

State of Minnesota
Department of Employment & Economic Development
Labor Market Information Office

PY 2004 Cost Reimbursable Grant:
One-Stop LMI Funds

Statement of Work

Purpose of Grant

The purpose of the grant is to develop core labor market information (LMI) and career information products and services in support of the state's overall plan for workforce development.

Performance Period

July 1, 2004 – June 30, 2005

Budget

ALMIS Database	80,142
Long-term projections	160,289
Occupational analysis and career information products	179,615
Support state and local WIBs	129,616
Electronic information delivery systems	119,744
Workforce information training	50,000
Total	719,406

Plan Narrative

This plan narrative includes a description of each core product, service and other activity, a description of customer support for the deliverable, a description of how the deliverable supports the goals of Minnesota's WIA/Wagner-Peyser Five-Year Strategic Plan, principle customers for each deliverable, outcomes and system impacts for each deliverable, planned milestones for each deliverable, and total estimated costs for each deliverable including a description of any other funds available or any other funds that have been requested to meet the costs of the deliverable. This narrative also includes a description of Minnesota's strategy for; consulting with major audiences, delivering LMI through Minnesota's One-Stop service delivery system, and our customer consultation and satisfaction assessment method and continuous improvement strategy.

Strategy for consulting with key stakeholders

DEED/Labor Market Information Office employs a continuous outreach-and-feedback strategy for consulting with its key stakeholders:

Most importantly, office managers and lead analysts contribute to State Workforce Board (SWIB) quarterly meetings and sub-committee meetings, serve on standing committees, and maintain regular contact with SWIB staff. LMI managers have begun intensive conversations with SWIB members and staff this summer in the process of setting priorities for this grant. Conversations will continue throughout the year. At this time it is unclear if the governor's strategic vision is the same as the strategic vision of the SWIB since the SWIB proposals have just been submitted to the governor. The LMI Office is prepared to ensure that One-Stop deliverables are consistent with the resulting strategic vision. The SWIB will participate in the final assessment of the performance of the LMI Office through approval of the One-Stop LMI Annual Report.

Beyond the State and Local WIBs, the customers of LMI are broad and diverse. The Office's Career Information Unit and Regional Analysis Unit conduct focus group discussions with jobseekers and workforce development professionals. At the annual Spring Institute of the state WIB, DEED's LMI Office organizes regional breakout sessions for discussion and feedback. Throughout the year, analysts deliver presentations, briefings, seminars and training to both external audiences (professional and trade associations, regional groups, conferences and "economic summits") and internal audiences (local WIBs and partner agency staff). The office uses these in-person engagements to collect feedback on the packaging, content, usability and usefulness of LMI products and services.

Audience consultations and the monitoring of feedback guide adjustments to the office's research agenda, business plan, and marketing activities. Over the last few years, these adjustments have included improved data download access and the addition of new research products. When major adjustments are proposed, these are vetted with SWIB members, Workforce Service Area directors, and/or WFC managers at regularly scheduled meetings.

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 well-paying jobs and skills of the future.
- Provide workforce development services in the most cost-effective manner possible
- Align products and services with customer needs.

Minnesota’s LMI 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, so that workforce development professionals, educational planners and policy makers can make better strategic decisions, including the elimination of obsolete and redundant programs

DEED’s LMI Office has five Regional Analysts stationed at WorkForce Centers across the state. DEED’s Regional Analysts provide a vital connection between local WIBs and the LMI Office and are able to address local information and research requests by accessing central office data and resources. They also serve as outreach agents, trainers and experts on Minnesota’s employment statistics system. Since passage of the Workforce Investment Act, the Regional Analysts have worked with local WIBs to promote market-responsive service planning. The LMI Research Director is a frequent presenter to the state WIB providing LMI to address analytic, research design, and fact-finding requests.

Strategy for workforce information delivery

DEED’s LMI Office has an outreach strategy to extend awareness, access, and use of LMI. As a result, stakeholders are aware of our competitive advantage; i.e., we produce the official numbers and have access to microdata.

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, presentations, and published materials distribution; to the business community through presentations, briefings, and seminars offered throughout the year; and to all audiences through referral to the LMI and ISEEK websites and the LMI Analyst HelpLine (888/234-1114).

Table 1. Minnesota Workforce Information Delivery Measures

Measure	Measure format	CY 2002	CY 2003	YTD 2004 (to June 30)
Requests handled	Number	3,501	4,141	1,527
Website visits (user sessions) to LMI	Number	437,700	713,100	387,200
Website pages viewed on LMI site + data.mnwfc.org + mncareers.org	Number	3,248,300	4,002,100	2,491,800
Presentations, trainings and briefings	Number	136	182	96
Half-day trainings for workforce dev and econ dev professionals	Number	33	46	12

In CY 2003, the LMI Analyst HelpLine and Regional Analysts responded to 4,141 questions and requests for information. The Regional Analysts delivered 46 half-day LMI trainings and 136 other presentations, briefings and seminars. The majority of presentations were delivered to external audiences (professional and trade associations, regional groups, conferences and “economic summits”).

Minnesota's labor market information collection is available online and through the DEED intranet. Most of the statistical products and reports can be found at [www.deed.state.mn.us /lmi/](http://www.deed.state.mn.us/lmi/). LMI packaged for career decision-making can also be found at the Minnesota Careers site (www.MNCareers.org) and the interagency ISEEK site (www.ISEEK.org). In CY 2003, DEED's LMI website handled 713,100 visits (or user sessions).

LMI Delivery through State One-Stop System

Minnesota WorkForce Center staff are notified of new online tools and resources through electronic communications and presentations from DEED's Regional Analysts. Printed reports and resources from Minnesota's LMI collection are required materials in the career resource areas of Minnesota WorkForce Centers. Centers may replenish materials as needed. Materials are also distributed, on request, to other employment service providers that are external from the WorkForce Center System.

Since 2002, DEED's LMI Office charges 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: the LMI Office establishes an annual allocation for each Center to draw-down during the year. Purchase prices reflect production costs thereby ensuring an efficient allocation of resources. The amount of the allocation is proportional to local area population.

In October of each year, annual allocations available for all WorkForce Centers, affiliate sites, and local WIBs are reset. From October 2003 through July 2004, more than \$20,600 in products was ordered using these allocations.

Customized analysis and internal consulting services are also available to WorkForce Center staff through the Regional Analysts. Regional Analysts collaborate with local 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 and economic development agencies.

Finally, DEED provides workforce development and economic development professionals with training on access and use of LMI resources. The half-day "Labor Market Intelligence for Decision-Making" and "LMI for Employer Services" trainings have been offered for six years by DEED's Regional Analysts; 25 sessions of these trainings were offered in CY 2003. Several new workshops were offered this year including "Data Analysis for Economic Developers" (offered 13 times) and "Using Census Data" which was co-taught by the State Demographer's Office (offered 3 times).

ALMIS Database

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 DEED/LMI's development of query-driven data access through the LMI website. Proposed enhancements included providing access to data that is scalable – regional statistics as well as small-area detail - where the data source allows.

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 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 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.

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. The database provides a foundation for new data access tools available for use by job seekers, students, employers, state and local WIBs, educational institutions, career counselors, DEED program managers, WorkForce Center System partners, ISEEK, and the general public. Microdata can be accessed by LMI Office analysts to address special requests.

Customer outcomes projected

- ALMIS-format databases with OES, LAUS, CES and QCEW statistics are available for download from DEED's LMI website. In CY 2003, the site's downloads directory handled 6,800 visits (or user sessions).
- Of employers and jobseekers who have used DEED's LMI website in PY 2003, 78 percent gave it a very favorable rating for meeting their needs.
- In PY 2004, DEED/LMI will maintain or improve this level of satisfaction.

Estimated cost:

\$80,142

Milestones:

Monthly:	Update LABORFORCE, CES, CESC CODE, CCES, CES_SUPR Submit ALMIS datasets to Consortium
September 2004:	Update LICENSE, LICAUTH, LICHIST
January 2005:	Update OCCPRJ, INDPRJ, STAFFPAT, INDDIR, OCCDIR, OCCPAT
February 2005:	Update WAGE, STATTYPE, WGSOURCE, LEVELTYPE, RATETYPE
March 2005:	Update POPULATION, BEAINCOM, EMPDB
May 2005:	Populate SCHOOLS, PROGRAMS, PROGCOMP, COMPLTYP, CIPCODE, LENTYPE, INSTTYPE, SUPPLY, INSTOWN
As needed:	Training as required on ALMIS database and database structure.
Ongoing:	Work with web developer to understand ALMIS database structure.

Employment Projections

Complete long-term employment projections to 2012 for the state and regions. Complete short-term employment forecast. Begin data preparation and planning for projections to 2014.

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. State Colleges and Universities System institutions and other audiences are using long-term projections as supporting evidence in service planning, and education and training program planning. However, there is awareness of limitations of the projections and these audiences have appreciated DEED's presentation of additional supporting evidence; for example, Minnesota's Job Vacancy Survey findings.

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 efforts to keep Minnesota businesses competitive. This is accomplished by accurately identifying shortage occupations, requisite skills, and emerging competencies. Additionally, employment projections provide information to:

- Identify and support critical occupations and industries.
- Promote career awareness and facilitate informed choices.
- Improve awareness of what services and support are needed by Minnesotans for long-term employment success.

Specifics

Complete dissemination of long-term industry and occupational employment projections to 2012. Complete regional long-term industry and occupational employment projections to 2012. Complete brochures and website update for statewide and regional projections to 2012. Produce short-term 2006 employment forecasts for state and regions. Publish 8-page analysis for print and web. Begin data preparation and planning for projections to 2014.

Principal customers

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

Customer outcomes projected

- Long-term projections are available on DEED's LMI website. In CY 2003, the site's projections directory handled 6,500 visits (or user sessions).

- Of employers and jobseekers who used DEED's projections reports in PY 2003, 48 percent gave the collection a very favorable rating meeting their needs; 65 percent gave a very favorable rating for overall satisfaction.
- In PY 2004, DEED/LMI will maintain or increase this level of satisfaction.

Estimated cost to LMI One-Stop:

\$160,289

Milestones

August 2004:	Publish statewide projections to 2012 on web and publish brochures
December 2004:	Publish regional projections to 2012 with web posting and brochures
April 2005:	Publish short-term forecast on web and in <i>Minnesota Employment Review</i>
May 2005:	Begin data analysis for 2014 projections

Develop Occupational Analysis and Career Information Products

Continue to produce the Job Vacancy Survey and other occupational and skill-based information products and incorporate such information and data into new analyses, DEED LMI's career information website, the Internet System for Education and Employment Knowledge (ISEEK), and the annual career information publication, *MnCareers*.

Focus

Mitigate data gaps in occupational information and produce career information.

Results of consultation with customers

Each year, DEED conducts a user survey of counselors, teachers and program staff who oversee use of *MnCareers* in schools and WorkForce Centers. The survey reveals that *MnCareers* 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 to compare this product to their "ideal", 82 percent strongly agreed that it came close to the "ideal;" only 1 percent disagreed that it came close.

MnCareers is so popular in Minnesota that funding was contributed by three other state agencies and the National Guard. Revenue is also generated through the commercial sale of the publication. If current funding levels cannot be maintained in the future due to state budget deficits, schools, libraries, and correctional facilities will be charged for copies to close the funding gap.

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 occupational and career information supports efforts to keep Minnesota businesses competitive. This is accomplished by accurately identifying shortage occupations, requisite skills, and emerging competencies. Additionally, occupational and career information products provide information to:

- Identify and support critical occupations and industries.
- Promote career awareness and facilitate informed choices.
- Improve awareness of what services and support are needed by Minnesotans for long-term employment success.

Specifics

- Implement two planned rounds of the Job Vacancy Survey. Produce statewide summary and regional highlights for publication on web and in printed brochures. Incorporate findings into other products and services, including ISEEK.
- 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 *MnCareers 2006* and MnCareers.org. Production, printing and distribution for this product was jointly funded out of the LMI One-Stop, Minnesota State Colleges and Universities, Minnesota Department of Corrections, Minnesota Department of Education and the Minnesota National Guard.
- Develop informational materials and support the incorporation of O*NET, a skills taxonomy, into Minnesota applications, products and information systems.
- Continue to maintain general career information, including information on the demand for and supply of skill sets where possible, on DEED's web site and link users to ISEEK, *MnCareers* and other state career information resources.
- Make LMI data and information available to support development of ISEEK.
- Share new query system components with our interagency partner, ISEEK. Ensure contractual agreements are met when enhancing electronic delivery mechanisms of the database.

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, DEED program managers, WorkForce Center System partners, employers, economic developers, government analysts, policymakers, and the general public.

Customer outcomes projected

- Of counselors and teachers who have used *MnCareers* in PY 2003, 87 percent gave it a very favorable rating for meeting their needs; 91 percent gave a very favorable rating for overall satisfaction.
- Of employers and jobseekers who have used the Job Vacancy Survey in PY 2003, 53 percent gave a very favorable rating for it meeting their needs; 76 percent gave it a very favorable rating for overall satisfaction.
- In PY 2004, DEED/LMI will maintain or increase this level of satisfaction.

Estimated cost:

\$179,615

Milestones:

July 2004:	Finalize data estimation for second quarter 2004 JV survey, publish results on web and in printed brochures and press release findings
September 2004:	Complete <i>MnCareers 2005</i> website
December 2004:	Finalize data collection and estimation for fourth quarter 2004 JV survey Use EDS system to produce regional occupation and wage estimates and publish these estimates on the LMI web site.
January 2005:	Produce fourth quarter JVS Executive Summary and Regional Highlights
February 2005:	Produce Regional Salary Survey Brochures
February 2005:	Share new query system components with DEED's interagency partner, the ISEEK website.
June 2005:	Complete <i>MnCareers 2006</i> publication Use EDS system to produce regional occupation and wage estimates and publish these estimates on the LMI web site.

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

Consult with local WIBs, the state WIB, education and training providers, the employer community and other key customer groups on their LMI needs and continue to produce and develop products and services in alignment with these needs. These products and services 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 LMI to identify market-specific needs, understand gaps, and provide 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 suggested additions to the LMI research agenda; DEED's LMI Office considers these as resources allow.

The local WIBs and agency leadership find the work of the Regional Labor Market Analysts important enough to allocate \$350,000 out of WIA 10 percent set aside to maintain the current staffing levels and service.

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. This is accomplished by developing key data and economic analysis needed to identify high paying and rapidly growing occupations of the future. 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.
- Support planning efforts by focusing research on key economic issues facing the state.

Specifics

DEED'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, regional groups, conferences and "economic summits") and internal audiences (local WIBs and partner agency

staff). Since passage of the Workforce Investment Act, DEED'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 and are available to provide analytic, research design, and fact-finding services.

Audience consultations and the 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 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.

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

- Validate the 2003 wage detail records by comparing wage detail records with CEW records using a methodology developed by Minnesota. Use the 2003 wage detail quarters to develop estimates of new hires, worker exits, employee turnover, multiple job holding, churning (flows), and wage distribution. Incorporate results into other products and services.
- Purchase and use the new wage records system developed by North Carolina to produce these estimates. Compare and analyze for accuracy.
- Update regional labor market profiles
- Convert labor market profiles to navigable webpages integrated into the LMI website. This effort is partly funded out of WIA 10 percent set aside allocated to the Regional Analysts.
- Attend regularly scheduled WIB meetings to determine council needs, insure proper dissemination of available information, and fulfill requests originating from local WIB meetings. This effort is partly funded out of WIA 10 percent set aside allocated to the Regional Analysts.
- Conduct statewide LMI presentations.
- Continue to produce *Minnesota Economic Trends*, a three-times-a-year publication aimed at providing useful economic and labor market analysis in accessible, non-technical language.
- Continue to produce *Minnesota Employment Review*, a monthly publication disseminating core labor market information, and incorporate monthly supplements which focus on critical labor market information issues. Migrate this from a primarily print publication to a primarily web based publication. This effort is partly funded out of WIA 10 percent set aside allocated to the Regional Analysts.
- Continue to support State College & Universities (MNSCU) System to develop a regional planning software package. This effort has been funded jointly by DEED/LMI and MNSCU.

Principal customers

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

Customer outcomes projected

- Excluding LMI trainings, analysts delivered 136 other presentations, briefings and seminars in CY 2003. Numbers will remain similar in CY 2004. Most WIB members are directly exposed to LMI through these presentations.
- Of employers who have used LMI publications –including *Minnesota Economic Trends* and *Minnesota Employment Review* – in PY 2003, 93 percent gave the collection a very favorable rating for meeting their needs; 77 percent gave a very favorable rating for overall satisfaction.
- In PY 2004, DEED/LMI will maintain or increase this level of satisfaction.

Estimated cost:

\$129,616

Milestones

Summer 2004:	Cooperate with State Colleges & Universities System in developing a regional planning model.
December 2004:	Wage detail validation results
January 2005:	Update Regional Labor Market Profiles
February 2005:	Results from both systems on new hires and worker exits (turnover)
March 2005:	Results from both systems on job, worker, and churning flows
April 2005:	Results from both systems on multiple job holding and wage distribution
June 2005:	Publication of reports to disseminate wage detail research findings
Monthly:	Production of <i>Minnesota Employment Review</i> Attend local WIB meetings Monthly WIB services tracking through internal reports Update Regional Labor Market Profiles
Ongoing:	Production of <i>Minnesota Economic Trends</i> Support and facilitate labor market information requests for local WIBs, WorkForce Centers, and business community Produce and publish industry profiles

Support the Development of State Information Delivery Systems

Expand access to labor market and career information through the continuation of successful methods of dissemination and development of electronic delivery mechanisms to enhance and facilitate self-service access to the information contained in the ALMIS Database as well as labor market and career information publications. Continue to provide and improve public access through websites 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 the LMI Office'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. They expressed interest in access to data that's scalable – regional statistics as well as small-area detail, where the data sources allow. The LMI Office to set priorities for website upgrade guided by these consultations.

Local WIBs and WorkForce Centers expressed appreciation for the availability of firm-level contact information that is publicly shareable – not subject to Minnesota data practices restrictions – from the Employer Database. They support the current measures for making the data available, through online query or through a special request for records from LMI Office analysts. They would like to have access through a more visible web location.

Support of WIA/Wagner-Peyser

These products and services support the Five-Year Plan by providing universal access to labor market and career information. By providing universal access to data and analysis we help in the effort to "review, improve, and expand accessibility to the Minnesota WorkForce Center System and the many high-quality services available to employers and job seekers through the system." Moreover, the outreach 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." Finally, disseminating key information on Minnesota businesses to the workforce system can help workforce development planners "devise methods to better match businesses and unemployed workers.

Specifics

- Continue to enhance the regional page of the LMI website to provide easy access to a cross-section of LMI customized to Workforce Service Areas and other regional divisions using the ALMIS Database – see <http://www.deed.state.mn.us/lmi/regional/>. A portion of the funding for this is provided by the WIA 10 percent set aside allocated for the Regional Analysts.
- Continue to provide and enhance server-run charts and tables of key datasets to improve graphical interpretation of time-series datasets.

- Continue to upgrade the primary LMI website to provide improved appearance and increased ease of navigation for diverse customers including upgrades to the salary survey and CEW tools.
- Continue to produce the online version of *Minnesota Economic Trends*.
- Continue to produce the online version of *Minnesota Employment Review*.
- Continue the outreach campaign to increase awareness of electronic labor market information.
- Continue to provide customer feedback mechanisms on the website and analyze customer feedback data to guide website improvement planning.
- Enhance access to the ALMIS Employer Database through continued development and enhancement of the online query system.
- Provide technical and informational support via the LMI Analyst Helpline, and LMI email account.

Principal customers

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

Customer outcomes projected

- In CY 2003, DEED's LMI website handled a total of 713,100 visits (or user sessions).
- Of employers and jobseekers who have used DEED's LMI website in PY 2003, 78 percent gave it a very favorable rating for meeting their needs.
- In PY 2003, the LMI Analyst HelpLine handled 55 requests for query and compilation of employer records from the ALMIS Employer Database.
- In PY 2004, DEED/LMI will maintain or increase this level of support and satisfaction.

Estimated cost:

\$119,744

Milestones

July 2004:	Complete the LMI website redesign in line with new Agency design standards.
August 2004:	Complete the migration of the LMI website to the new Content Management System. Provide training to staff on the Content Management System.
September 2004:	Complete enhancements to, and linkages for, Regional Profiles
December 2004:	Complete ALMIS Employer Database query tool.
January 2005:	Test ALMIS Employer Database query tool
Monthly:	Continue to publish <i>Trends</i> and <i>Review</i> on the web Continue to upload new monthly data to website
Ongoing:	Electronic publication of all Career and LMI products Maintenance/analysis of current web presence Continue to enhance LMI website and data access tools Continue to distribute electronic "LMI Data Watcher" and "LMI Press Release" e-newsletters.

Support State Workforce and Career Information Training Activities

Increase customer knowledge and use of labor market 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 workforce development professionals has been discussed in credentialing workgroup meetings convened by the WorkForce Center System. Discussions have 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 discussions: First, DEED/LMI should continue offering at least 30 LMI training sessions per year; demand is strong and growing. 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 new wage records analysis. 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, Content Management System, SAS, Access and other software and content areas as needed. Support the LMI Institute so that it continues to perform the function of organizing trainings for our staff and the staff of other states.

Provide 30 classes of “Labor Market Intelligence for Decision-making” and “LMI for Employer Services” for job counselors and other WorkForce Center staff and partners. Hold “LMI for Employer Services” and “Data Analysis for Economic Developers” as demand requires. These workshops are very popular.

Distribute training materials related to the use of career information products. This includes O*NET and Career One-Stop as well as state career information products.

Principal customers

State and local WIBs, educational institutions, career counselors, economic research analysts, DEED program managers, WorkForce Center System partners, economic developers, government analysts, policymakers and the general public.

Customer outcomes projected

- In 2003, DEED’s Regional Analysts delivered 46 half-day LMI trainings and 182 other presentations, briefings, seminars. In the first half of 2004, DEED Regional Analysts delivered 12 trainings and 96 other presentations, briefings, seminars. Training satisfaction averaged 8.1 (on a scale of 1 to 10). DEED expects similar evaluation results from 2004 and 2005 training participants.
- LMI staff have the training and skills necessary to effectively do their work.

Estimated cost to LMI One-Stop:

\$50,000

Milestones

As needed:	Hold in-house new-analyst training Hold in-house Creative Conversation Forums Send staff to special training offered by BLS, ETA, and LMI Training Institute
Quarterly:	Hold 5-7 “Labor Market Intelligence for Decision-making” and “LMI for Employer Services” classes for WorkForce Center and partner agency staff
Ongoing:	Hold 1-2 “Data Analysis for Economic Developers” classes Collaborate with other career products to deliver statewide training Continue to refine and deliver curriculum for “Labor Market Intelligence for Decision-making”, “LMI for Employer Services”, and “Data Analysis for Economic Developers.” Provide financial support (0.5 percent of the LMI One-Stop Grant) for the LMI Institute

Approach to customer satisfaction assessment

Survey-based assessments of market penetration and customer satisfaction are being undertaken to improve understanding of LMI uses and usefulness. During PY 2002, DEED/LMI launched an on-going customer feedback system, designed to measure the reception and satisfaction of the Office's two largest customer segments. These segments include employers and job seekers. (See Table 2)

The customer feedback system involves several modes of data collection: telephone surveys of these key segments, mail-in surveys of publications readers, as well as an online survey form. Importantly, all surveys utilize a common set of customer satisfaction elements.

Table 2. Customer satisfaction survey segments and primary survey method

<i>Target audience</i>	<i>Source for sampling</i>	<i>Primary survey method</i>	<i>Start date</i>
Employer community	WINS administrative data on employers receiving WFC or JobBank services	Phone survey (by DEED/PPM and DEED/Job Service)	PY 2002
Job seekers	WINS administrative data on job seeker registrants	Phone survey (by DEED/PPM and UConn)	PY 2003

Results are as follows:

- *Employers.* DEED's Policy, Planning and Measures Office (DEED/PPM) manages a quarterly telephone survey of employers who have used any of 12 employer services available through the Minnesota WorkForce Center System. This survey includes questions on employers' use of labor market information. Of the employers surveyed, 240 indicated they had used some LMI product or service in the past 12 months.
- *Jobseekers.* DEED/PPM also manages a quarterly telephone survey of jobseekers served through WIA and the Minnesota WorkForce Center System. Started in PY 2003, the survey includes a question about LMI use and whether LMI met jobseekers' needs. Of the jobseekers surveyed, 460 indicated that they had used some LMI product or service in the past 12 months.

Table 3. Common set of customer satisfaction elements

Data element	Employer survey	Jobseeker survey (starting PY 2003)
What products or services	Asked	Asked
<ul style="list-style-type: none"> • Purpose in using? 	Asked	
<ul style="list-style-type: none"> • Met user’s needs? 	Asked [Started November 2003]	Asked
<ul style="list-style-type: none"> • How information was accessed? 	Asked	
<ul style="list-style-type: none"> • Ease of access? 	Asked	
<ul style="list-style-type: none"> • Clear presentation? 	Asked	
Likely to use LMI collection in future?	[Removed November 2003]	

Survey results over the past year indicate that, overall, employers and jobseekers rate LMI products and services as “favorable” or better in accessibility and understandability. These audiences are very likely to continue using the LMI resources available through DEED/LMI. Moreover, on average, LMI-using employers give better evaluations of the overall public workforce dev system than employers who did not use LMI.