

**Utah's Workforce Information Core Products & Services  
Program Year 2002  
One-Stop Labor Market Information  
Work Plan**

**Utah's Description of the Its Statewide Employment Statistics System**

Utah's statewide employment statistics system will provide products and services consistent with those defined by the Education & Training Administration, the Office of Management and Budget, the Workforce Information Council and the state's Workforce Investment Boards. Utah's workforce statewide employment statistics system will provide quality information, which its customers can easily access and use to make informed choices. Utah will respond to customer needs for local, state and national information. Utah's system will anticipate and meet the changing needs of customers, support analysis and research, and use customer feedback for continuous improvement.

***Utah's strategy for consulting with state & local workforce investment boards, the business community, individuals and workforce development professionals to determine customers' workforce information needs:***

Utah consults with state and local workforce investment boards by participating in Regional and State Council Workforce Investment meetings and providing support to appropriate subcommittees of these groups. Utah works closely with Department of Workforce Services' front-line staff, including business consultants and employment counselors, to ensure products and services are meeting customer needs. Utah also maintains a close working relationship with education through its participation on the Utah Career Resource Network Committee and the DWS/Education Coordinating Committee. Utah is working to build a relationship with chambers of commerce and economic development agencies to ensure business customer needs are met and maintained. Utah primarily gathers customer feedback through focus groups, surveys, and feedback sheets. All of these activities combined provide information, which is used to produce, create, and continually improve our products and services.

***Utah's statewide employment statistics system supports the state's WIA/Wagner-Peyser Five Year Strategic Plan for state and local workforce development:***

Most of the activities associated with Utah's statewide employment statistics system directly support its WIA/Wagner-Peyser Five Year Strategic Plan for state and local workforce development. Utah delivers services to customers through its One-Stop system, through hard-copy publications, the Workforce Information Web site, and expert staff. All of these methods of service delivery are also utilized in the One Stop Centers.

- Utah transforms data into useful workforce information including occupational analysis products and career counseling tools encompassing employment trends, educational

attainment levels, wages, job openings, job market conditions, major employing industries, geographic distribution of jobs, and other information.

- Utah regularly provides training for One-Stop Center resource room staff, business consultants, and employment counselors, and makes all of its information available in a user-friendly manner on its Web site and in regular delivery of hard copies, when printed.
- Utah uses customer feedback to continuously improve and enhance its products, services and system. Utah analyzes current and prospective customer needs and works closely with the Public Relations Division of the Department of Workforce Services to support the Department's customer satisfaction standards. Utah summarizes customer needs and input, and incorporates the results into its annual plan.
- Utah continuously invests in training, technical support, and capacity building, including sending staff to trainings presented by the LMI Institute and other relevant training. Utah develops a set of outreach and education materials describing services and products to be provided to workforce information system customers.

***Utah's broad strategic approach for workforce information delivery to the system's three principle customer groups—the business community, individuals, and the state's workforce development system:***

Utah's strategic approach for workforce information delivery is built around the core products of the ETA One Stop grant. Utah populates its ALMIS Database and is in the process of building a Web interface system called the Utah Economic Data Viewer. Utah also maintains and continually improves the Workforce Information Web page. Utah prepares and disseminates labor supply and demand data using local data. Utah provides information about occupations that require a license and publishes a bi-monthly newsletter for the state and quarterly information at the county level. Utah also publishes an adult career guide to assist in career planning and presents to community and business groups and the general public. Utah provides regional economists for each of the five regions in the state to support the regional councils.

***Utah's workforce information and services are delivered to customers through the state's One-Stop service delivery system:***

Utah provides information on its Web site, which will include the Utah Economic Data Viewer, used in its One Stop centers. Most of the hard copy publications are used in the One Stop centers including TrendLines, County Trends newsletters, Utah Wage Trends, Wage Flyers, the Adult Career Guide, and the Outlooks in Brief. Utah also provides training for One Stop Center staff.

**Utah's Description of Its Products & Services Provided With These Funds**

**Core Product 1**

### ***Description***

Utah will populate the 2.2 version of the ALMIS Database with state data. All of the core tables previously designated as core tables in accordance with guidelines issued by the ALMIS Database Consortium will be populated. Utah will maintain its occupational licensing data and update the required files. A feedback form will be available for customers on the Web. Internal customers will be surveyed for feedback using a written questionnaire. Utah will conduct a focus group for the Utah Data Viewer.

### ***Product Focus***

The information in the ALMIS Database will be used to provide information to customers via the Utah Economic Data Viewer Web interface system. If the database is not populated, customers will not be able to access information using the interface system.

### ***Consultation with Customers & Support of WIA/Wagner-Peyser Goals***

This product supports the state's WIA/Wagner-Peyser plan because it enables customers to easily access information that will assist them in making good planning decisions. The Workforce Investment Board is interested in delivering the most current economic information to customers and this is a good way to accomplish this goal. Principal customers of the ALMIS Database include economists, employment counselors, employers, economic development professionals, job seekers, government planners, education, and researchers.

### ***Measurable Outcomes***

All of the core tables (100%) of the ALMIS Database will be populated with Utah data by June 30, 2003.

### ***Milestones/Timetable***

- Utah will populate and update the core tables in the ALMIS Database through June 30, 2003.
- Utah will submit licensing data to the National Crosswalk Service Center by May, 31 2003.
- Utah will implement a Web-based customer feedback form by June 30, 2003.
- Utah will conduct a customer survey of internal customers by September 1, 2003.
- Utah will conduct a focus group for the Utah Data Viewer by March 1, 2004.

***Estimated Cost \$42,532***

## **Core Product 2**

### ***Description***

Utah will produce long-term local-area industry projections and produce and disseminate long-term occupational projections with 2000 as the base year and 2010 as the projected year in coordination with the BLS National Projections for the same time period. Utah will use the methodology, software tools, and guidelines developed by the Projections Consortium and the

Projections Managing Partnership. Utah will produce sub-state, long-term projections for its metro and non-metro areas because these are the only areas that the industry data will support. Utah will make long-term occupational projections available in hard copy and electronic formats. This includes updating the Utah Job Outlook, the Utah Job Outlook in Brief, the Sub-state Outlooks in Briefs, and the information on our Web site currently under the “Occupational Outlook Information” button. Utah will produce long-term industry projections for the state and two sub-state areas. Utah will develop NAICS-based historical industry employment series for the state and sub-state areas and test the series with long-term projections model when NAICS-based historical employment series is available. Utah will conduct a focus group to gather feedback for the products and services that are produced from these data. Utah will survey internal customers.

### ***Product Focus***

This information will be published in several publications including the Adult Career Guide, the Outlooks in Brief and on our Web site. It will also be highlighted in TrendLines magazine and in trainings and presentations. It will be used for economic analysis purposes and to help customers better understand where the Utah economy is heading.

### ***Consultation with Customers & Support of WIA/Wagner-Peyser Goals***

This activity supports the state’s WIA/Wagner-Peyser activities because it provides information that is important for career and curriculum planning activities. The state Workforce Investment Board views this as a priority because it is good information for One Stop Centers, employment counselors, education customers, and business customers. Principal customers include employment/career counselors, education planners, government planners, job seekers, researchers, and students.

### ***Measurable outcomes***

Utah will make long-term occupational projections available in hard copy and electronic formats within 60 days of developing the data.

### ***Milestones/Timetable***

- Utah will produce and disseminate long-term local-area occupational projections by April 30, 2003.
- Utah will produce long-term local area industry projections by April 30, 2003
- Utah will populate the ALMIS Database with the occupational projections data by April 30, 2003.
- Utah will begin developing NAICS-based historical industry employment series for the state and sub-state areas when NAICS historical series data are available.
- Utah will begin testing the long-term projections models using the NAICS-based historical industry employment series for the state and sub-state areas when NAICS historical series data are available.
- Utah will conduct a focus group to gather feedback for these data by May 31, 2003.
- Utah will survey internal customers by September 1, 2003.

*Estimated cost: \$36,258*

## **Core Product 3**

### ***Description***

Utah will produce and disseminate short-term, industry projections and produce occupational employment forecasts using the methodology, software tools, and guidelines developed by the Projections Consortium and the Projections Managing Partnership. Utah will populate the ALMIS Database with 2001 – 2003 projections data and submit the data for public dissemination following established procedures. Utah will develop NAICS-based historical industry employment series for the state and sub-state areas and begin testing the series with the short-term projections models.

### ***Product Focus***

This information will be published in county newsletters and highlighted in TrendLines magazine. It will be used for economic analysis purposes and to help customers better understand where the Utah economy is heading. Utah will make short-term industry/occupational projections available for the State of Utah. The short-term industry projections will be published for the nine major industries, by county in the May/June 2003 county newsletters. Utah will survey internal customers.

### ***Consultation with Customers & Support of WIA/Wagner-Peyser Goals***

This goal supports the Workforce Investment Board's and WIA/Wagner Peyser Plan goals to provide up-to-date information customers can use to make good planning decisions at the state and local levels. Principal customers include employers, counselors, job seekers, planners, internal DWS staff, and economists.

### ***Measurable Outcome***

Utah will complete 100% of its milestones during the next program year.

### ***Milestones/Timetable***

- Utah will develop NAICS-based historical industry employment series for the state and sub-state areas by January 30, 2003.
- Utah will produce and disseminate short-term industry forecasts by June, 30 2003.
- Utah will produce short-term occupational forecasts by June 30, 2003.
- Utah will begin testing the NAICS series with the short-term projections models in August 2003.
- Utah will survey internal customers by September 1, 2003.

*Estimated Cost \$17,456*

## **Core Product 4**

### ***Description***

Utah will continue to improve customer-focused occupational and career information products, incorporating related information such as employment projections, career planning tools, advice and supportive information, and forecasts and trends. Utah will publish the following publications in hard copy format and on its Web site:

- The Utah Job Outlook, which contains current and projected levels of employment by major industry and occupational category. Comprehensive data includes labor demand, wages and training requirements. This publication is designed for professionals (planners, counselors, etc.) It will be published on the Web.
- Utah Job Outlook in Brief, which includes information about the occupations in demand in the Utah job market at the metro and non-metro levels. Utah is not publishing areas, which are not supported by the data. Most of the employment in Utah is concentrated along the Wasatch Front in one large labor market.
- The Adult Career Guide, which guide offers all of the above information in one source plus Holland Code tools to find the right kind of job; advice on writing resumes, interviews, keeping a job, balancing work and family; finding good child care, using our state Career Information Delivery System; education/training options, and more.
- Job Seeker's Guide to Utah, which includes information for people new to Utah or to the job market, on finding a job here.
- Utah will also publish information in flyers, posters and other user-friendly formats.

Utah will conduct focus groups to gather feedback on existing products and to find out what other types of tools might be helpful to specific groups of targeted customers such as employment counselors, school counselors, teachers, parents, and students.

### ***Product Focus***

These products will be used as a mechanism to communicate data to customers for a wide variety of purposes including career planning, curriculum planning, economic analyses, and One-Stop service delivery.

### ***Consultation with Customers & Support of WIA/Wagner-Peyser Goals***

These products will be developed in consultation with Regional Councils, specifically the sub-groups assigned to youth and other local stakeholders including education. All of these products will be SOC-based and will be developed in consultation with intended customers. Utah will begin investigating ways to tie these products to the O\*Net system and will make a plan to accomplish this. Providing career planning information to customers is in direct support of the WIA/Wagner-Peyser plan and the Workforce Investment Boards' goals to help facilitate matching job seekers with job openings now and in the future. These are also important tools

used in the One Stop Centers. Principal customers include employment/career counselors, students, job seekers, parents, and education/government planners.

### ***Measurable Outcome***

Utah will publish the following publications in hard copy format and on its Web site:

- The Utah Job Outlook will be published by April 30, 2003.
- Utah Job Outlook in Brief will be published by April 30, 2003.
- The Adult Career Guide will be updated October 1, 2003.

Utah will conduct focus groups to gather feedback on existing products and to find out what other types of tools might be helpful to specific groups of targeted customers such as employment counselors, school counselors, teachers, parents, and students.

### ***Milestones/Timetable***

- The Utah Job Outlook will be published by April 30, 2003.
- The Utah Job Outlook in Brief(s) will be published by April 30, 2003.
- The Adult Career Guide will be updated by October 1, 2003.
- Utah will conduct focus groups to gather customer feedback and incorporate changes and/or new ideas prior to publishing projections data in existing formats or new formats in April 2004.
- Utah will develop a plan for linking career information products and services to the O\*Net system by June 30, 2004.

***Estimated Cost: \$70,723***

## **Core Product 5**

### ***Description***

Utah will integrate the ALMIS Employer Database with the ALMIS Database in accordance with ALMIS Database Consortium guidelines. Utah will develop a Web interface system that will allow electronic public access to the list provided by InfoUSA from our Web site.

### ***Product Focus***

This product will be used primarily for One-Stop service delivery.

### ***Consultation with Customers & Support of WIA/Wagner-Peyser Goals***

This supports the state's WIA/Wagner-Peyser plan because it enables business and job seeker customers to easily access information about employers in the state. The Workforce Investment Board is interested in delivering the most current economic information to customers and this is a good way to accomplish this goal. This system will be used on the One Stop Centers. The information from the ALMIS Employer Database will be available to all customers via our Web

site. The principal customers of the ALMIS Employer Database include employers, job seekers, employer/career counselors, students, and economic development organizations.

### ***Measurable Outcome***

Customers will be able to access new employer information from our Web site within 60 days of receiving the CD Rom updates.

### ***Milestones/Timetable***

- The ALMIS Database will be updated quarterly with information sent by InfoUSA during PY 2002.
- Customers will be able to access the information from the ALMIS Employer Database on our Web site by March 15, 2003.
- Utah will implement an on-line customer survey by September 1, 2003.

***Estimated Cost: \$10,566***

## **Core Product 6**

### ***Description***

Utah will provide information and support to its workforce investment boards and produce other state information, products, and services. Utah continually improves its Web site on the Utah Department of Workforce Services' Web site. Making labor market and occupational information available on-line greatly expands access to labor market information. This Web site contains data, lists of publications, quick facts and information, and hot links to related Web sites. Utah also began the process of developing an Internet-based and an easy-to-use interface with the ALMIS Database. This new system called the Utah Economic Data Viewer will provide customers with access to a vast wealth of information.

Utah publishes several newsletters to communicate information to customers at the state and local levels. The magazine-style newsletter TrendLines is published every other month and contains state and local information along with articles of general information. Its intent is to give the reader a general idea of what is happening in the economy. TrendLines is supported by a Web-only bullet point listing of economic information updated each week and is available only on our Web site. The County Trends newsletters give the reader general economic information at the county level. These newsletters are supported by detailed tables, charts, and graphs available only on our Web site.

### ***Product Focus***

These products will be used for economic analyses and One-Stop service delivery.

### ***Consultation with Customers & Support of WIA/Wagner-Peyser Goals***

Workforce investment boards (i.e. Regional Counsels) will each have access to a regional economist assigned to their region who develops and produces information and responds to the needs of his/her particular region. The regional economists work closely with Regional Councils,

employment centers, schools, and a wide variety of other local stakeholders and customers to develop and continually improve products and services to meet customer needs.

Utah will proactively solicit customer feedback using a feedback mechanism on its Web site, by providing a feedback sheet in every publication, by utilizing feedback sheets at trainings and presentations, and through the use of focus groups. The information gathered from customers is provided to appropriate individuals, teams, and/or workgroups who incorporate customer recommendations. Principal customers include employment/career counselors, businesses, job seekers, students, the general public, researchers, government planners, and regional councils.

### ***Measurable Outcomes***

Utah will have a Web site with current, easy-to-access information. Utah's regional economists will produce two hard copy newsletters called County Trends for each county, and update information on the Web site four times during PY 2002. Utah will publish the TrendLines newsletter every other month and publish TrendLines Extra each week. The regional economists will update county fact sheets for each county and economic and demographic profiles for each county. Utah will gather customer feedback every other year when a card is sent to customers of hard copy publications to see if the customer wants to continue his/her subscription. This also helps us clean up our mailing lists. Utah will provide on-line customer surveys for its Web products and E-mail surveys for customers who receive products/services electronically.

### ***Milestones/Timetable***

- Utah will improve its Web site through June 30, 2003.
- Utah will develop and implement the new Utah Economic Data Viewer Web interface by June 30, 2003.
- Utah will use customer feedback to improve its Web site, Web interfaces, publications, trainings, and presentations through June 30, 2003.
- Utah's regional economists will serve regional and state workforce investment boards through June 30, 2003.
- Utah will publish the TrendLines newsletter six times during PY 2002 (every other month).
- Utah will publish TrendLines Extra each week during PY 2002.

***Estimated Cost: \$140,128***

## **Core Product 7**

### ***Description***

Utah will develop and deploy a publicly accessible state workforce electronic information delivery system. This system, called the Utah Economic Data Viewer, will allow customers to easily access information they need from the ALMIS Database. Utah will develop Web interfaces that customers can use to access information they need from the ALMIS Database in a user-friendly format. Once the system is developed, Utah will proactively market it to internal

and external customers and gather feedback through focus groups and on-line customer feedback sheets and track hits to the pages.

### ***Product Focus***

This product will serve One-Stop Centers and provide a mechanism for customers to easily access a wide variety of information for a wide variety of purposes. It will assist internal customers by providing important data for economic analysis purposes.

### ***Consultation with Customers & Support of WIA/Wagner-Peyser Goals***

This supports the state's WIA/Wagner-Peyser plan because it enables customers to easily access information that will enable them to make good planning decisions. The Workforce Investment Board is interested in delivering the most current economic information to customers and this is a good way to accomplish this goal. It will also enable internal economists and analysts to deliver information more quickly to customers, which is a goal of the state and regional councils. Principal customers include employment/career counselors, businesses, job seekers, students, the general public, researchers, government planners, and economists.

### ***Measurable Outcomes***

- Utah will develop and deploy a Web interface for the employer data by April 30, 2003.
- Utah will develop and deploy a Web interface for labor force information by May 30, 2003.
- Utah will develop and deploy a Web interface for occupational wage information by June 30, 2003.
- Utah will develop and deploy a Web interface for population information by July 30, 2003.
- Utah will develop and deploy a Web interface for employment and wages data by August 30, 2003.
- Utah will develop and deploy a home page for the Utah Economic Data Viewer by June 30, 2003.

### ***Milestones/Timetable***

- Utah will develop and deploy the Utah Economic Data Viewer by June 30, 2003.
- Utah will test the Utah Economic Data Viewer and gather customer feedback from July 1, 2003 through October 31, 2003.
- Utah will make changes and incorporate feedback from customers to improve the system by January 30, 2004.

***Estimated Cost \$82,547***

## **Core Product 8**

### ***Description***

Utah will support state training activities by conducting labor market information training for all Department of Workforce Services employment centers in the state. Utah has developed, and continually improves, training specifically for employment counselors and business consultants.

### ***Product Focus***

Provides direct support of One-Stop Centers by training staff to utilize economic information to assist job seeker and business customers.

### ***Consultation with Customers & Support of WIA/Wagner-Peyser Goals***

We coordinate with state boards through the regional economists who will provide training to staff in the regions. Utah coordinates with Utah's Career Resource Network committee and provides/support training for school counselors in the state. Utah also provides trainings for the public called "Breakfast with Your Economist." During these two-hour sessions a regional economist presents local information and an economic update to customers who sign up for the training/presentation in advance. All of these initiatives support the goals of getting information to customers that they can understand and apply to their individual situations. Principal customers include employment/career counselors, job seekers, students, educational/government planners, businesses, and the general public.

Utah will review and improve the training it has already developed for business consultants and employment counselors. Utah will present training for business consultants and employment counselors during PY 2002 on demand. Utah will develop and present "Breakfast with Your Economist" sessions in each of the five regions. Utah will offer recertification training for Utah teachers and counselors. Utah will gather feedback from customers at every training/presentation utilized standardized feedback sheets. Information gathered from customers will be used to continually improve trainings/presentations.

### ***Measurable Outcomes***

Utah will provide some form of training to each of its five regions by June 30, 2003.

### ***Milestones/Timetable***

- Based on feedback gathered from customers, Utah will review and improve training for business consultants and employment counselors by June 30, 2003.
- The LMI training in Utah is part of the Department of Workforce Services (DWS) core curriculum. Usually we are notified about one month prior to the training, there is not a set schedule. We will conduct trainings on demand for the Department of Workforce Services through June 30, 2003.
- Utah will conduct trainings on demand in coordination with Utah's Career Resource Network committee (Department of Education) through June 30, 2003. There is not a set schedule but we expect to provide at least two trainings with them during PY 2002.
- Utah will present two "Breakfast with Your Economist" sessions for each region during PY 2002.

*Estimated Cost \$57,123*

**Utah's Strategy for Assessing Customer Satisfaction with Its Workforce Information**

Utah consults with state and local boards, the business community, individuals, and state and local education about the usefulness of the information provided by its system through:

- Regional economist contacts with regional councils
- Workforce Information contact with sub-groups of regional councils
- The newly formed DWS/Education Coordination Committee
- Participation on the Utah Career Resource Network Committee

Utah currently:

- Provides customer feedback sheets in every publication
- Gathers feedback sheets after trainings and presentations
- Gathers information from targeted focus groups in the development and continuous improvement of products. Examples of focus groups include: employment counselors, business consultants, employers, school counselors, teachers, Department of Workforce Services employees who work on-site at schools, students, and parents
- Utah is in the process of developing on-line customer service surveys.