

Florida

Workforce Information Core Products And Services Grant PY 2002

Introduction

For PY 2002, Labor Market Statistics (LMS) will produce priority products and services for the One-Stop Information Core Products And Services Grant to continue meeting the needs of workforce partners in Florida's workforce delivery system. Florida Labor Market Statistics has continued to strive to be a key and integrated player in the state's service delivery system by providing innovative products for economic and career decision making.

Statewide Employment Statistics System

Partners in Florida include The Agency for Workforce Innovation (AWI); Workforce Florida, Incorporated (WFI, the administrative entity for the State Board); and the 24 Workforce Boards that implement the Workforce Investment Act, Wagner-Peyser and welfare reform programs in Florida. Products and services outlined in the grant match the overall and specific goals of the AWI Strategic Five-Year Plan. These goals include informed career choice, employer services, access to education and training providers, job placement assistance, and referrals to training.

The entire workforce system in Florida is customer driven and focused, consequently customer satisfaction is a key component of overall service delivery. The Agency for Workforce Innovation is placing special emphasis on services to employers, and the PY 2002 Grant reflects this focus.

Products and Services

Populating the ALMIS Database with State Data

Florida will update the ALMIS Database using the very latest projections, wage, industry, population, training provider, and administrative data. The Florida Research and Economic Database (FRED) system will be the main delivery system for the ALMIS Database in Florida. In 2002-2003 Florida will develop a new system of delivering

core ALMIS data to employers and jobseekers. This system will be based on the Frequently Asked Question (FAQ) data extraction model developed for Broward County WorkForce One Employment Solutions in 2001. Florida will convert from version 2.0 to 2.2 of the ALMIS Database in PY 2002.

The focus of delivering ALMIS Database products is economic analysis and One-Stop service delivery.

While the ALMIS Database Consortium governs the ALMIS Database structure, the products that deliver data have been approved by WFI.

The ALMIS Database supports informed career choice, employer services, and access to education and training providers, all are part of the AWI Five-Year Strategic Plan.

Use of ALMIS Database products will be monitored by website hits of Florida's two delivery systems (FRED and the new FAQ Systems).

Milestones will be varied, depending on the finalization dates for data inputs into the database. Florida updates when data are produced and not on a fixed schedule. This assures the latest data available to the system.

ALMIS Database updates will cost \$95,502 all in personnel services.

Produce and Disseminate Long-Term Industry and Occupational Projections

Florida is one of the few states to produce state and local projections on an annual basis. Projections are produced for the state and 24 workforce regions. The long-term projections will be for 2010 with a 2000 base year for the November 2002 release. The 2010 projections will be the first to use the SIC/SOC based matrix.

The focus of both long and short-term projections is on economic analysis and One-Stop service delivery.

Delivery of projections has been coordinated with WFI and the Workforce Estimating Conference members.

Long-term projections support informed career choice in the Agency's Five-Year strategic plan.

The projections will be distributed electronically on the LMS Website, in FRED, and in the new FAQ systems.

Long-term projections will be completed by November 29, 2003 at the three-digit industry level and short-term by June 30, 2003 at the two-digit industry level.

Produce and Disseminate Short-Term Industry and Occupational Forecasts

The demand for short-term projections is very high in Florida due to the needs of AWI and WFI to constantly evaluate and update training programs. Florida will produce state-level projections for QIV 2004 using software provided by the Short-Term Forecasts Consortium.

The focus of short-term projections is on economic analysis and One-Stop service delivery.

Short-term projections will be produced in consultation with WFI.

Short-term projections supports the Five-Year Strategic Plan goal of informed career choice.

The measurable customer outcome for short-term will be the number of copies of the product produced and distributed to customers.

Short-term projections for QIV 2004 will be produced by June 30, 2003 and released electronically by August 14, 2003.

Long and Short-term projections will cost \$183,580 all in personnel costs.

Develop Occupational Analysis Products

The increased importance of occupational analysis is reflected in the myriad products proposed in the PY 2002 Grant. These include vacancy data, O*Net skills analysis products for mass layoffs, economic impact studies, and seven occupational products.

Occupational Analysis Print Media Products

Occupational Analysis products include *Career Posters, Wage Conversion Posters, Wage Report Publication, The Catalogue of Regulated Occupations, Florida Employment Forecasts, Career Comic Books, and Giving Children Hope and Skills.*

The principal customers are: employers, jobseekers, workforce specialists, and new labor force entrants.

Occupational Analysis products are focused on One-Stop delivery, employers, and closing data gaps.

The concept of publications will be presented to WFI staff before actual production starts and final products will be evaluated using satisfaction surveys or focus groups.

The timetable for printing each product will be:

Product	Completion Date	Planned Distribution Method And Number
Career Posters (reprint in 2002 of small posters)	Oct-03	Web
Wage Conversion Posters (reprint if needed)	When minimum wage changes	
Wage Reports	Jan-03	Web
Florida Employment Forecast (formerly Projections)	Mar-03	Web
Giving Children Hope and Skills	Nov-03	Web
Career Comics	Jun-03	Web
Job Vacancy Publication for Broward County	Jun-03	Web

Occupational print/web products will be evaluated using customer orders or web hits.

Personnel costs are \$298,586 for this activity.

Job Vacancy Survey

Florida will conduct a Job Vacancy Survey for Broward County. The Job Vacancy Workgroup developed basic methodology, software, and questions, but Florida will rely on telephone collection.

The focus of this activity will be economic analysis and program planning.

The surveys will be coordinated with regional boards and the state board will be given continual progress reports.

This product supports the agency's Five-Year Strategic Plan by providing information on informed career choice and employer services.

Measurable customer outcomes will be from the response rates and the number of publications printed.

The data collection periods will start November 2002 with survey/estimates activities continuing for four months.

Total costs for Job Vacancy Surveys will be \$158,649, which includes \$35,000 for a data collection contractor and \$5,000 for printing of the publication. The balance is personnel costs.

Provide an Employer Name And Address List That Can Be Accessed By the Public

The ALMIS Employer Database is distributed in the FRED system and by the web-based FAQ systems. Employers are accessed via the industry and occupation modules in FRED. Within the FAQ extract the question "Which Employers Employ The Hot Jobs?" leads directly to ALMIS Employer Database information from specific occupations via the OES Inverse Matrix. Selections can then be made by area in both systems.

The main focus of the Employer Name And Address List is enhanced One-Stop services including services to employers.

The delivery systems will be approved by WFI.

Use of the system will be evaluated by web hits and overall customer satisfaction.

FRED is updated continuously and a new ALMIS Employer Database is loaded when a new version is released.

The ALMIS Employer database costs \$6,270.

Provide Information and Support to Workforce Investment Boards and Produce Other State Information Products and Services

Other special products are produced for Florida's 24 Workforce Boards. These include special Geographic Information System studies for One-Stop Career Center office location decisions, ES-202 special research studies, matching ES-202 data to job orders, customized press releases, resource room support (training, print and automated products), technical support for the local High Skills/High Wage Subcommittees, labor supply for economic development, sample design and mailing labels for local ad hoc surveys, economic impact studies for natural disasters and layoffs, and employer size-class analysis.

Labor Market Statistics provides special data tables and analysis for the Florida Workforce Estimating Conference on an annual basis. Publications include the *Monthly Labor Market Trends*, Pocket Cards, and special publications for marketing the LMS Website, and product guides.

These activities are multi-focused by providing data support to One-Stop needs, state data needs for training program planning, and special board requests on an ad hoc basis.

Requests come directly from WFI or individual boards and the consultation process usually involves discussing the data request and then meeting data needs with data in different formats or combinations or by developing special data from existing sources such as GIS maps.

Activities usually support informed career choice, employer assistance, and access to education and training providers from the AWI Five-Year Plan.

Measurable outcomes are customer satisfaction with the individual products.

These activities cost \$280,623 allocated to personnel costs and \$35,000 allocated to servers for GIS.

Product	Completion Date	Planned Distribution
Highlights by Area	Jun-03	25,000
Trends and Pocket Cards	Monthly	7,200
Product Guide	Jun-03	15,000

Support Development of State-Based Workforce Information Delivery Systems

Florida Research and Economic Database (FRED)

Florida will continue the development and enhancement of the FRED Internet system. FRED is a self-service system that delivers data products that relate directly to AWI's Five-Year Strategic Plan. Data in FRED include employment and wage by industry and occupation, training providers, and employer database. A special Internet job search module is under development for FRED.

The FRED system has many uses including economic development, One-Stop planning and delivery, job development, and economic analysis.

Enhancements to the FRED system are developed based on specific WFI data concerns, and are then evaluated by WFI and workforce board staff from training evaluations. The feedback is used to modify or enhance FRED.

All of the AWI Five-Year Strategic Plan initiatives: informed career choice, employer services, access to education and training providers, job placement assistance, and referrals to training are supported by the FRED system.

The success of the FRED system will be measured by customer use based on LMS Website activity and the customer satisfaction questions on the website. .

Cost for the support and enhancement for FRED are \$125,728 all in personnel costs with an additional 20,000 for FRED servers.

Web-Based FAQ Delivery Systems: What People Are Asking

While the FRED system is optimal for use by economists, labor market analysts, workforce development program planners, job developers, and workforce system administrators, it is too complex for many of Florida's jobseekers. Based on this need, in PY 2001 Labor Market Statistics piloted a project with Broward WorkForce One Employment Solutions. This included a website using ALMIS Database inputs, and special tables of projections and wage data. The system used Frequently Asked Questions (FAQs) to structure data extractions.

The first web-based FAQ data delivery system was very successful. Florida plans to implement this same system for 24 workforce boards in PY 2002. Using simple and easy to understand language, the system delivers ALMIS Database information to employers and jobseekers in table and graphic formats. The main focus of these products is to close data gaps between traditional labor market statistics and the needs of customers in the field.

The original version of this product was presented to the Executive Director of WFI. It was well received and LMS was requested to produce the same product for all 24 Florida Workforce Boards. The new version will be called *What People Are Asking*.

This product supports the Agency's Five-Year Strategic Plan by providing information on informed career choice, employer services, access to education and training providers, and referrals to training.

Satisfaction with this particular product will be measured by counts of the numbers of users who access the system, and customer satisfaction on the website.

The 24 web-based FAQ systems will be released by June 30, 2003.

Most of the software developmental costs were incurred in Program Year 2001. Personnel costs for continued development are \$56,577. Computer maintenance to support FRED, the FAQ system, and other LMI data delivery servers is \$34,254. Additional hardware to support the FAQ systems will be \$31,039.

Support State Workforce Training Activities

Florida has been a national leader in developing LMI training for workforce professionals. Available training includes: LMI for Employer Services, LMI One-Stop and WIA training, and training in the O*Net Assessment Tools. The O*Net training will include linking identified occupations to occupational projections and wage data. Florida is a proponent of using case studies in training. Florida will also conduct sessions on state or local labor market conditions and LMS products and services.

The focus of training is One-Stop service delivery, data delivery and use, and economic analysis.

Local board staffs are consulted before training is designed and case studies that fit their customer profiles are developed for each local session.

Training supports the agency's goals of informed career choice, employer services, access to education and training providers, job placement assistance, and referrals to training.

The goal is to achieve an aggregate score of 4.5 out of a 1 to 5 scale (5 is excellent) in training evaluations.

Training is done by request from local training, service, or education providers. Marketing products for training will be developed in PY 2002. Florida should conduct at least 6 training sessions in PY 2002.

Total costs for training is \$30,000 in travel and \$75,463 in personnel.

Customer Satisfaction Assessment

A customer satisfaction survey will be conducted by LMS to collect feedback from their customers. This survey will determine if requests for information are handled in a courteous, knowledgeable, and timely manner. LMS also will determine if the information provided is easy to understand and meets the customer's needs.

LMS receives approximately 200 requests for labor market information each month by phone. The survey sample will be drawn from the monthly request logs kept by LMS staff. These logs contain requestor contact information including telephone numbers. Responses will be collected by telephone from all groups: employers, job seekers, and members of the One-Stop system. Separate satisfaction data will be collected about the FRED system, either through an on-line feedback process or through focus groups.

The focus of this activity is customer satisfaction with products and services.

WFI will be provided with the results of the customer satisfaction assessment.

The activity will support customer satisfaction from the AWI Five-Year Strategic Plan.

The numerical ratings will be compared with the results of surveys conducted during the summers of 1997, 1999, and 2001 to determine if service had improved, remained at its previously high level, or has dropped. The same questions and format will be used in all surveys.

Each question will be rated on a scale of one to five with one being the highest rating and five the lowest. Average is represented by a numerical score of three. The confidence level for the results of this survey will be 95 percent.

The estimated cost for collection of customer satisfaction data is \$47,641 for personnel costs.

In addition to this survey, LMS will conduct focus groups among employers and members of the workforce system. Each focus group will be asked to evaluate current services and products of the labor market information system and to suggest new products or improvements to information distribution. It is estimated that a minimum of two focus groups will be conducted during the 2002-2003 program year. Focus groups will be used to help design new FAQs for LMS Web-based data delivery systems.

Note: All personnel costs reflect base salaries, benefits, indirect, and agency fixed costs.