit from on-line training tools and written materials. We will target ad hoc training to Local Workforce Investment Board staff and One-Stop Career Center staff.

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

On-line training tools for the www.LaborMarketInfo.edd.ca.gov web site; ad hoc training based upon customer need related to labor market information products and services, including assistance using the new web site.

- **Planned milestones**

Ongoing as needed.

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

\$50,000 (Leveraged with other funds)

C. Consultation and Customer Satisfaction Assessment

California initiated a marketing program and customer satisfaction survey process in the mid-1990's to insure that we consult with customers about the usefulness of the information disseminated through the workforce information system. In fact, our Marketing and Customer Outreach processes were cited as promising practices in the recent Employment and Training Administration review of workforce information programs. Tasks associated with our customer outreach and customer satisfaction efforts, particularly for targeted customer sectors, include:

- Our Customer satisfaction assessment process includes customer surveys sent to all customers who receive a product from us, and to a sampling of customers who receive our services; focus groups; one-on-one customer interviews; and an LMI Advisory Group. These are all ongoing activities.
- Our current customer satisfaction survey includes at a minimum five "core questions" which ask about the customers' satisfaction with the Division's products and services overall, satisfaction with the specific product they have recently ordered, and the helpfulness of the product in making an informed career or business decision. Each response is rated on a scale of one (low) to five (high). In addition, for each customer, we ask them to identify with a customer type, tell us how they will use the product and provide any written comments they wish. Monthly reports are generated and reviewed by Division managers. (For some products, additional questions specific to the product's content are asked, as well.)
- Customer satisfaction surveys and comments for each product are routinely reviewed when products are updated or similar products are generated.
- Our goal is that customers will rate satisfaction and helpfulness of products and services at least 4.0 on the five-point scale.
- Customer satisfaction with products is tracked in a database by product, customer type and rating, and linked to information in our Intranet Customer Database about customer orders for these products (how many products were ordered by which customer groups, for instance). Staff can access reports providing each of these information elements for any product through the Intranet Customer Database. The database also easily provides staff with lists of customers who have ordered the products, creating a contact list for focus groups or more detailed surveys.
- Focus groups are often scheduled as part of the product development and update process.

- We have developed a Customer Outreach Guide describing appropriate customer outreach efforts for these specific target customer sectors to assist staff marketing and outreach efforts.
- In the coming year, we also plan to devise additional outcome measurements to more fully track the progress in customer satisfaction within key targeted customer sectors;
- We have developed Customer Profiles for each targeted customer sector, and will use the “personal page” feature of our www.LaborMarketInfo.edd.ca.gov web site to gain additional information about customer interests and satisfaction;
- We continue to conduct ongoing research/analysis in response to feedback received from customer surveys, focus groups and web trend findings to better assess customer employment statistics needs and levels of satisfaction, and to continue to improve products and services.