

**ONE-STOP LABOR MARKET INFORMATION  
ANNUAL REPORT FOR HAWAII  
PROGRAM YEAR 2003**

The following report describes the accomplishments of each of the priority core products and services identified in the Training and Employment Guidance Letter No. 9-03 during the July 2003 to June 2004 program year.

**1. ALMIS Database:**

Staff continued to populate and maintain all core tables for the areas and time periods required within a month of their availability. By June 2004, the database was populated with items that went beyond the core requirements such as including county data, providing additional years of data for the required tables, and filling in other tables. We also collected occupational licensing information, updated the three files, re-coded the occupations to the O\*NET SOC classification system, and submitted the data to the National Crosswalk Service Center for placement on the ACINet site in November 2003. We also sent staff to a national ALMIS Database training in Atlanta, Georgia.

<b>Milestone</b>	<b>Planned</b>	<b>Actual</b>
Populate and maintain all core tables for the areas and time period required	Within a month of availability	On-going
Collect, update, submit occupational licensing information to NCSC	Nov. 2003	November 2003
Populate the database beyond the minimum requirements	June 2004	On-going
<b>Expenditure</b>	\$30,900	\$31,000

**2. Industry and occupational employment projections:**

Staff completed the conversion of our SIC-based historical industry employment database to a NAICS-based coding structure for the state and sub-state areas using ES-202 data that had been converted back to 1990 in February 2004.

Despite delays in the releases of the BLS 2002-2012 projections in February 2004 and subsequently the Projections Suite in May 2004 as well as the challenge of converting SIC codes to the NAICS system, staff managed to develop preliminary state industry and occupational projections, incorporating the methodology, software tools, and guidelines issued by the Projections Consortium and the Projections Managing Partnership, by the end of the program year. We used calendar year 2002 as the base year and 2012 as the projected year.

During the last quarter of the program year, staff also completed preliminary short-term industry and occupational employment projections for the State. We used 2<sup>nd</sup> quarter 2003 as the base year and projected to 2<sup>nd</sup> quarter 2005, using the methodology, software tools, and guidelines developed by the Projections Consortium and the Projections Managing Partnership. Long- and short-term projections were submitted to the Projections Consortium and Projections Managing Partnership in August 2004, placed on HIWI for public use, and incorporated into the ALMIS Database.

<b>Milestone</b>	<b>Planned</b>	<b>Actual</b>
Complete development of NAICS-based historical industry employment series	Dec. 2003	Feb 2004
Develop 2002-2012 industry projections, State of Hawaii	March 2004	May 2004
Develop 2002-2012 occupational projections, State of Hawaii	June 2004	June 2004
Complete 2003/Q2 to 2005/Q2 industry forecasts, State of Hawaii	Jan. 2004	May 2004
Complete 2003/Q2 to 2005/Q2 occupational forecasts, State of Hawaii	June 2004	June 2004
Populate ALMIS Database with projections data	June 2004	Sept. 2004
Submit projections to Projections Consortium and Projections Managing Partnership	June 2004	Aug. 2004
<b>Expenditure</b>	<b>\$86,200</b>	<b>\$78,500</b>

### 3. Occupational and Career Information Products:

Hawaii's Research and Statistics Office continued to produce a variety of occupational and career information products. In January 2004, we published sub-state 2000-2010 industry and occupational projections for Honolulu MSA, Hawaii County, Maui County, and Kauai County. Results of the 2003 OES survey, rather than the 2003 survey, were available in publication format on HIWI in September 2004. Prior to September, data for the state and Honolulu MSA were available through HIWI via a link to the Bureau of Labor Statistics. Hard copies of the report will be out in October. We also updated previously produced profiles on construction, computer and data processing, health services, retail trade, and travel and tourism. All products were SOC-based. The reports were available in electronic and paper form.

<b>Milestone</b>	<b>Planned</b>	<b>Actual</b>
Publish 2000-2010 industry/occupational projections, sub-state areas	Dec. 2003	Jan. 2004
Update previously produced industry profiles	Dec. 2003	June 2004
Publish results of 2002 OES survey, State, Honolulu MSA	March 2004	Link to BLS in May 2004, Hard copy in Oct. 2004
<b>Expenditure</b>	<b>\$82,350</b>	<b>\$58,600</b>

### 4. Public Electronic Access to ALMIS Employer Database:

Hawaii provided an employer name and address list through the ALMIS Employer Database provided by InfoUSA. Staff integrated the most current version of the Employer Database into the ALMIS Database within a month of receiving it. The information contained in the ALMIS Database is accessible through our HIWI web site. The latest ALMIS Employer Database also resides on the ACINet website, or it can be reached through our HIWI site via a link to ACINet.

<b>Milestone</b>	<b>Planned</b>	<b>Actual</b>
Integrate Employer Database into the ALMIS Database and make available to customers	Within a month of receipt	Using March 2004 version
<b>Expenditure</b>	\$3,850	\$2,700

**5. Produce information and support to Workforce Investment Boards and produce other state information products and services:**

The Hawaii Workforce Informer, our Internet delivery system of labor market information, was the primary means of providing local LMI data and support to the local WIBs. The ALMIS Database drives HIWI, and most of the data is collected at the county level, which matches our LWIB geography. We have a variety of LMI for each local area and created and maintained separate page on HIWI for each county. Through HIWI, LWIBs have access to the most current labor market information available.

Responding to requests for more local data, two area profile reports featuring selected counties were produced and disseminated on our HIWI web site during the program year. They included: Kauai County Profile (August 2003) and Oahu County Profile (June 2004). The third covering Maui County was completed in September 2004. The reports contained population, labor force and unemployment, industry employment, occupational employment, and income and wages.

Using the 2000-2010 industry and occupational projections data that was developed for each county, staff also produced two "Best Job Opportunities" brochures that rank annual job openings by educational and training levels and wages. A similar flyer based on growth rate was also produced for each local area. These products support the objective of providing education and training information and wages for occupations that are in demand.

Throughout the year, staff provided support to our customers. At the request of the Workforce Development Council, staff customized a table, which displayed industry and occupational projections for 2000-2010, and educational, skills, and experience requirements by occupation. We also provided supply data on school program completers by SOC major group and educational and training levels. Staff also provided the Pacific Resource Partnership with information on construction occupations: employment outlook to 2010, education and training, wage information, female employment, and percent of employment.

This past program year, staff also met with members of the Workforce Investment Board and three One-Stop centers to ask for feedback about our products and services, whether they found them useful, and to hear suggestions for new products. The state Workforce Investment Board identified targeted industries that LWIBs were interested in, and we plan to produce brochures on several of these industries in PY 2004.

The R&S Office also continued to provide hard copy publications of all printed reports to the Workforce Development Council and One-Stop Centers. Publications are also available on HIWI.

<b>Milestone</b>	<b>Planned</b>	<b>Actual</b>
Produce county profiles	Ongoing to June 2004	Kauai (Aug. 2003), Oahu (June 2004), and Maui (Sept. 2004)
Produce occupational projections with wages by education and training for sub-state areas	Jan. 2004	Jan. 2004
Produce brochures on industry clusters	Various throughout the program year	Provide construction info to Pacific Resource Partnership (Jan)
Maintain local area pages on HIWI	Ongoing throughout program year	On-going
Confer with LWIB and One-Stop Center staff	3 <sup>rd</sup> , 4 <sup>th</sup> quarter of program year	Visited Makalapa, (Apr), Waipahu, (May) and Dillingham (May) One-Stop centers, WDC (July)
<b>Expenditure</b>	<b>\$44,850</b>	<b>\$51,100</b>

## 6. Improve and deploy electronic state workforce information delivery systems:

Staff completed moving data and re-linking sites from our old website LOIHI to HIWI in August 2003.

Enhancements to the HIWI system were ongoing throughout the year. Every month staff updated the ALMIS database that was accessible through our Internet delivery system HIWI. As a member of the Workforce Informer consortium, we incorporated enhancements identified by the consortium states in October 2003 to version 2.1 and again in June 2004 to version 2.2. Additionally, staff reorganized the content and added a "What's New" section to HIWI in order to make the site easier to navigate. We also converted the 1990 CIP coding system to the 2000 version, incorporated the use of selection lists for ES202 data, offered online subscriptions to our monthly labor newsletter, and added a User Survey link. There were over 145,000 downloads during the program year.

As a member of the Workforce Informer Consortium, staff participated in conference calls with the contractor and other consortium states regarding issues pertinent to the system's maintenance and also attended consortium meetings. Staff also reviewed the two updated versions of the system, submitted comments to the contractor, tested revisions to the system, and compiled feedback.

<b>Milestone</b>	<b>Planned</b>	<b>Actual</b>
Completed transitioning LMI in LOIHI to Workforce Informer	Sept. 2003	Aug. 2003
Maintain, support Workforce Informer system	Ongoing to June 2004	Ongoing to June 2004, attended WI meeting (Jan)
<b>Expenditure</b>	<b>\$90,813</b>	<b>\$114,763</b>

**7. Fund State workforce information training initiative:**

Staff efforts to market HIWI, our fledgling labor market website, took several directions this past program year. In August 2003, staff delivered a presentation on the development of HIWI at the NASWA LMI Conference in Denver, Colorado. We also trained more internal staff on how to prepare and upload data to send to the Workforce Informer contractor that hosts our website. Staff also discussed our projections data and presented the employment outlook to a nursing shortage task force and a Goodwill Industries welfare to work group. Staff participated in a video conference to respond to questions about the development of job projections and NAICS.

Various staff also attended training to improve their skills and knowledge. We sent staff to several trainings sponsored by the LMI Training Institute. These included the LMI Forum in St. Louis, Missouri and the Occupational Descriptor and Short Term Industry Projections software trainings in Boise, Idaho. Staff also attended an ALMIS Database Seminar in Atlanta, Georgia sponsored by the ALMIS Resource Center, Lotus Notes, and census workshops providing solutions for our projects.

<b>Milestone</b>	<b>Planned</b>	<b>Actual</b>
Undertake various training initiatives	Ongoing throughout the program year	See below
Discussed the process of developing HIWI at a NASWA LMI Conference in Denver, CO		Aug. 19, 2003
Back Office training on HIWI to LFR staff		Aug. 2003
Explained industry/occupational projections to Nursing Shortage Task Force		Jan. 13, 2004
Presented Employment Outlook at Goodwill Industries		Jan. 21, 2004
Video conference with Hawaii County WIB members on employment projections and NAICS		Feb. 2004
Attend training	Various throughout the program year	See below
2003 LMI Forum in St. Louis, MO		Oct. 6-8, 2003
Occupational Descriptor Training, Boise ID		Oct. 14-17, 2003
ALMIS Database Training, Atlanta, GA		Nov. 3-6, 2003
Short-term projections training in Boise, Idaho		Nov. 13-17, 2003
Census Hands On Training in Accessing Census Data		Nov. 18 & 19, 2003
Workforce Informer User Group Meeting in Portland, Oregon		Jan. 28-30, 2004
<b>Expenditure</b>	\$31,200	\$33,500

## Customer Satisfaction Assessment

During PY 2003, the Hawaii Research and Statistics Office used the following methods to solicit customer satisfaction feedback of our products and services: written surveys, personal interviews, and a tracking system of requests and usage. The information that we received were tabulated, evaluated, and will be used as input in the future to ensure that the products we develop will address our customers' needs and are meaningful to them.

In PY 2003 a questionnaire was designed to survey readers on our mailing lists about the reports they received. The surveys were sent at the time the reports were released. We asked questions about usage, format, timeliness of information, and how to improve the product. Survey results indicate that customer satisfaction is quite high for our products. Overall about three-fourths of our publication survey respondents indicated that they were satisfied with our reports. About 15 percent were very satisfied with our products. Over 80 percent rated the usefulness good or excellent and over 90 percent agreed the information was timely for their needs. Although a large percentage of our customers have or would have access to the reports through our HIWI website, a much larger percentage of users still wanted to receive hard copies of the publications.

Participants of our training sessions were also asked for feedback on evaluation forms to assess their level of satisfaction. Attendees overall were satisfied or very satisfied with our presentations, found them understandable, appropriate in length, and appreciated the handouts.

In PY 2003, staff also conducted one-on-one interviews with several One-Stop center professionals and managers and also met with Workforce Investment Board staff. The purpose was to improve awareness of our LMI products and seek feedback on how they can be changed to better meet their needs. The feedback obtained from our meetings told us which publications were useful to this segment of users and what data items were lacking. It also gave us an opportunity to inform these personnel that we had more information that had not been published but could be obtained if requested. The consultation and feedback process also provided us with suggestions for this year's planning grant. Overall, customers found our products useful and timely for their needs. They were very satisfied with our HIWI website. In general, customers want to see more occupational wage information – by industry and area, as much local data as possible, and more brochures that integrate occupational wages, projections, education and training for selected targeted industries. We have addressed their information needs in our core products and services work statements.

We continued to monitor the types of information being requested by tracking phone calls and mail/e-mail received from job seekers, employers, workforce development agencies, and the general public. The overwhelming majority of requests concerned occupational wages followed by job projections. Customers were told whether the information they were seeking was available, where they could find the information, and how they could access the information. Nearly all were satisfied with the product or service provided.

Staff also monitored usage of our HIWI website, using Web Trends. During PY 2003, HIWI had over 75,000 unique visitors who made over 146,000 visits. The career/job search query page, besides the HIWI home page, was the page most often visited. The wage files by occupation and industry were also popular entry pages. The files most frequently downloaded concerned industry and occupational employment and wages and current jobs in demand.

We developed a survey inquiring about the content, navigation, and usefulness of our HIWI system, which was accessible through the website at the end of April 2004. The survey was in a Word document format that had to be faxed back or emailed. Unfortunately no one offered us an opinion through this method. We are hoping that an online survey, which is planned for next program year, will be more inviting.