

Minnesota Department of Economic Security  
Research and Statistics Office

PY 2002 Cost Reimbursable Grant:  
One-Stop LMI Funds

Statement of Work

**Purpose of Grant**

The development of core LMI and career information products and services to support America's Labor Market Information System (ALMIS) and One-Stop Career Services System.

**Performance Period**

July 1, 2002 – June 30, 2003

**Budget**

ALMIS Database	30,000
Long-term projections	30,000
Short-term projections	20,000
Occupational analysis products	159,000
Employer database	5,000
Produce localized information and other analysis	250,447
Information delivery systems	150,000
Workforce information training	50,000
Customer satisfaction assessment	20,000
<b>Total</b>	<b>714,447</b>

**Statement of Work**

This statement of work describes the focus of each project or service to be delivered, specifics of each planned activity and product, including milestones, estimated costs, principal customers, a summary of the results of consultation with the state WIB, specifics on how the products and services support the WIA/Wagner-Peyser Five Year Strategic Plan, and measurable outcomes, in the eight priority areas.

## **Strategy for consulting with major audiences**

MDES Research & Statistics Office employs an iterative outreach-and-feedback strategy for consulting with its major audiences:

The office's Career Information Unit and Regional Analysts conduct focus group discussions with jobseeker groups and workforce development professionals. At the annual Spring Institute of the state WIB, MDES Research & Statistics has organized "regional breakout sessions" for discussion and feedback. Additionally, throughout the year, analysts deliver presentations, briefings, seminars and trainings to both external audiences (professional and trade associations, chambers of commerce and regional groups, conferences and "economic summits", jobseeker workshops) and internal audiences (local WIBs, WorkForce Center and partner agency staff); the office uses these in-person engagements to solicit and collect feedback on the packaging, content, usability and usefulness of LMI products and services. This feedback is reported back to Research & Statistics managers.

Audience consultations and the continuous monitoring of feedback guide adjustments, as necessary, to the office's research agenda, business plan, and marketing communications activities. Over the last few years, these adjustments have included new communications activity, improved data download access, and the addition of new research products. When major adjustments are proposed, these are vetted with Workforce Service Area directors or WorkForce Center managers at regularly scheduled meetings of those audiences.

## **In Support of WIA/Wagner-Peyser**

Minnesota's WIA/Wagner-Peyser Five Year Strategic Plan for state and local workforce development guides the work outlined in this One-Stop LMI grant. The Five Year Strategic Plan is designed to:

- Prepare Minnesota's workforce to be the most competitive in the world.
- Eliminate obsolete, and consolidate redundant programs.
- Identify and promote the well-paying jobs and skills of the future.
- Provide workforce development services in the most cost-effective manner possible while still considering customer preferences.

Minnesota's employment statistics system supports the WIA Strategic Plan by:

- Providing information for career and business planning to students, job seekers, workforce system professionals and businesses;
- Providing information on the economy including the current and projected job market for workforce development professionals, educational planners and policy makers so that they can make better strategic decisions, including the elimination of obsolete and redundant programs;

- Providing information that is accessible to all potential audiences in a cost effective way, while still considering customer preferences.

Importantly, MDES has Regional Analysts stationed at WorkForce Centers in five regions of the state. The Regional Analysts serve as outreach agents and experts on the state's employment statistics system. Since passage of the Workforce Investment Act, MDES's Regional Analysts have worked with local WIBs to promote market-responsive service planning. Regional Analysts attend regularly scheduled meetings of all 16 local WIBs. The Research Director is a frequent presenter to the state WIB. In both cases, Research & Statistics is available to the WIBs to provide analytic, research design and fact-finding services.

### **Strategic approach for workforce information delivery**

MDES Research & Statistics Office has a marketing and outreach strategy to extend awareness, access and use of LMI. It emphasizes communicating our competitive advantage to major audiences – we produce the official numbers – and marketing marquee products that create value for principal customers.

Pursuant to this strategy, new workforce information products and services are communicated to the general public through proactive contact with news media; to workforce development professionals through electronic communications, training sessions, staff meeting presentations, and published materials distribution; to the business community through presentations, briefings, and seminars offered throughout the year and through MDES's "Employers In The Know" initiative; and to all audiences through referral to the LMI and ISEEK websites and the LMI Analyst HelpLine (888/234-1114).

In CY 2002, MDES's Regional Analysts delivered 33 half-day LMI trainings and 103 other presentations, briefings and seminars. The majority of these presentations were delivered to external audiences (professional and trade associations, chambers of commerce and regional groups, conferences and "economic summits", jobseeker workshops). Presentations are often delivered in response to request for an expert speaker; in other cases, the presentations are the result of the proactive marketing of new research and analysis.

Minnesota's labor market information collection is available online to anyone with a networked computer. Most of the statistical products and reports can be found at [www.MnWFC.org/lmi/](http://www.MnWFC.org/lmi/). LMI packaged for career decision-making can also be found at the Minnesota Careers site ([www.MnCareers.org](http://www.MnCareers.org)) and the interagency ISEEK site ([www.ISEEK.org](http://www.ISEEK.org)). In CY 2002, MDES's LMI website handled 437,700 visits (or user sessions). The LMI Analyst HelpLine and Regional Analysts responded to 3,400 questions and requests for information.

## **Delivery through the WFC System**

Minnesota WorkForce Center managers and staff are notified of new online tools and resources through electronic communications and staff meeting presentations from MDES's Regional Analysts.

Printed reports and resources from Minnesota's labor market information collection are required materials in the career resource areas of Minnesota WorkForce Centers. Center staff and managers have been instructed to replenish materials as needed. Materials are also distributed, on request, to affiliate sites and other employment service providers that are external from the WorkForce Center System.

Starting in 2002, MDES Research & Statistics charges all customers for bulk orders of publications. The pricing of LMI materials was implemented to rationalize demand for these materials. WorkForce Centers, however, are given preferred treatment: MDES Research & Statistics allocates each Center an annual credit voucher to draw-down during the year. In effect, the first \$200 to \$1200 of LMI publications ordered is complimentary; the actual amount of credit is proportional to local service area population. Annual credit vouchers for all WorkForce Centers, affiliate sites, and local WIBs amount to \$31,100 (4 percent of Minnesota's LMI One-Stop grant).

Customized analysis and internal consulting services are also available to WorkForce Center staff and managers. MDES has Regional Analysts stationed at WorkForce Centers in five regions of the state. The Regional Analysts serve as outreach agents and experts on the state's employment statistics system. Importantly, Regional Analysts collaborate with regional stakeholders and other researchers to develop new research and information resources. Recent projects include: local labor market assessments and economic impact analyses requested by Dislocated Worker projects in response to major plant closings; research plans, survey design and analyses for four workforce assessment projects, sponsored by economic development partnerships in 2001.

Finally, MDES provides counselors and workforce development professionals with training on access and use of LMI resources. The half-day "LMI for Decision-making" training has been offered for five years by MDES's Regional Analysts; 33 sessions of the training were offered in CY 2002, advertised primarily by e-mail announcements.

## **ALMIS Database**

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Continue to populate the ALMIS Database with Minnesota data.

### *Focus*

System maintenance and development for One-Stop service delivery.

### *Results of consultation with customers*

Data access was discussed at the state WIB's Spring Institute. WIB members, WSA directors and partner agency representatives support MDES Research & Statistics Office's development of query-driven data access through the LMI website. Comments expressed interest in access to data that's scalable – regional statistics as well as small-area detail, where the data source allows.

### *In Support of WIA/Wagner-Peyser*

This product supports the Five-Year Strategic Plan's goals by making information accessible in the most efficient way possible. It provides the core for all web-based data-access tools as well as the base for labor market data analysis.

### *Specifics*

Population and ongoing maintenance of core ALMIS Database data tables according to the structure and rules defined by the ALMIS Database Consortium. Updates to selected data tables will reflect changes in the original source data. Upgrade to the current version of the Database in accordance with guidelines issued by the ALMIS Database Maintenance Consortium. Build capacity of LMI analysts to use the ALMIS Database as source research data. Build capacity of web developer to run dynamic web-tools from ALMIS database.

### *Principal customers*

This database will be used by LMI analysts and other interested parties; disclosable components of the ALMIS Database are available online for economic research analysts and government analysts. Data tables from the database are used to construct web pages and underlay newly available electronic web-tools available for public use by job seekers, students, employers, state and local WIBs, educational institutions, career counselors, MDES program managers, WorkForce Center System partners, MCRN, ISEEK, and the general public.

### *Customer outcomes projected*

ALMIS-format databases with OES, LAUS, CES and ES-202 statistics are available for download from MDES's LMI website. In 2002, the site's downloads directory handled 6,700 visits (or user sessions). In the program year, MDES Research & Statistics will begin survey measurement of website satisfaction. Of customers who have used MDES's LMI website, we expect 80 percent will find it met their needs.

### *Estimated costs:*

\$30,000

***Milestones:***

Monthly:	Update LABORFORCE, CES, CESC CODE, CCES, CES_SUPR
September 2002:	Update LICENSE, LICAUTH, LICHIST
January 2003:	Update OCCPRJ, INDPRJ, STAFFPAT, INDDIR, OCCDIR, OCCPAT
February 2003:	Update WAGE, STATTYPE, WGSOURCE, LEVELTYPE, RATETYPE
March 2003:	Update POPULATION, BEAINCOM, EMPDB
May 2003:	Populate SCHOOLS, PROGRAMS, PROGCOMP, COMPLTYP, CIPCODE, LENTYPE, INSTTYPE, SUPPLY, INSTOWN
As needed:	New analyst training on ALMIS database and database structure.
As needed:	Work with web developer to understand ALMIS database structure.

## Long-term Projections

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Complete production and dissemination of long-term industry and occupational employment projections for the state and produce and publish *Minnesota Employment Outlook to 2010* as final data input and software becomes available. Produce regional projections to 2010.

### *Focus*

Data and economic analysis as well as career information

### *Results of consultation with customers*

The state WIB and local WIBs are supportive of projections as one approach to identifying market needs and gaps. Education institutions and other audiences say they are using long-term projections as supporting evidence in service planning, education and training program planning, and preparing grant proposals. However, there is awareness of limitations of the projections as economic cycles turn; these audiences have appreciated MDES's presentation of other available evidence, specifically Minnesota's Job Vacancy Survey findings.

### *In Support of WIA/Wagner-Peyser*

This product supports the Five-Year Strategic Plan's goals by developing key data and economic analysis needed to identify high paying and rapidly growing occupations of the future. High-quality employment projections support several specific goals enumerated in the report including the following:

- Keep Minnesota businesses competitive by supporting a flexible, skilled workforce. This is accomplished by accurately identifying shortage occupations, requisite skills, and emerging competencies.
- Support efforts to increase personal income by helping people to identify high-paying and fast growing occupations. Projections provides information to:
  - Identify and support critical occupations and industries.
  - Promote career awareness and facilitates informed choices.
  - Improve awareness of what services and support are needed by Minnesotans for long-term employment success.

### *Specifics*

Finalize employment projections for 2000-2010 for the State using the methodology, software tools and guidelines developed by the Long-term Employment Projections Consortium and the MicroMatrix User's Group. Write and publish *Minnesota Job Outlook to 2010* and *Job Outlook to 2010* brochure. Begin work on regional projections as time permits.

### *Principal customers*

Job seekers, students, employers, state and local WIBs, educational institutions, career counselors, economic research analysts, MDES program managers, WorkForce Center System

partners, MCRN, economic developers, government analysts, policymakers, and the general public.

### *Customer outcomes projected*

Long-term projections are available on MDES's LMI website. In 2002, the site's projections directory handled 11,400 visits (or user sessions). In the program year, MDES Research & Statistics will begin survey measurement of projections satisfaction. Of customers who have used long-term projections reports, we expect 70 percent will find projections reports met their needs.

### *Estimated costs*

\$30,000

### *Milestones*

January 2003:	Finalize employment projections to 2010 (late due to software and data problems). Public release with web posting and brochure ( <i>Job Outlook to 2010</i> ) Submit projections to ALMIS projections Internet site.
March 2003:	Develop and review regional industry and occupational projections.
April 2003:	Web posting and publication of regional (Job Outlook to 2010) brochures.
June 2003:	Write and publish state and regional Job Outlook to 2010 report.



## **Short-term Forecasts**

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Because the OES Program is converting to NAICS in 2004, data is not available to produce short-term forecasts on a NAICS basis. As recommended by the Projections Consortium, Minnesota will develop its historical industry employment time series based on NAICS.

### *Focus*

Data and economic analysis

### *Results of consultation with customers*

The state WIB and local WIBs are aware that data is not available to produce short-term forecasts in the program year. WIBs may be interested in this product in the future, but have asked that it be presented in conjunction with other available evidence, specifically Minnesota's Job Vacancy Survey findings.

### *In Support of WIA/Wagner-Peyser*

This product supports the Five-Year Strategic Plan's goals by developing key data and economic analysis needed to identify high-paying and rapidly growing occupations. With this information the workforce and workforce development and education planners will be able to plan toward to goal of making Minnesota's workforce competitive.

### *Specifics*

Develop a historical industry employment time series based on NAICS. Test the validity of these data. Test data through the industry projection systems.

### *Principal customers*

Job seekers, students, employers, state and local WIBs, educational institutions, career counselors, economic research analysts, MDES program managers, WorkForce Center System partners, MCRN, economic developers, government analysts, policymakers, and the general public.

### *Customer outcomes projected*

The "Job Outlook for 2002" was a feature in the monthly *Minnesota Employment Review*. All *Review* articles are available on MDES's LMI website; in 2002, the short-term projections analysis was the most visited single article, with 800 visits (or user sessions).

### *Estimated costs*

\$20,000

### *Milestones*

March 2003:	Work on historical NAICS based industry employment time series.
April 2003:	Test validity of this time series data.
May 2003:	Run file through short-term forecast system.

## **Develop Occupational Analysis Products**

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Continue to produce the Job Vacancy Survey and other occupational information products and incorporate such information and data into new analysis and Minnesota's career information website, the Internet System for Education and Employment Knowledge (ISEEK), and annual career information publication, *Minnesota Careers*.

### *Results of consultation with customers*

Each year, MDES conducts a user survey of counselors, teachers and program staff who oversee use of *Minnesota Careers* in schools and WorkForce Centers. The survey reveals that *Minnesota Careers* is a mature and well-refined product. The publication receives high-marks for organization, ease of use, graphic design, comprehensiveness of content, as well as currency and relevancy. When asked what changes could bring the product closer to "the ideal", 64 percent wanted no changes; 30 percent wanted more occupational profiles or more detail in the profiles.

### *In Support of WIA/Wagner-Peyser*

These products support the Five-Year Strategic Plan's goals by developing key data and economic analysis needed to identify high paying and rapidly growing occupations of the future. High-quality employment projections support several specific goals enumerated in the report including the following:

- Keep Minnesota businesses competitive by supporting a flexible, skilled workforce. This is accomplished by accurately identifying shortage occupations, requisite skills, and emerging competencies for job seekers and employers making critical employment decisions.
- Ensure that the State's education system as a whole be closely attuned to the needs of the employer community by providing up-to-date information on shortage occupations and employers' hiring needs.
- Support efforts to increase personal income by helping people to identify high-paying and fast growing occupations. Projections provides information to:
  - Identify and support critical occupations and industries.
  - Promote career awareness and facilitates informed choices.
  - Improve awareness of what services and support are needed by Minnesotans for long-term employment success.

### *Focus*

Correct data gaps and provide career information

### *Specifics*

- Implement one of two planned rounds of the Job Vacancy Survey. Produce a statewide Executive Summary and Regional Highlights for first survey round. Incorporate findings into other products and services.
- Continue to use the EDS system to produce and update regional OES wage estimates for Minnesota's LMI web site and Regional Salary Survey Brochures.
- Produce *Minnesota Careers 2004*.
- Develop informational materials and support the adoption of O\*NET into Minnesota applications, products and information systems.

### *Principal customers*

Education and curriculum planners, training program developers or managers, job seekers, students, employers, media, state and local WIBs, educational institutions, career counselors, economic research analysts, MDES program managers, WorkForce Center System partners, MCRN, employers, economic developers, government analysts, policymakers, and the general public.

### *Customer outcomes projected*

In the most recent *Minnesota Careers* user survey, 87 percent expressed a high level of satisfaction with *Minnesota Careers*; average satisfaction was 8.7 (on a scale of 1 to 10). Compared with their idea of the ideal career guidance publication, 79 percent considered the product close to ideal; average rating was 8.5. Ninety percent of respondents like receiving the printed publication, though it is available online at [www.MnCareers.org](http://www.MnCareers.org). MDES expects similar results in the 2003 survey.

### *Estimated costs:*

\$159,000

### *Milestones:*

December 2002:	Finalize data collection and estimation for fourth quarter 2001 JV survey
January 2003:	Analyze fourth quarter JV data Produce fourth quarter JVS Executive Summary and Regional Highlights
February 2003:	Use EDS system to produce regional occupation and wage estimates and publish these estimates on the LMI web site.
March 2003:	Produce Regional Salary Survey Brochures
June 2003:	Complete <i>Minnesota Careers 2004</i>

## **ALMIS Employer Database**

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### *ALMIS Employer Database*

Continue to maintain and enhance access to the ALMIS Employer Database through ISEEK. Deliver local employer information by special request to WorkForce Centers, WIBs and partner agencies.

### *Focus*

One-Stop service delivery

### *Results of consultation with customers*

Local WIBs and WorkForce Centers continue express appreciation for the availability of firm-level contact information that is publicly shareable – not subject to Minnesota data practices restrictions. They support the current measures for making the data available, through online query on the ISEEK website or through a special request for records from MDES analysts.

### *In Support of WIA/Wagner-Peyser*

This product supports the Five-Year Strategic Plan’s goals by disseminating key information on Minnesota businesses to the workforce system. It can help workforce development planners “devise methods to better match businesses and unemployed workers.”

### *Specifics*

Explore and expand the current querying and display methods of the employer database within ISEEK. Ensure contractual agreements are met when enhancing electronic delivery mechanisms of the database.

### *Principal customers*

Job seekers, students, employers, state and local WIBs, educational institutions, career counselors, economic research analysts, MDES program managers, WorkForce Center System partners, economic developers, government analysts, policymakers, and the general public.

### *Customer outcomes projected*

In 2002, the LMI Analyst HelpLine handled 55 requests for query and compilation of employer records from the ALMIS Employer Database. In the program year, MDES Research & Statistics will begin survey measurement of Employer Database request satisfaction. Of customers who have had requests, we expect 90 percent will find the database met their needs.

### *Estimated costs*

\$5,000

### *Milestones*

October 2002: Upload data to ISEEK system for integration with the job seeking resource of the system’s information delivery services.

March 2003: Data upload to ISEEK for inclusion in the Internet site

## **Provide Information and Support to WIBs and Produce Other State Information Products and Services**

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Consult with local WIBs, the state WIB, the education and training and the employer community, and other key customer groups on their LMI needs and continue to produce and develop new products and services in alignment with these needs. These products and services are likely to include *Minnesota Economic Trends*, *Minnesota Employment Review*, wage detail analysis and industry profiles.

### *Focus*

Data and economic analysis and One-Stop service delivery

### *Results of consultation with customers*

At the state WIB's Spring Institute, "regional breakout" discussions considered how LMI impacts decisions or helps in strategic planning. Participants say they use it for identifying market-specific needs, understanding gaps, and providing a "reality check" on their own thinking. The main suggestions for improvement were: connections between all the reports, conclusions, and insight into "big picture" trends. Many participants had "wish list" suggestions of additions to the LMI research agenda; MDES Research & Statistics considers these as resources allow.

### *In Support of WIA/Wagner-Peyser*

These services support the Five-Year Strategic Plan's goals by informing the decision-making of workforce development and education planners and policy makers. Providing information and support to the key planners supports the following Strategic Plan goals:

- Keep Minnesota businesses competitive by supporting a flexible, skilled workforce. This is accomplished by accurately identifying shortage occupations, requisite skills, and emerging competencies for planners and policy makers who are making critical workforce system decisions.
- Support efforts to increase personal income by helping planners and policy makers identify high-paying and fast growing occupations. This is accomplished by working with them to:
  - Identify and support critical occupations and industries.
  - Educate planners and policy makers about the availability of good career opportunities with long-term potential for growth.
  - Improve awareness of what services and support are needed by Minnesotans for long-term employment success.

## Specifics

MDES's Regional Analysts serve as outreach agents and experts on the state's employment statistics system. Throughout the year, analysts deliver presentations, briefings, seminars and trainings to both external audiences (professional and trade associations, chambers of commerce and regional groups, conferences and "economic summits", jobseeker workshops) and internal audiences (local WIBs, WorkForce Center and partner agency staff). Since passage of the Workforce Investment Act, MDES's Regional Analysts have worked with local WIBs to promote market-responsive service planning. Regional Analysts attend regularly scheduled meetings of all 16 local WIBs. The Research Director is a frequent presenter to the state WIB. In both cases, Research & Statistics is available to the WIBs to provide analytic, research design and fact-finding services.

Audience consultations and the continuous monitoring of feedback guide adjustments, as necessary, to the office's research agenda, business plan, and marketing communications activities. Over the last few years, these adjustments have included new communications activity, improved data download access, and the addition of new research products. When major adjustments are proposed, these are vetted with Workforce Service Area directors or WorkForce Center managers at regularly scheduled meetings of those audiences.

Following is a list of likely products and services that will be produced.

- Identify one industry that is experiencing unusual growth, change or evolution – such as the high tech industry – and explore these changes through a combination of qualitative and quantitative research. Analyze the effects of industry change on employment, wages, occupational mix, and educational or skill requirements.
- Validate the 2000 and 2001 wage detail records by comparing wage detail records with ES-202 records using a methodology developed in 2000/1. Use the 2001 wage detail quarters to develop estimates of new hires, worker exits, employee turnover, multiple job holding, job / worker churning (flows), and wage distribution. Incorporate results into other products and services.
- Attend regularly scheduled WIB meetings to determine council needs, information gaps and insure proper dissemination of available information to such entities; fulfill requests originating from local WIB meetings; produce ad hoc research and reports to address labor economics' related inquiries by councils.
- Continue to produce *Minnesota Economic Trends*, a three-times-a-year publication aimed at disseminating interesting economic and labor market trends in accessible, non-technical language.
- Continue to produce *Minnesota Employment Review*, a monthly publication disseminating core labor market information, and incorporate monthly inserts which describe or market other types of labor market information.
- Produce web publication called *Census 2000 Regional Reports* which explores the Minnesota workforce using Census 2000 data. Publication will include maps and graphs describing Minnesota and sub-state regional employment, educational attainment, immigration and migration, average commute times, and industries and occupations of the resident workforce.

### ***Principal customers***

Job seekers, students, employers, state and local WIBs, educational institutions, career counselors, economic research analysts, MDES program managers, WorkForce Center System partners, MCRN, economic developers, government analysts, policymakers, and the general public.

### ***Customer outcomes projected***

Excluding LMI trainings, analysts delivered 103 other presentations, briefings and seminars in 2002. Most WIB members are directly exposed to LMI through these presentations. In the program year, MDES Research & Statistics will begin survey measurement of customer satisfaction of various client groups. Of customers who are also WIB members, we expect 80 percent will find that LMI products met their needs.

### ***Estimated costs***

\$250,447

### ***Milestones***

November 2002:	Census 2000 Regional Report on website
December 2002:	Wage detail validation results
February 2003:	Results on new hires and worker exits (turnover)
March 2003:	Results on job, worker, and churning flows
April 2002:	Results on multiple job holding and wage distribution Produce and distribute industry profile
June 2002:	Publication of report(s) to disseminate wage detail research findings
June 2003:	Annual report
Monthly:	<i>Minnesota Employment Review</i> Attend local WIB meetings
Ongoing:	<i>Minnesota Economic Trends</i> Support and facilitate labor market information requests for local WIBs Provide LMI Training for WIB members and staff

## **Support the Development of State Information Delivery Systems**

Expand access to labor market and career information through the development of new electronic delivery mechanisms to enhance and facilitate a self-service approach to the information contained on the ALMIS Database. Continue to provide and improve universal access to publications and career information on the website and through better marketing of information.

### *Focus*

One-Stop service delivery and system development

### *Results of consultation with customers*

LMI delivery systems were discussed at the state WIB's Spring Institute. Discussion focused on analysis services offered by Regional analysts and on online LMI resources. WIB members, WSA directors and partner agency representatives support MDES's development of query-driven data access through the LMI website. They are also interested in connections between the statistical "silos" – that is, connections between the various reports and products. Comments expressed interest in access to data that's scalable – regional statistics as well as small-area detail, where the data source allows. MDES Research & Statistics Office is considering a website upgrade guided by these consultations.

### *In Support of WIA/Wagner-Peyser*

These products and services support the Five-Year Plan by providing universal access to customers of labor market and career information. By providing accessible access to data and analysis we help in the effort to "review, improve, and expand accessibility to the Minnesota WorkForce Center System (the State's One-Stop service delivery system) and the many high-quality services available to employers and job seekers through the system." Moreover the marketing plan and website help us to "improve customer awareness of, and access to services" and "increase the market share of job seekers and employers served."

### *Specifics*

- Develop and implement a regional website that provides easy access to a cross-section of LMI customized to Workforce Service Areas and other regional divisions using the ALMIS Database.
- Continue to provide server-run charts and graphs of key datasets to enhance graphical interpretation of time-series datasets.
- Continue to upgrade the primary Research and Statistics website to provide improved aesthetic appearance and increased ease of navigation for diverse customers including upgrades to the salary and ES202 tools.
- Continue to produce *Minnesota Economic Trends* web site.
- Continue to produce *Minnesota Employment Review* web site.
- Develop and implement a marketing campaign to increase awareness of electronic labor market information availability.
- Continue to provide and enhance user feedback mechanisms on the website.



- Provide technical and informational support via the LMI and Career telephone Helpline, and LMI email account.
- Explore new options for presenting regional occupational wage and employment data and displaying this information on ISEEK.
- Start “Employer in the Know,” a quarterly email newsletter for Minnesota businesses.
- Continue to provide an electronic career information news service that enables two-way information exchange through a network of state level career information contacts.
- Continue to populate the Internet System for Education and Employment Knowledge (ISEEK) website with LMI. Add projections, staffing patterns, O\*NET occupational descriptors and assessment tools and enhance crosswalks.

***Principal customers***

Job seekers, students, businesses, state and local WIBs, educational institutions, career counselors, economic research analysts, MDES program managers, WorkForce Center System partners, MCRN, economic developers, government analysts, policymakers, and the general public.

***Customer outcomes projected***

In 2002, MDES’s LMI website handled a total of 437,700 visits (or user sessions). In the program year, MDES Research & Statistics will begin survey measurement of satisfaction with LMI products, including the website. Of customers who have used the LMI website, we expect 80 percent will say it met their needs; 80 percent will say it was easy to navigate and find the information sought.

***Estimated costs***

\$150,000

***Milestones***

August 2002:	Evaluate current ALMIS interface and requirement assessment for a dynamic page server interface Evaluate current electronic user feedback mechanisms
September 2002:	Develop Regional LMI interface for new active environment Incorporate LMI enhancements in ISEEK
January 2003:	Test new ALMIS interface. Gather input from appropriate parties. Send first “Employers in the Know” newsletter.
May 2003:	Roll out new web site with appropriate structural changes to accommodate new and improved active environment
Ongoing:	Electronic publication of all Career and LMI products including ISEEK Maintenance/analysis of current web presence Telephone and email LMI Helpline

## **Support State Workforce and Career Information Training Activities**

Increase staff skills and knowledge by updating curriculum for new analyst training and providing opportunities for special training. Increase customer knowledge and use of workforce and career information by updating, marketing and providing training in LMI and the use of career information products.

### *Focus*

System development and One-Stop service delivery

### *Results of consultation with customers*

LMI training of front-line staff (counselors, reps) has been discussed in WorkForce Center Credentialing meetings convened by the WorkForce Center System. Discussions focused on the value of the information: as a tool for jobseeker client guidance, as “reality check” evidence for advising employers, as content for seminars and Creative Job Search workshops, and as supporting evidence in preparing grant proposals. Two recommendations resulted from the workgroup discussions: First, MDES Research & Statistics should continue offering at least 25 LMI training sessions per year; demand is still strong. Second, LMI content should be a larger component of the career development facilitator certification curriculum now used in Minnesota.

### *In Support of WIA/Wagner-Peyser*

These services support the goals for the Five-Year Strategic Plan by “improving customer awareness of and access to services” and “increasing the market share of job seekers and employers served.” They also help to ensure that our analysts are effective and efficient developers and deliverers of labor market and career information.

### *Specifics*

Update curriculum for new-analyst training with information on Census 2000 data and new Wage Records analysis, as well as the switch to SOC and NAICS and implications and an introduction to the new data access tools on the LMI website. Hold Creative Conversation Forums for LMI staff on program changes and new analysis, products and services.

Make special training available to build analyst skills in the following areas: production of industry and occupation projections and Wage Records analysis, GIS, web development, SAS, FoxPro, Access and other software and content areas as needed. Use LMI Training Consortium for this training, if available.

Provide 25 classes of Labor Market Intelligence for Decision-making training around the state for job counselors and other WorkForce Center staff and partners where these customers will: Find the answers to common questions about the job market. Gain a better understanding of their regional economy. Learn how to access reports and statistics that will help them guide jobseekers and employers toward informed decisions.

Develop and distribute training materials related to the use of career information products. This includes O\*NET and America’s Career Kit as well as state products.

*Principal customers*

Job seekers, employers, state and local WIBs, educational institutions, career counselors, economic research analysts, MDES program managers, WorkForce Center System partners, economic developers, government analysts, policymakers and the general public.

*Customer outcomes projected*

In 2002, MDES’s Regional Analysts delivered 33 half-day LMI trainings; average attendance at trainings was 11 learners per session. Of those attending trainings, 81 percent say they will use the LMI website more; 89 percent would recommend LMI resources to clients or colleagues. Training satisfaction averaged 8.1 (on a scale of 1 to 10). MDES expects similar evaluation results from 2003 training participants.

*Estimated costs*

\$50,000

*Milestones*

- August 2002: Update new-analyst training curriculum  
Identify career information training approaches
- As needed: Hold new-analyst training  
Hold in-house Creative Conversation Forums  
Send staff to special training
- Quarterly: Hold 5-7 Labor Market Intelligence for Decision-making classes around the State
- Ongoing: Collaborate with other career products to deliver statewide training

## Approach to Customer Satisfaction Assessment

Survey-based assessments of market penetration and customer satisfaction are being undertaken to improve understanding of the uses and usefulness of LMI products and services. MDES Research & Statistics Office has designed a common set of customer satisfaction elements that can be used to discuss LMI with customers of specific products, as well as with respondents whose LMI use is not known at time of survey (allowing estimation of market penetration).

Customer satisfaction data collected in 2003 will provide a benchmark for future comparisons and the beginning of a time series. Most of Minnesota’s customer satisfaction data will come from focus groups, phone surveys, and web-based surveys conducted throughout the year. Focus groups and phone surveys allow questioning to be customized for the survey subject’s current relationship with LMI: Specifically, a respondent who has used LMI is asked about her customer experience; a respondents who has not used LMI is asked what she might be interested in.

Three audience segments will be targeted by Minnesota’s customer satisfaction assessment: employers, job seekers, and workforce development professionals. For the employer and job seeker segments, MDES will survey random samples drawn from the “universe” of Minnesota employers and WorkForce Center registrants (job seekers); this approach is likely to reveal that most are non-customers, but this will allow a realistic estimation of market penetration. MDES will also survey random samples of “known customers”; the oversampling of customers who acknowledge use of LMI is necessary to get information on actual satisfaction.

Table 1. Customer satisfaction survey segments and primary survey method

<i>Target audience</i>	<i>Source for sampling “universe” (including non-customers)</i>	<i>Source for over-sampling of known customers</i>
Employer community	<ul style="list-style-type: none"> <li>• ALMIS Employer Database (phone surveys)</li> </ul>	<ul style="list-style-type: none"> <li>• Customer request logs (phone surveys)</li> </ul>
Job seekers	<ul style="list-style-type: none"> <li>• Minnesota Job Bank registrants (phone surveys)</li> </ul>	<ul style="list-style-type: none"> <li>• Job Club participants at WorkForce Centers (focus groups)</li> </ul>
Workforce development professionals	<ul style="list-style-type: none"> <li>• Staff of WFCs and partner agencies (web-based surveys)</li> </ul>	<i>Oversampling unnecessary</i>

Customer satisfaction data collected through focus groups, phone surveys, and web-based surveys will be supplemented by voluntary survey responses to mail-based questionnaires included in selected MDES publications (*Salary Survey, Job Vacancy Survey, Minnesota Employment Review, Economic Trends, and Minnesota Careers*).

At the conclusion of the program year, MDES analysts will analyze data collected and package the findings. A customer satisfaction report should be available by October 2003.

Importantly, analysis can be matrixed by specific product. As discussed in other parts of this work statement, MDES and ETA are interested in customers’ interests and uses of specific LMI products. Given those intended uses, product-specific analysis will focus on how well LMI met the expressed needs and on overall satisfaction with products. MDES considers the fulfillment of expressed needs and overall satisfaction to be the two most important measures of satisfaction. Other data elements (ease of access, clear presentation) represent factors that may influence satisfaction.

Table 2. Common set of customer satisfaction elements

<i>Data element</i>	<i>Phone survey of customers</i>	<i>Phone survey of non-users</i>	<i>Web-based survey on LMI website</i>	<i>Mail-based survey from publications</i>
What LMI products used?	Asked (determines customer relationship)		Asked	Specific product is a given
Familiarity with LMI products?		Asked	Asked	
Interest in LMI products?		Asked	Asked	
How was LMI referred or discovered by customer?			Asked	Asked
Regarding a specific product:				
• Purpose in using?	Asked		Asked	Asked
• Met user’s needs?	Asked		Asked	Asked
• How accessed?	Asked		Asked	
• Ease of access?	Asked		Asked	
• Clear presentation?	Asked		Asked	Asked
• Met expectations	Asked		Asked	Asked
• Overall satisfaction	Asked		Asked	Asked
Suggestions of new LMI research?	Asked	Asked	Asked	Asked
Visited MDES LMI website?	Asked	Asked	Asked	Asked
Likely to use LMI collection in future?	Asked	Asked	Asked	Asked