

Plan Narrative
IOWA
Program Year (PY) 2002
Workforce Information Core Products and Services

A. STATEWIDE EMPLOYMENT STATISTICS SYSTEM

Iowa Workforce Development will utilize funds received through the Workforce Information Core Products and Services allocations to produce statewide and local information needed by our customers. These information needs have been identified to us in the past or will result from customer feedback to be obtained this year.

The goals of the Iowa Unified State Plan are as follows:

- Increase the size of the skilled workforce.
- Increase Iowans' earned income.
- Grow targeted industries and needed workforce skills.

All of the activities undertaken with the Workforce Information funds will help support the local Workforce Development Centers and partners by providing the underlying information on the labor markets in which those centers function. We will utilize information gained from presentations to the Regional Workforce Investment Boards to enhance and expand our products and services. We will also conduct workshops in various locations around the state of Iowa to show people how to use our information and to give us input on additional information needs.

More specifically,

- Information on careers, outlook, and wages can help direct Iowans to higher skilled careers and thus increase both the size of the skilled workforce and earned income.
- Information on employment projections can help target growth industries and help to grow targeted industries by identifying the occupations needed by such industries.
- Information on careers (descriptions, skills, training, licensing needed and wages) can help prepare students for the workplace. This will be accomplished by on-site presentations and various materials developed for the education community.
- Provision of LMI is a core service in the Workforce Development Centers. We will provide LMI for the centers to utilize with their clients.
- LMI provides data for needs assessments and to assess the basic economic and labor market trends/environment in which workforce development services are provided.
- A new version of our Internet delivery system, IWIN, will be available later this year and our LMI Website will also be updated. .
- Regional meetings around the state are being offered to update Regional Workforce Development staff and partners on new LMI products and services.

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Consultation with the various user groups will be done through a variety of customer satisfaction measures (see Section C). Consultation will also be done through face-to-face meetings, requests for information, and training for intermediate and end users in how to use labor market information. On November 20, 2002 we met with and consulted the State Workforce Development Board. An overview of the employment statistics system and work plan was given to the board members. No specific concerns were voiced at that time. However, we did ask members for input. One member voiced a desire to be able to track entrepreneurship/self-employment.

Workforce Information Delivery is accomplished through the following means. Most of these can be used with all of the three major customer groups.

- LMI website at www.iowaworkforce.org/lmi
- Hard copy publications
- On-site presentations.
- On-site training sessions.
- E-mail questions sent through our website.
- Telephone and written responses to questions and requests.
- Special studies and research in response to labor market information and planning.
- Delivery of information by workforce center staff and partners.

Workforce information is delivered through the Iowa One-Stop/Workforce Development system through Resource Centers or Rooms at the various centers. Special training classes are also offered to jobseekers and workforce information is used in some of those. The Iowa system also relies heavily on the Iowa Workforce Development website (www.iowaworkforce.org) to deliver information and services. The Labor Market Information page is the prime deliverer of electronic workforce information to users. We provide users the ability to print hard copy of some products from the website and maintain a more limited number of printed copies for distribution by either the workforce development centers or the LMI Bureaus.

We continue to employ a field LMI coordinator to distribute information directly to intermediate and end users at the local level. The field coordinator also provides training in how to use the information. This person is a member of the national One Stop Career Consortium.

All of the priority core products and services identified in the following pages fit with the overall goals of the Workforce Investment Council. We will maintain our history of providing accurate and timely information to users and will explore means to make data available as soon as possible, using electronic distribution where appropriate for the users. We will respond to local requests for information and have improved local analysis high on our list.

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B. PRODUCTS AND SERVICES

(Note: For all products, input from customers has been issued to improve products to date. Consultation will be ongoing throughout the year. All products and services support the goals of the Iowa Unified State Plan as discussed in Section A.)

1) ALMIS DATABASE: Iowa Workforce Development will maintain version 1.1 of the ALMIS database for our current application (IWIN). We will populate the crosswalk, look-up and core tables of ALMIS database version 2.2 during PY 2002. Funds will be used for staff time, travel, equipment, programming and database development and related costs.

Milestones:

- >> Attend meetings of the ALMIS Database Maintenance Consortium, as scheduled throughout the year.
- >> Attend ALMIS Database Maintenance Consortium - Database Structure Subcommittee meetings as scheduled throughout the year.
- >> Update the ALMIS Database licensing files: license.dbf, licauth.dbf, and lichist.dbf. (May 2003)
- >> Provide the populated ALMIS licensing files to the National Crosswalk Service Center (NCSC) for display in ACINet. These files will be coded to O*NET SOC. (May 2003)
- >> Continue to update the core tables.
- >> Continue to update non-core tables that have already been populated.
- >> Continue to work with neighbor states and North Carolina on the possibilities for database and application sharing using the ALMIS Distributed Access Method (ADAM)
- >> Attend applicable ALMIS Database Training.

Schedule: See Next Page.

Cost: \$52,078

Customers: Economists, Program Planners, Media, Educators, Employers, Labor, Libraries, Workforce Development (One-Stop) Staff and Administrators, Economic Development Groups, Vocational Counselors, Employers, Local and State Government Agencies, Attorneys, Research and Social Organizations, Other Labor Market Intermediaries

Focus: System development.

Outcomes: Usage statistics from the web-based application IWIN

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1) ALMIS DATABASE (continued):

Schedule:

TABLE	Version	LAST UPDATE	NEXT UPDATE	TABLE	Version	LAST UPDATE	NEXT UPDATE	TABLE	Version	LAST UPDATE	NEXT UPDATE
AREATYPE	1.1	Jun-2001	As Required	LABFORCE	1.1	Jun-2002	Jul-2002	SICDIV	1.1	Nov-1998	As Required
BEAINCOM	1.1	May-2002	May-2003	LEVELTYP	1.1	May-1999	As Required	SICLEVEL	1.1	Nov-1998	As Required
BLDING	1.1	Sep-2001	Sep-2002	LICAUTH	1.1	Sep-2001	Sep-2002	SICXNAIC	2.2		Aug-2002
CENINCOM	1.1	Jun-1999	Dec-2002	LICENSE	2.2	Nov-2001	Nov-2002	SOCCODE	2.2	May-2002	As Required
CES	1.1	Oct-2000	Dec-2002	LICHIST	1.1	Jul-2000	Oct-2001	STAFFPAT	1.1	Dec-2001	Dec-2003
CESCODE	1.1	Mar-2002	As Required	MATXOES	1.1	Nov-1998	As Required	STATTYPE	1.1	Nov-1998	As Required
CENIND	1.1	Nov-1998	As Required	MATXSIC	1.1	Apr-1999	As Required	STATTYPE	1.1	Nov-1998	As Required
CENLABOR	1.1	Sep-1999	Jun-2003	MLSCCLAIM	1.1	Aug-2001	Aug-2001	STFIRMS	1.1	Sep-2001	Sep-2002
CENSCODE	1.1	Mar-2002	As Required	MLSEVENT	1.1	Aug-2001	Aug-2001	SUBGEOG	1.1	Mar-2002	As Required
CIPCODE	1.1	Jun-1999	As Required	NAICCODE	2.2	Mar-2002	As Required	UICLAIMS	1.1	Jan-2000	Sep-2002
CODETYPE	1.1	Jun-1999	As Required	NAICLVL	2.2	Mar-2002	As Required	UNITYTYPE	1.1	Jun-1999	As Required
COMMUTE	1.1	Sep-1999	Dec-2003	NAICSECT	2.2	Mar-2002	As Required	URL	2.2	Jan-2001	As Required
COMPLTYP	1.1	Jun-1999	As Required	OCCDIR	2.2	Jan-2002	Jan-2003	URLLINKS	2.x	Jan-2001	As Required
DOTCODE	2.2	Jun-2002	As Required	OCCPAT	1.1	Dec-2001	Dec-2003	URLTOPIC	2.x	Jan-2001	As Required
DOTXCIP	1.1	Jun-1999	As Required	OCCPRJ	1.1	Nov-2001	Nov-2003	WAGE	1.1	Jun-1999	Oct-2001
DOTXONET	2.2	Jun-2002	As Required	OCCSUB	1.1	Nov-1998	As Required	WGSOURCE	1.1	Nov-1998	As Required
EMPDB	1.1	Jun-2002	Dec-2002	OESCODE	1.1	Oct-1999	As Required				
ESDATA	1.1	Apr-2002	Aug-2002	OESGROUP	1.1	Nov-1998	As Required				
GEOG	1.1	Mar-2002	As Required	OESXDOT	1.1	Jun-1999	As Required				
GROWCODE	2.2	Oct-2001	As Required	OESWAGE	2.2	Nov-2001	Nov-2002				
HUDINCOM	1.1	Mar-2002	Mar-2003	ONETCODE	2.2	Jun-2002	As Required				
INCOME	2.2	Oct-2000	Oct-2002	OOHTRNTM	1.1	Nov-1998	As Required				
INCOMTYP	2.2	Oct-2000	As Required	OWNERSHP	1.1	May-1999	As Required				
INCSOURC	2.2	Oct-2000	As Required	PAYMENT	1.1	Jun-2002	Jun-2002				
INDCODES	2.2	Mar-2002	As Required	PAYTYPE	1.1	Jun-1999	As Required				
INDDIR	2.2	Jan-2002	Jan-2004	PERIOD	1.1	Mar-2002	As Required				
INDDIV	1.1	Nov-1998	As Required	PERIODID	1.1	Oct-1998	As Required				
INDPRJ	1.1	Aug-2001	Sep-2001	PERIODTY	1.1	Oct-1998	As Required				
INDSUB	1.1	Nov-1998	As Required	POPSOURC	1.1		As Required				
INDUSTRY	1.1	Jun-2002	Sep-2002	POPULATN	1.1	Mar-2001	Jan-2002				
INDTYPE	2.2	Mar-2002	As Required	RATETYPE	1.1	Nov-1998	As Required				
IOMATRIX	2.2	Oct-2000	Oct-2002	SCHOOLS	1.1	Mar-2002	As new information becomes available				
JOBFAMILY	1.1	Nov-1998	As Required	SICCODE	1.1	Nov-1998	As Required				

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2) LONG-TERM EMPLOYMENT PROJECTIONS: Iowa Workforce Development will prepare state long-term employment projections for the years 2000 to 2010. Data will be prepared using the methodology, software tools and guidelines developed by the Projections Consortium and the Projections Managing Partnership. Sub-state projections will be developed for the 16 Workforce Development Regions. Deliverable dates have been delayed somewhat so we can utilize the OES data to be released in late 2002.

Milestones:

- >> Complete statewide long-term occupational employment projections for 2000-2010. (July 2002 through December 2002)
- >> Complete sub-state long-term industry employment projections for 16 Workforce Development Regions for 2000-2010 (July 2002 through December 2002)
- >> Complete sub-state long-term occupational employment projections for 16 Workforce Development Regions for 2000-2010. (January 2003 through May 2003).
- >> Populate the ALMIS database with projections data and submit projections for public dissemination following procedures to be established by the Projections Consortium and the Projections Managing Partnership. (June 2003)
- >> Begin development of NAICS-based industry employment series for the state and sub-state areas and test the series in projection systems when systems have been modified to accept NAICS coded series.

Cost: \$93,928

Customers: Job Seekers, Students, Vocational Rehabilitation Services, Chambers of Commerce, Community Colleges, Regional Planning Commissions, Local Governments, Correctional Institutions, Vocational and Career Counselors, Teachers, Educational Administrators, Universities, Elementary and Secondary Schools, Military Recruiters, Grant Writers, Business Colleges, Media, Employers, Attorneys, Local Development Corporations, Workforce Development (One-Stop) Centers, Iowa Department of Economic Development, Iowa Commission for the Blind, Regional Councils of Government, Federal Government, Navy Family Service Center, Army Career and Alumni Program, Iowa CHOICES, Libraries, Other Labor Market Intermediaries.

Focus: Data analysis.

Outcomes: Number of publications, requests for information and presentations.

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3) SHORT-TERM EMPLOYMENT PROJECTIONS: Iowa Workforce Development will produce short-term industry and occupational employment projections, using the methodology, software tools and guidelines developed by the Projections Consortium and Projections Managing Partnership.

- >> Develop short-term statewide and sub-state industry employment projections for 16 Workforce Development regions with base year/quarter of 2001:Q4 and projected year/quarter 2003:Q4. (December 2002)
- >> Develop short-term state-level occupational employment projections with a base year/quarter of 2001:Q4 and projected year/quarter 2003:Q4 (by June 2003)
- >> Produce short-term statewide forecasts with a base year/quarter of 2002:Q4 and a projected year/quarter 2004:Q4 (Since fourth quarter ES202 data are not available until May 2003, this work will begin in June 2003 and be completed by December 2003.)
- >> Submit forecasts for public dissemination in accordance with procedures to be developed by the Projections Consortium and the Projections Managing Partnership.
- >> Begin development of NAICS-based industry employment series for the state and sub-state areas and test the series in projection systems when systems have been modified to accept NAICS coded series.

Cost: \$20,658

Customers: Job Seekers, Students, Vocational Rehabilitation Services, Chambers of Commerce, Community Colleges, Regional Planning Commissions, Local Governments, Correctional Institutions, Vocational Counselors, Universities, High Schools, Military Recruiters, Business Colleges, Media, Employers, Attorneys, Local Development Corporations, Workforce Development (One-Stop) Centers, Iowa Department of Economic Development, Iowa Commission for the Blind, Regional Councils of Government, Federal Government, Navy Family Service Center, Army Career and Alumni Program, Iowa CHOICES, Libraries, Other Labor Market Intermediaries.

Focus: Correcting data gaps.

Outcomes: Number of publications, requests for information and presentations.

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4) OCCUPATION ANALYSIS PRODUCTS: Iowa Workforce Development will develop occupational analysis products, which meet customer needs. These products will include printed and electronic items as well as presentations on occupations and the labor market.

Milestones:

- >> Respond to requests for on-site LMI presentations. Requests are typically received from schools, school-to-work staff, IWD and partners, and various other users (throughout the grant period)
- >> Compile, print and distribute the Iowa Licensed Occupations publication. (June 2003)
- >> Upload a digital version of the Iowa Licensed Occupations publication to the Iowa Workforce Development Internet Home Page (June 2003)
- >> Disseminate the 2002 Condition of Employment Publication (October 2002)
- >> Design, layout and print the occupational projections 2000-2010 for the state and 16 regions. (July 2003 through December 2003)
- >> Continue dissemination of current supply/demand data in existing hard copy and electronic forms for the state and Workforce Development regions. (Quarterly throughout grant period)
- >> Investigate user need for other occupational analysis products, using SOC and O*NET as appropriate, based on presentations to the Regional Boards. (throughout the grant period)
- >> Review existing publications for format, content and users need (throughout the grant period)

Cost: \$102,062

Customers: Job Seekers, Students, Vocational Rehabilitation Services, Chambers of Commerce, Community Colleges, Regional Planning Commissions, Local Governments, Correctional Institutions, Vocational and Career Counselors, Teachers, Educational Administrators, Universities, Elementary and Secondary Schools, Military Recruiters, Grant Writers, Business Colleges, Media, Employers, Attorneys, Local Development Corporations, Workforce Development (One-Stop) Centers, Iowa Department of Economic Development, Iowa Commission for the Blind, Regional Councils of Government, Federal Government, Navy Family Service Center, Army Career and Alumni Program, Iowa CHOICES, Libraries, Other Labor Market Intermediaries.

Focus: Data analysis.

Outcomes: Number of publications, requests for information and presentations.

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5) EMPLOYER NAME AND ADDRESS LIST: Iowa Workforce Development will utilize the ALMIS Employer Database. The database will be accessible by the public through the Iowa Workforce Information Network (IWIN) and will be accessible through the IWD Web page.

Milestones:

>> Update employer name and address list twice a year when the updated ALMIS Employer Database is received.

Cost: \$ 11,767

Customers: Job Seekers, Workforce Development and Partner Staff, Community Colleges, Planners, Chambers of Commerce, Vocational Rehabilitation Specialists, Vocational Counselors, Local Development Corporations, Other Labor Market Intermediaries.

Focus: One-Stop Service Delivery.

Outcomes: Usage statistics.

6) INFORMATION FOR WORKFORCE INVESTMENT BOARDS AND OTHER INFORMATION PRODUCTS.

Milestones:

- >> Continue production of Quarterly LMI brochures for each region. (throughout grant period)
- >> Research local needs through on-site presentations, focus groups, or surveys. (throughout the grant period)
- >> Develop regional information in either existing publications or new publications. (throughout the grant period)
- >> Prepare and disseminate quarterly LMI newsletters (Worknet). (throughout grant period)
- >> Prepare and disseminate 2002 Affirmation Action Data Book for employers. (January 2003)
- >> Prepare and disseminate 2002 LMI Directory e-card (November 2002)
- >> Prepare and disseminate 2002 LMI Directory hard copy (January – March 2003)

Cost: \$59,070

Customers: Workforce Investment Board Members, Regional Service Providers, Workforce Development and Partner Staff, Employers, Media, Job Seekers, Other Government Agencies, Local Development Corporations, Community Colleges.

Focus: Data analysis.

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Outcomes: Number of publications, requests for information and presentations.

7) WORKFORCE INFORMATION DELIVERY SYSTEM: Iowa Workforce Development will utilize the SARAS system for its electronic labor market information delivery system. The Iowa system is called Iowa Workforce Information Network (IWIN) and can currently be accessed at <http://iwin.iowaworkforce.org/websaras/>.

Milestones:

- >> Update IWIN as updates are made to the ALMIS database. (throughout the grant period)
- >> Investigate other resources to be added to IWIN. (throughout the grant period)
- >> Enhance current LMI page on the World Wide Web (throughout the grant period)
- >> Receive requests for LMI through e-mail on the Internet (throughout the grant period)

Cost: \$65,471

Customers: Job seekers, Students, Vocational Rehabilitation Services, Chambers of Commerce, Community Colleges, Regional Planning Commissions, Local Governments, Correctional Institutions, Vocational Counselors, Universities, High Schools, Military Recruiters, Business Colleges, Media, Employers, Attorneys, Local Development Corporations, Workforce Development (One-Stop) Centers, Iowa Department of Economic Development, Iowa Commission for the Blind, Regional Councils of Government, Federal Government, Navy Family Service Center, Army Career and Alumni Program, Iowa CHOICES, Libraries, Other Labor Market Intermediaries.

Focus: Data analysis and delivery

Outcomes: Usage statistics.

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8) WORKFORCE INFORMATION TRAINING: Iowa Workforce Development will introduce LMI to new users and will provide refresher training to other users. We will continue to train LMI professionals and LMI users utilizing a variety of techniques, such as formal classes, on-site seminars, one-to-one sessions, ICN (fiber optics) sessions and user conferences.

Milestones:

- >> LMI Analysts attend LMI institute sessions (throughout PY 2002)
- >> Continue "Using LMI On Your Job" training as requested (throughout the grant period)
- >> Continue refresher training and workshops using modules developed in prior years and updated to fit the audiences (throughout the grant period):
 - Using LMI for Career Decision Making
 - Resources for Building Career Awareness
 - Resources for Serving Job Seekers
 - Resources for Employers and Economic Developers
 - CareerOneStop Refresher
- >> Develop and deliver specialized training sessions specific to customer needs. (throughout the grant period)
- >> Conduct training on new LMI Web Site for Regional Workforce Development staff and partners as requested (throughout grant period)

Cost: \$123,737

Customers: LMI Analysts, Economists, Workforce Development (One-Stop) and Partner Staff and Administrators, Program Planners, Media, Educators, Employers, Labor, Libraries, Economic Development Groups, Vocational Counselors, Employers, Local and State Government Agencies, Attorneys, Research and Social Organizations, Other Labor Market Intermediaries, Community Planners, Economic Developers, Grant Writers.

Focus: System development

Outcomes: Number of training offerings and number of trainees.

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C. CUSTOMER SATISFACTION ASSESSMENT

We will use a variety of approaches to measure customer satisfaction with the products and services described in this work plan. The overall strategy will employ tools such as

- Web survey of our LMI pages;
- Mail-out survey to customers on our mailing lists and databases;
- Training evaluations;
- Questionnaires included with publications.

We will attempt to identify the major customer groups (businesses, job seekers and the workforce community) with each of these tools. Some techniques may prove more effective with certain sectors, but we plan to use this year to determine this and to set some base-line measures.

In addition, we will be working with one of the state universities to develop an inventory and assessment of labor market information, profiling the data users, opportunities and challenges. This activity will include all users, but there will be special emphasis on employers, economic developers and site selectors.