

**Utah's Workforce Information Core Products & Services
Program Year 2003
One-Stop Labor Market Information
Annual Performance Report**

Accomplishments

Core Product 1

Utah successfully accomplished the planned outcomes for this core product. We implemented and maintained the 2.2 version of the ALMIS Database and populated all of the core tables with state data. The core tables were populated in accordance with guidelines issued by the ALMIS Database Consortium. Utah updated the content of the database in a timely manner. Utah maintained the occupational licensing data and updated the required files.

- Utah successfully populated and updated all of the core tables in its ALMIS Database through June 30, 2004 as planned.
- Utah successfully maintained its licensing data through June 30, 2004 as planned.
- Utah successfully implemented a Web-based customer feedback form for the Utah Economic Data Viewer during March 2004 as planned.
- Utah successfully conducted a customer survey of internal customers in November 2003 as planned.
- Utah has not conducted a focus group for the Utah Economic Data Viewer at this time. It was decided that we would wait until we developed the Occupational Information interface, which is an extremely important function of the UEDV. We also needed to work through some of the “bugs” that we know need to be fixed before we ask for feedback. We still believe this to be an important and effective mechanism for gathering customer feedback, therefore, we have included it in our PY2004 plan.

Estimated Cost \$38,526

Actual Cost \$42,382

Core Product 2

Utah successfully produced and disseminated state-level long and short-term industry and occupational employment projections, using the methodology, software tools, and guidelines developed by the Projections Consortium and the Projections Managing Partnership. Utah produced long-term projections for the state and two sub-state areas for the 2002 – 2012 period, and statewide short-term projections for the 2003 – 2005 period. Utah populated the ALMIS Database with the 2003-2005 short-term and 2002 –2012 long-term projections data and submitted the data for public dissemination.

Long-term occupational projections have been published in several publications including *Utah Careers*, the *Utah Job Trends* publications, and on our Web site. Currently we have not published it in brochures or posters, but we have included this as part of our PY 2004 plan. It was highlighted in *TrendLines* magazine and in trainings and presentations. It is being used for economic analysis purposes and to help customers better understand where the Utah economy is heading. Short-term projections have not yet been highlighted in *TrendLines* magazine but will be in the January/February issue. The projections are being used for economic analysis purposes and to help customers better understand where the Utah economy is heading.

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

- Utah successfully developed 20 years of statewide, metro, and non-metro, three-digit, NAICS data by March 1, 2004.
- Utah successfully developed statewide short-term industry projections by May 1, 2004. This was a month later than the original planned date of March 30, 2004. It was developed late due to technical problems associated with the lack of good historical series data and problems with the software.
- Utah successfully produced long-term state and local area industry projections by June 30, 2004. This was two months later than the planned date of April 30, 2004 due to unanticipated technical problems utilizing the new long-term projections system and difficulties with historical data.
- Utah successfully developed statewide short-term occupational projections by June 30, 2004. This was two months later than the planned date of May 1, 2004 because the development of the short-term industry projections took longer than anticipated.
- Utah successfully produced and disseminated long-term local-area occupational projections by August 15, 2004.
- Utah has not populated the ALMIS Database with the long-term projections data yet due to technical problems getting the data into the system correctly. The original plan was to populate it by August 15, 2004. However, this should be accomplished by October 31, 2004. In the meantime, there are occupational projections for 2000-2010 in the database.
- Utah populated the ALMIS Data base with short-term projections data by September 30, 2004. This was later than the original planed date of June 15, 2004 due to problems loading the data into the ALMIS database.

Estimated cost: \$64,320

Actual cost: \$72,015

Core Product 3

Utah has continued to improve customer-focused occupational and career information products, incorporating related information such as employment projections, in-demand occupations and supply indicators, wages, career ladder/lattice information, advice and

supportive information, and forecasts and trends. All of the information is SOC-based and has been developed in consultation with intended customers.

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

- *Utah Job Trends*, 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.
 - Two additional versions of this publication are still in the process of being developed : one targeting youth and the other targeting the general adult population.
- The *Utah Careers*, publication which 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.
 - Three supplements to the *Adult Career Guide* are in the process of being developed including information targeted to women, dislocated workers, and older workers.
- Utah has not published information in flyers, posters and brochures.
 - Utah is in the process of pilot testing a brochure written in Spanish directed to parents.

Utah has not yet conducted focus groups to gather feedback on these new products from targeted customers because they are still in the process of being developed.

These products were developed in consultation with Regional Councils, specifically the sub-groups assigned to youth and other local stakeholders including education. All of these products are SOC-based and have been developed in consultation with intended customers. Utah has found ways to tie these products to the O*Net system.

Utah developed and published all its publications in hard copy format and on its Web site. Utah plans to continue to 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 customers such as employment counselors, school counselors, teachers, parents, students, and native Spanish speakers.

- One of the three versions of *Utah Job Trends* was published by August 30, 2004. We are developing the other two versions and plan to have them out within the year. Part of the reason we were unable to accomplish this goal is that we have been directed to undertake a separate project. Under the direction of the WIB's Utah has developed three career ladder tools for the new targeted industry approach the department is implementing. These tools include a career ladder approach for finance, construction, and health care. We

are in the process of developing one for manufacturing, mining, and automotive services.

- The *Utah Careers* publication was successfully published by September 30, 2004.
- Utah developed and implemented a plan for linking career information products and services to the O*Net system by June 30, 2004.

Estimated Cost: \$73,256

Actual Cost: \$67,904

Core Product 4

Utah successfully integrated the ALMIS Employer Database with the ALMIS Database in accordance with ALMIS Database Consortium guidelines. Customers were able to access new employer information from our Web site within 60 days of Utah receiving the CD Rom updates.

- The ALMIS Database was successfully updated quarterly with information sent by InfoUSA during PY 2003.
- Utah successfully implemented an on-line customer survey by February 15, 2004.

Estimated Cost: \$4,826

Actual Cost: \$4,054

Core Product 5

Utah successfully provided information and support to state and local Workforce Investment Boards (WIBs) and provided other special demand information products and services. Utah published several newsletters to communicate information to customers at the state and local levels.

- The magazine-style newsletter *TrendLines* was published every other month containing state and local information along with articles of general economic information. Its intent is to give the reader a general idea of what is happening in the economy.
- *TrendLines Extra* is a Web-only bullet point listing of economic information and was successfully updated each week. It is available only on our Web site.
- The *County Trends* newsletters were successfully published quarterly during PY 2003. These newsletters give the reader general economic information at the county level. The newsletters are supported by detailed tables, charts, and graphs available only on our Web site.
- Occupational Wage Flyers were successfully updated. They provide customers with a quick list of occupations and wage information in a flyer format. The flyers are created for the state and subs-state levels.
- Other Web products that were maintained during PY2003 include: Fact sheets for each county, E-profiles for each county, major employer lists for each county, and occupations with training potential lists for local areas.

Workforce investment boards (i.e. Regional Councils) had access to a regional economist assigned to their region during PY 2003. The assigned economist developed and produced information and responded to the needs of his/her particular region. The regional economists worked 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 during PY 2003.

- Utah used customer feedback to improve its Web site, Web interfaces, publications, trainings, and presentations through June 30, 2004.
- Utah's regional economists served regional and state workforce investment boards through June 30, 2004.
- Utah published the *TrendLines* newsletter six times during PY 2003 (every other month).
- Utah published *TrendLines Extra* each week during PY 2003.
- Utah published *County Trends* newsletters in December 2003 and June 2004, the information will be updated on the Web in March 2004 and September 2004.

Estimated Cost: \$138,550

Actual Cost: \$135,408

Core Product 6

Utah continued to improve, develop and deploy a publicly accessible state workforce electronic information delivery system. This system, called the Utah Economic Data Viewer (UEDV), allows customers to easily access information they need from the ALMIS Database. Utah developed a Web interface for employment and wages data and for the occupational information. The existing interfaces that access labor force information, occupational wage information, and population data were maintained.

- Utah developed and deployed a Web interface for the employment and wages data by January 30, 2004 as planned.
- Utah implemented an on-line customer feedback form for the Utah Economic Data Viewer by March 30, 2004. The original due date was January 30, 2004 but it was pushed back due to workload issues experienced by internal IT staff.
- Utah developed and deployed a Web interface for career and occupational information by June 30, 2004 as planned.
- Utah maintained the Utah Economic Data Viewer through June 30, 2004 as planned.

Estimated Cost \$85,12

Actual Cost: \$82,689

Core Product 7

Utah supported state training activities by conducting labor market information training for all Department of Workforce Services One-Stop staff in the state. Utah has developed, and continually improves, training specifically for employment counselors and business consultants. This activity provides direct support of One-Stop Centers by training staff to utilize economic information to assist job seeker and business customers.

Utah supported the training and development of its own staff by participating in training offered by the LMI Training Institute.

- Based on feedback gathered from customers, Utah reviewed and improved training for business consultants and employment counselors by June 30, 2004 as planned.
- 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 conducted trainings on demand for the Department of Workforce Services through June 30, 2004 as planned.
- Utah conducted trainings on demand in coordination with Utah's Career Resource Network committee (Department of Education) through June 30, 2004 as planned.
- Utah presented two "Breakfast with Your Economist" sessions or equivalent types of presentations for each region during PY 2003 as planned.
- Utah attended long-term industry projections training in February 2004 and participated in ALMIS Database training during spring 2004 as planned.

Estimated Cost \$55,404

Actual Cost: \$55,552

Customer Satisfaction Assessment During PY 2003

For selected products and services:

County Trends Newsletters

Description: A survey card was included in each copy of the 29 different county newsletters mailed out in December 2003. A five point rating scale was used, 1 being poor and 5 being outstanding.

- Respondents were asked to rate the publication's quality of information (score 4.34); its usefulness to them (score 4.29) and its overall rating (4.29).
- Respondents were asked to write the strongest point of the publication and the themes that emerged were:
 - Local, county specific information
 - Comparison of local economy to state and nation

- Current information
- Easy to read and understand
- Interesting and useful information

Respondents were asked to write about what could be improved and the themes that emerged were:

- More information
- More details
- Comments that were not related to LMI or things such as change of address

Regional Economists

Description: Surveys were sent by email to managers, supervisors, and regional staff statewide. We asked three questions and used the 1 (strongly disagree) to 5 (strongly agree) rating scale.

“I know who my DWS regional economist is, and how to contact him/her.”

- 73.3 percent strongly agree with this statement.
- 7.3 percent strongly disagree with this statement.

“My regional economist responds quickly and effectively to data or other information requests.”

- 56.1 percent strongly agree.
- 14.6 percent agree
- 11 percent disagree or strongly disagree

“Presentations and publications from my regional economist are useful and valuable to me.”

- 53.6 strongly agree
- 22 percent agree
- 9.8 disagree (no one strongly disagreed)

When asked to write the best thing about having a regional economist, the themes that emerged were:

- Knowledge and availability
- Presentations and personal visits
- They have local information and know my area well
- They have current information
- Lively, interesting presentations
- Helpful with Regional Council (WIB)
- TrendLines magazine and other publications
- They are great, nothing to improve

Themes emerging from “one thing to improve” included:

- More personal visits and presentations

- More current data
- More detailed, local information
- Quicker response time to data requests
- More research

Utah Economic Data Viewer

Description: The survey was on the Web site for one month. It was programmed to pop up after the customer built three different reports. A five point rating scale was used.

“It was easy to navigate through the system.”

- 72 percent scored it a 4 or 5
- 6.5 percent scored it a 1
- “It was easy for me to find the information I was looking for.”
- 63 percent scored it a 4 or 5
- 9 percent scored it a 1

“I will likely use the Utah Economic Data Viewer in the future.”

- 92 percent scored it a 4 or 5
- 1 percent scored it a 1

“I would recommend the Utah Economic Data Viewer to my colleagues.”

- 80 percent scored it a 4 or 5
- 1 percent scored it a 1

“Overall, I am satisfied with the Utah Economic Data Viewer.”

- 77 percent scored it a 4 or 5
- 2 percent scored it a 1

Written feedback included themes such as wanting more data, more detail, more local information, and not being able to find information easily. There were few written comments—the large majority of respondents simply responded to the five questions.

Recommendations for Improvements or Changes to the Suite of Core Products

Utah continues to improve its core products as it receives feedback from customers. Some improvements are easy to make such as making both hourly and annual wage data available on the UEDV. Other changes such as providing more local data or more presentations are more difficult because of the lack of resources to provide more services. Utah is in the process of doing significant work to improve its core products including:

- Conducting a Job Vacancy Survey to help meet the needs of the Governor, WIB, and upper management
- Building an additional interface for the UEDV that provides on county and other local information

- Going out to employment centers to gather feedback from employment counselors who use our information on the front lines
- Partnering with education to find better ways of providing career information to counselors, students and parents
- Investigating the possibility of participating in the LED program in an effort to provide more information to customers