

**Workforce Information Grant Plan
Annual Performance Report
Program Year 2006
Georgia Department of Labor
Workforce Information & Analysis Division**

Outcomes compared to Certified Grant Deliverables

Continue to populate the Workforce Information Database with state and local data:

Product: Georgia Labor Market Explorer

Planned customer outcomes

- Implement and maintain the most current version of the Workforce Information Database with major emphasis on the full utilization of this resource in meeting national, state and local customer information needs.
- Populate all tables designated as core tables in accordance with guidelines issued by the Analyst Resource Center (ARC).
- Update database content timely in order to be as current as the state's most recent publications and data releases.
- Populate the database with the following licensing files: license.dbf and licauth.dbf. Licensing data must be updated every two years.
- Submit licensing data through the National Crosswalk Service Center (NCSC) for inclusion on America's Career InfoNet (ACINet) site.

Achieved customer outcomes

- Continuing with utilization of version 2.3 of the Workforce Information Database resource to meet national, state and local customer information needs. Conversion to version 2.4 is planned for PY 2007.
- Populated designated core tables in accordance with the Analyst Resource Center (ARC) guidelines.
- Database content updated timely in order to keep current with the state's most recent publications and data releases.

Database includes; Labor Market analysis -Industry data includes Quarterly Census Employment & Wages, Current Employment Statistics, staffing patterns and long/short term industry employment and projections. Labor Force data includes commuting patterns, One-Stop job openings and applicants, labor force employment/unemployment and unemployment insurance claims. Employer data provides an employer search engine. Economic indicators data includes CPI, building permits, property values and taxes. Occupational data includes occupational employment by industry, licensed occupations, long/short term

occupational employment and projections and occupational wages. Income and wages data provides income. Education data includes educational program completers, training and educational programs and training provider and schools. Demographics data provides population. Job seeker services -Provides career, educational, job seeker and labor market services. Employer services -Provides recruitment, educational and labor market services.

There are a couple of new products available within the Workforce Information Database. Geographic Information System (GIS) Maps for Industry Sector –Provides statewide annual industry averages for total employment, number of establishments and average weekly wages. This data is produced at statewide, WIA and county levels and is produced by NAICS industry sector, including an all-industry total, goods producing and service producing levels.

Georgia's Industry Analysis Tool is a dash-board style web interface that provides data for total employment, number of establishments, average weekly wages, growth rates, industry employment share and location quotient. This data is produced at statewide, WIA and county levels and is produced down to the four-digit NAICS industry level.

- Occupational licensing data was updated, license.dbf and licauth.dbf database files are populated as required every two years.
- Submitted licensing data through the National Crosswalk Service Center (NCSC) for inclusion on America's Career InfoNet (ACINet) site.

Produce and disseminate Industry and Occupational Employment Projections:

Product: State and sub-state industry and occupational employment projections.

Planned customer outcomes

- Continue to produce and disseminate state and sub-state industry and occupational employment projections, using methodology, software tools and guidelines developed by the Projections Workgroup and the projections managing partnership.
- Produce statewide short-term and sub-state long-term projections. Sub-state long-term projections are to be developed for the 2004 to 2014 period and statewide short-term projections for the 2006 to 2008 period.
- Populate the Workforce Information Database with the sub-state 2004-2014 long-term projections data and statewide 2006-2008 short-term projections and submit the data for public dissemination.

Achieved customer outcomes

- Produced and disseminated state and sub-state industry and occupational employment projections using methodology, software tools and guidelines developed by the Projections Workgroup and the Projections Management Partnership.
- Produced sub-state long-term projections for the 2004 to 2014 period.
- Produced statewide short-term projections for the 2006 to 2008 period.
- Populated the Workforce Information Database with sub-state 2004-2014 long-term projections data and statewide 2006-2008 short-term projections data.

Publish an annual economic analysis report for the governor and the SWIB:

Product: *Georgia's Guide to Workforce Intelligence 2006*

Planned customer outcomes

Georgia's Guide to Workforce Intelligence 2006 strikes a balance between brevity and relevance with visually appealing graphics, maps with county-level detail and minimal, but insightful narrative captions. This publication was designed specifically for elected officials, workforce investment board members, educators, economic developers and other workforce development professionals.

Those involved in workforce development need to know not only what is going on in the labor market, but what type of information is available and where to get it. The information covered in this product includes data from all Bureau of Labor Statistics federal-state cooperative programs, industry/occupational projections funded by the Employment and Training Administration, Unemployment Insurance Required Reports plus Local Employment Dynamics data produced by the Bureau of the Census in cooperation with state labor market information organizations.

Achieved customer outcomes

Georgia's Guide to Workforce Intelligence 2006 is a publication of charts, graphs and maps that provide a visual analysis of Georgia's most current labor market information for 2006 and beyond.

Data includes;

- Over-the-year percent change in jobs 2000-2006 (Georgia & US)
- Top 10 states civilian labor force numerical change 1990-2006
- Top 10 states civilian labor force percent change 1990-2006
- Non-agricultural employment 1990-2006
- Industry employment change 2005-2006
- Total unemployment rate 1970-2006
- Initial claims 2000-2006
- Average duration 2000-2006 (Georgia & US)

- Unemployment rate by counties: annual average 2006
- Mass Layoff Statistics total events 2000-2006
- Mass Layoff Statistics number of events in manufacturing 2000-2006
- 2006 total Mass Layoff Statistics worker characteristics: percent by age
- 2006 total Mass Layoff Statistics workers: percent by industry
- 2006 total Mass Layoff Statistics in manufacturing percent of workers: by sub-sector
- Percent distribution of private-sector establishments and employment by size class
- Percent distribution of private sector establishments with 1 – 19 employees: fourth quarter 2006
- Percent distribution of private sector establishments with 20 – 249 employees: fourth quarter 2006
- Percent distribution of private sector establishments with 250 or more employees: fourth quarter 2006
- Average weekly wage all industries 2000-2006
- Average annual wage by industry 2000-2006
- Employment by age: year ending March 2006
- Separations by industry: year ending March 2006
- Statewide industry employment percentages: year ending March 2006
- Where people work in Georgia by selected age groups: year ending March 2006
- Selected groups as a percentage of industry employment: year ending March 2006
- Turnover rates by industry: year ending March 2006
- Turnover rates by age group: year ending March 2006
- New hires in Georgia: year ending March 2006
- New hires in Georgia by selected age groups: year ending March 2006
- New hires in Georgia monthly earnings: year ending March 2006
- Monthly earnings by age group: year ending March 2006
- Average monthly and new hire earnings: year ending March 2006
- Percent of jobs by education/training 2004-2014
- Percent of annual openings by education/training levels
- Average hourly wage by education/training levels
- Long-term employment projected annual growth rate by Workforce Investment Area 2004-2014
- Long-term employment projections by Workforce Investment Area 2004-2014
- Top 10 industries with most annual openings 2006-2007
- Georgia's Top 10 jobs by most expected annual openings 2006-2007: associate degree or post-secondary education
- Georgia's Top 10 jobs by most expected annual openings 2006-2007: bachelors degree or higher
- Long-term, moderate-term or short-term on-the-job training

Post products, information and reports on the Internet:

Product: Georgia Labor Market Explorer

Planned customer outcomes

Post grant produced products, reports and other workforce information on the Web or disseminate the information through other electronic media to facilitate use by the workforce investment system.

Achieved customer outcomes

- Information on electronic delivery updates are provided to data users through e-mail notification.
- Produce employment estimates for each of Georgia's 20 workforce investment areas.
- Internet version of *Georgia Labor Market Explorer* is updated on a monthly basis.
- *Georgia Area Occupational Wages* -Pamphlet-style publications providing fair market wages for occupations in each of Georgia's 20 workforce investment areas. The pamphlets can be used for identifying pay rates for demand occupations and are useful for tailoring local workforce development services to the needs of jobseekers and employers.
- *Georgia Area Labor Profiles* -A comprehensive collection of various data published for each of Georgia's 159 counties and includes data for each county's labor draw area. Labor draw areas consist of the primary county and each of its contiguous counties. Data series included are: Labor Force, Population, Industry Mix, Top Employers, Commuting Patterns, Education Levels, Annual High School Graduates, Technical Institutes and Graduates, Employment Profile and Active Applicants registered at the local area career center. The reference period of the data varies from series to series, but most are for the latest calendar year available. It is best used as a tool for assessing the overall economic and labor market climate for a local area.
- *Georgia Employment and Wages* - Includes the average number of establishments, average employment, and average weekly wage during the calendar year. Data by month are available upon request. Employment for membership organizations, private households, and agriculture, forestry and fishing is not all-inclusive. Many employers in these three categories are not covered by the Employment Security Law and thus do not report data to the Georgia Department of Labor.
- *Georgia Jobs* -A brochure-style publication listing the jobs expected to be in the highest demand over the most current two-year period from a statewide perspective. The data takes into account new job openings and job replacement openings. Wages from the most current *Georgia Wage Survey* are also provided for each occupation.
- *Georgia WIA Area Jobs* -A brochure-style publication listing the jobs expected to be in the highest demand over the most current two-year period for each of Georgia's 20 WIAs. The data takes into account new job openings

and job replacement openings. Wages from the most current *Georgia Wage Survey* are also provided for each occupation.

- *Georgia Wage Survey* –An annual publication providing the average, median and middle hourly wage ranges for occupations in all industrial classifications, except agriculture, private households, and self-employed and unpaid family workers. Data are produced for Metropolitan Statistical Areas and Georgia's 20 workforce investment areas. The publication includes appendices, which give a brief description of each occupational title, along with a conversion table for wages paid on other than an hourly basis.
- *Georgia Career Planner* - –A guide for career exploration providing information on overall job prospects and annual job openings in 21 broad occupational areas of interest. High demand jobs for each area of interest are spotlighted and classified by personal skills and abilities required, work characteristics and level of education and training required. Annual job openings and average wages for each of the high demand occupations are also included. The guide is most useful when making career decisions prior to selecting a course of study or considering retraining.
- *Georgia Area Workforce Trends* -A condensed view of industry and occupational trends published biennially for each of Georgia's 20 workforce investment areas. Each booklet lists regional economic highlights with charts and graphs of the fastest growing industries, the top-growth industries, fastest-growing occupations, occupations with the most job growth, and occupations with the most projected annual job openings. The booklets can be used as starting points for generating lists of demand occupations, which can then be compared to job openings and data on active job applicants to identify local trends for customized workforce development plans.
- *Georgia Workforce Trends to 2014* -A booklet-style report published biennially providing an overview of long-term employment trends for various industries and occupations. Lists the fastest growing, top-growth, and most declining industries. Also lists the fastest growing, top-growth, and most declining occupations as well as the occupations expected to have the most job openings in Georgia. It also features the jobs with the most growth, broken out by level of education or training required. The publication is commonly used in conjunction with the Georgia Career Planner to assist in career decision-making.
- *Georgia Hot Careers* – Information on occupations by degree requirement, personal skills and abilities, work characteristics and occupational characteristics. Provides listing of careers with the fastest job growth, careers with above-average wages and careers with at least 100 annual job openings.
- *Licensed and Certified Occupations in Georgia* - Information about the occupations that require licensing or certification in Georgia as well as occupations that offer certification as an option. Seven kinds of information are provided for each occupation. A general job description is given along with the applicant requirements, licensing or certifying agency, fees, examination information, professional associations, and related occupational titles and codes.

- *Occupational Staffing Patterns/Unpublished* -Unpublished staffing pattern data can be requested to estimate the distribution of employees by occupation for selected industries in the state and workforce investment areas. Data are beneficial for determining the types of jobs required by employers in specific industries and can be used to enhance target industry analyses for business retention and recruitment as well as for preparing re-employment strategies for employees of firms announcing closures or staff reductions.

Partner and consult on a continuing basis with workforce investment boards:

Products:

WI&A staff have strived to be available whenever a WIA local board requests any type of assistance. Staff work closely with boards to meet their every data need, including data location, creation of special reports, preparation of graphs, charts, and other visual aids, interpretation of data and data education concerning how to use it, how to apply it and the strengths and limitations of it.

Planned customer outcomes

Partner and consult on a continuing basis with the SWIB and LWIB's in order to identify and provide needed information support for workforce investment strategic planning and response to rapidly changing economic conditions and state and local initiatives.

Achieved customer outcomes

WI&A staff have had the privilege of assisting WIA local boards across Georgia on projects and with requests both great and small. Hundreds of requests for assistance from data users, including WIA local boards and/or their partners, are received via the telephone and/or email and answered each month.

WI&A, along with workforce investment boards, share a common vision of integrating workforce development activity with economic development and education initiatives. WI&A staff prepare new business development projects each year to compile workforce facts for local areas as well as statewide projects in conjunction with other executive branch agencies and boards in Georgia. Our Education Rocks! train-the-trainer sessions have penetrated all four corners of the state and now provide educators and other youth service providers with an LMI career guidance resource CD that is helping build a world-class workforce in Georgia.

Development and/or delivery of training sessions to meet the demand of local boards and partners are in high demand from WI&A staff. Design and development and/or assistance with presentation materials including PowerPoint presentations, scripts and/or delivery notes, and reference/handout materials are often requested from members of the WIA community.

WI&A staff provides detailed and in depth assistance with data projects, including research, data retrieval, data compilation, report generation, creating graphs, charts, and/or or visual representations of data, interpretation and/or analysis of data uses and findings, creating maps and other presentation materials. Data projects include research utilizing many different data sources that have been determined to be accepted sources of information including but not limited to the U.S. Census Bureau, U.S. Bureau of Labor Statistics, the U.S. Department of Labor, the Georgia Department of Labor, and other national and state agencies.

WI&A staff assists WIA board members, their staff and their partners with the preparation of their own presentations including developing a presentation or training topic, building or defining an outline, pulling reports, doing data research, preparing graphs and other visual presentation materials, preparing individual PowerPoint slides in addition to preparing entire scripted PowerPoint presentations for other individuals to deliver. Most presentations and/or training sessions also include customized training resources, handouts, reference materials, user guides and electronic resource tools.

WI&A carefully considers each request weighing the customer's request in an effort to best serve the group and meet their needs for each particular circumstance. Additionally, WI&A offers a number of standardized training opportunities that are easily adapted for local groups. These standardized training presentations serve as a starting place for general presentations concerning basic LMI topics, tools, and functions. The standardized presentation are then edited to meet the specialized requests of the customer group arranging training, to consider localized data, current statistics and each customer group's individualized needs.

Standardized training presentations include the following topics:

- *Economic Trends* - Addresses the workforce, economy and resources of an area.
- *Education Rocks!, CD Preview* – A broad overview of the Education Rocks! resource CD, which is often requested by large groups who do not have the time for a full train-the-trainer session but want to see the impact and have an introduction to the resources for future consideration.
- *Education Rocks!, Basic Edition* - An introductory edition of this session offers a demonstration of a scripted PowerPoint presentation detailing the many different career planning resources available to WIA boards, their staff, education partners and career guidance specialists via the Education Rocks! Resource CD.
- *LMI 101* – An overview of all data products and services offered through Workforce Information & Analysis. This session ranges from 3 hours to a full day. The expanded version looks at the data in more detail, offers hands on exercises and looks at other sources of data and resources for data analysis.

- *Data Mining* – An overview of using on-line resources to pull data from different sources including the Georgia Department of Labor, the U.S. Department of Labor and the Census Bureau. Includes an intro into the Local Employment Dynamics (LED) products.
- *Local Employment Dynamics (LED)* – An overview of the three tools contained in the LED product. Introduces the user to the types of data available and how to utilize them. This session also provides user guidelines for pulling data from the different data applications, creating maps, etc.

In addition to the presentation requests and standardized training sessions, customized training is available for each LMI publication, product and service for those individuals and/or groups requesting assistance. Training ranges from one-on-one assistance via telephone or in person to full day training sessions to meet each group's individual needs. These sessions may also be prepared by WI&A staff for delivery by others, including WIA board members and other workforce partners.

The Education Rocks! training concept initiated in the later part of 2004 has been met with great success. The initial session, expanded to the five-day class plan, continues to thrive and grow across the state of Georgia. Hundreds of data users, including WIA board members and partners, have gone through train-the-trainer sessions and are now delivering and impacting thousands of individuals across the state.

Over the last year, WI&A staff have worked closely with local board staff on a number of special presentations and projects. WI&A staff have participated in local board meetings, data gathering and analysis projects, survey projects, and board retreats. Based upon feedback from the boards, WI&A continues to make staff available to demonstrate presentations to local staff and assist them with any data needs that they may have including utilizing web resources, pulling data from other government sources, understanding data and its uses and presentation questions so that they may later present their findings with confidence to new audiences.

Making ourselves available to our WIA partners and staff allows WI&A to offer customers the very best in service beyond the norm. Our efforts help us to prepare our customers for success in delivering LMI data to their local clients and partners, thereby allowing WI&A to leverage time, talent and resources to impact and assist the greatest numbers of individuals across the state.

Conduct special studies and economic analyses:

Product: Workforce Information & Analysis has a number of staff members who have gained great reputations for their speaking and training abilities. WI&A serves many customers by offering the training, special research studies and speaking services of this staff. WI&A meets the needs of their customers by offering customized presentations and training opportunities to WIA partners, clients and customers across the state. WI&A considers and accepts each request on a case by case basis striving to best serve each customers needs for their particular circumstance. Additionally, WI&A offers a number of standardized training opportunities that are easily adapted for local groups. Standardized training presentations are often edited to meet the specialized requests of the customer group arranging training.

Planned customer outcomes

When needed, conduct special state, local, or sub-state regional studies and economic analyses to provide information support for communities in economic transition, state and sub-state workforce development initiatives and responses to major layoffs or disasters.

Achieved customer outcomes

Labor market analysts with the Georgia Department of Labor (GDOL) Workforce & Analysis (WI&A) division provide labor market information and collaborate with many public and private organizations throughout the year. A few examples include:

- After the Americus tornado, used LED to provide detailed reports and statistics of the impact. Analysis included how many businesses were affected, the number of workers that were affected including maps that displayed where the employees lived.
- Information was provided to Georgia's economic development team that helped the state recruit KIA to the state. Also, information was developed and provided to partner agencies to develop occupational profiles to help recruit potential workers to take courses and gain certification in advanced manufacturing occupations.
- Cobb Talent Inventory. Online survey of businesses in Cobb County to assess the workforce needs of those employers. This project is a cooperative study with Georgia State University, Cobb Works and the Georgia Department of Labor, for the Cobb Workforce Boards. The survey is at www.GeorgiaSkills.com
- The Northwest Georgia WIB sponsored Business Expos at all of the region's one-stop centers. Staff from WI&A were onsite with a display table to inform the areas businesses of information and resources available.
- *White Collar, Blue Collar, Gray Hair, The Changing Composition of Georgia's Workforce* was produced by AARP Georgia with assistance from Georgia Budget & Policy Institute and the Georgia Department of Labor Workforce Information & Analysis division.

- Dr. Douglas Bachtel, rural sociologist and demographer at the University of Georgia is a regular collaborator with the WI&A division. Dr. Bachtel often requests formatted data for customized areas not available through our web site.
- The One-Georgia Authority provides economic development grants to Georgia counties based on degree of need. Small business formation is of particular interest and the WI&A division regularly provides size-class data at the county level with accompanying data-driven maps.
- Georgia Department of Economic Development is also committed to entrepreneurship and small business development and the WI&A division provides data-driven GIS maps at the county level.
- Athens-Clarke Prosperity Partners, a proposed program to fight poverty in Clarke County has utilized labor market information in their grant proposals to public and private funding sources.
- Dublin Rotary Club requested a local presentation utilizing Local Employment Dynamics On the Map and Quarterly Workforce Indicators charts, graphs and maps.
- Through the National Occupational Supply Demand Consortium lead by the Georgia Department and Labor (GDOL) and the Georgia Career Information Center (GCIC) at Georgia State University, the *High Demand, High Wage, and High Skill Occupational Locator* of the Occupational Supply Demand System (OSDS) was developed.
- GDOL offers an intern program each year for college students and WI&A staff participate in their annual conference by providing workshops on Hot Jobs and other career guidance products produced by the division.
- Delivered an LMI presentation for rehab contractors at the Georgia Rehabilitation Association conference. Similar statewide sessions often lead to additional invitations to present labor market information to local groups.
- Staff assisted the Cobb WIB in the production of a calendar that included economic, education and demographic information on each page by researching and compiling information for the local workforce area. In the course of this project we also prepared and delivered an LMI presentation to the local WIB and presented each member with an LMI resource package.
- Many requests come from GDOL Employer Marketing Representatives (EMR) throughout the year for assistance in preparing PowerPoint presentations for EMRs to deliver to local employer groups and civic clubs. Presentations are sometimes scripted by WI&A staff. WI&A leverages the resources of our colleagues in GDOL Career Centers across the state through LMI training sessions that empower non-WI&A staff to promote labor market information to groups that WI&A staff might otherwise not encounter.
- An annual Youth Conference is held in conjunction with the agency's annual workforce conference. Staff prepare career guidance kits of labor market information products that are included in the resource package for

each young person plus an LMI resource package for teachers attending the conference.

- Education Rocks! has continued to be one of WI&A's most popular career guidance resources for several years now. Train-the-trainer sessions are conducted on an invitation-only basis regularly in all corners of the state and beyond.

Examples include:

- Paulding County Schools and Paulding County Chamber of Commerce
- NASWA Annual Labor Market Information Directors Conference in Little Rock Arkansas.
- Numerous GDOL Career Centers and GDOL district meetings of Employer Marketing Representatives
- Appalachian Technical College
- Cobb County Schools
- Temple High School
- Clayton County Schools
- Local Employment Dynamics (LED) has become a high demand LMI product requested as a presentation topic for local areas as well as user training.
- Staff produced a Data Tools CD that included an introductory self-running PowerPoint presentation, data files as well as read-me files for use by local WIB staff for their plan updates.
- Staff participated in providing data and narrative for the update of the State WIA Plan.
- Staff prepared the display and worked a labor market information exhibit at the Annual Georgia Economic Developers Association conference and also at the Georgia High School Graduation Coaches conference.
- An invitation was accepted to present multiple sessions at the Coastal WIB retreat.

Secondary Deliverables

Local Employment Dynamics

Product: Local Employment Dynamics

Planned customer outcomes

Georgia is a state partner in the Local Employment Dynamics (LED) consortium with the Census Bureau. Specifically, this project integrates state administrative data (UI wage records and QCEW data) and Census data to fill critical gaps in local labor market information.

Three key products are available for data users from the Census Bureau: (1) Quarterly Workforce Indicators (QWI) providing information about the economy at a detailed geography level, (2) Industry Focus that provides more detailed industry data at the local level, and (3) On the Map that includes origin-destination data.

Achieved customer outcomes

During this past program year, Georgia became a full production partner in the LED program. Users can now access Georgia data through the Census web site and Georgia Department of Labor's Labor Market Explorer web site. Staff from the Workforce Information & Analysis division have been providing introductory training in the use of LED and produced desk aids that have been very effective.

Census LED director Jeremy Wu and On the Map developer John Carpenter accepted an invitation to speak at GDOL's Eighth Annual Georgia Workforce Conference in Athens. Georgia was also one of the first three state partners to go live on the web with version 2.0 of On the Map during the spring of 2007.

Three GDOL staff members attended the annual LED partners meeting in Washington D.C. and one staff member participated on the program. Three GDOL staff also planned to attend a pilot LED training session to be held in Tallahassee in July, 2007.

Business Employment Dynamics

Product: Business Employment Dynamics

Planned customer outcomes

Business Employment Dynamics is a quarterly series of gross job gains and gross job losses statistics generated from the Quarterly Census of Employment and Wages (QCEW) program. These data track changes in employment at the establishment level, and thus provide a picture of the dynamics underlying aggregate net employment growth statistics.

Achieved customer outcomes

Business Employment Dynamics data for Georgia is now available on the Bureau of Labor Statistics website. WI&A staff has added a link to BED data on our GDOL website and Labor Market Explorer, guiding users to the data.

Expenditures

PY 2006 Workforce Grant total: \$818,732

PY 2006 total expenditures: \$768,996

In May 2007 a No Cost Extension through June 30, 2009 was granted for the PY 2006 carry-over of \$49,736.

National Recognition

Five PY 2006 products, one for each of five categories, have been submitted for NASWA Labor Market Information Awards competition.

- *Georgia Workforce Trends, an Analysis of Long-term Employment Projections to 2014* (GDOL WI&A)
- Georgia's Industry Analysis Tool
<http://explorer.dol.state.ga.us/mis/analysis.htm> (GDOL WI&A)
- *Georgia's Guide to Workforce Intelligence, 2006* (GDOL WI&A)
- *White Collar, Blue Collar, Gray Hair: The Changing Composition of Georgia's Workforce* (AARP, GDOL WI&A, and Georgia Budget and Policy Institute)
- Occupational Supply Demand System (OSDS): High-Demand, High-Wage, and High Skill Occupational Locator for Training under the Carl D. Perkins Career and Technical Education Improvement Act of 2006
www.occsupplydemand.org (National Occupational Supply Demand Consortium led by GDOL WI&A, and Georgia Career Information Center at Georgia State University)

Customer Satisfaction Assessment

WI&A staff were repeatedly requested to make appearances at conferences serving as guest speakers, subject matter experts, workshop presenters and exhibit booth sponsors, both nationally and across the state, as a result of their outstanding reputation and high levels of customer satisfaction. A number of new exhibit opportunities were offered to WI&A as a result of positive customer feedback and buzz over products and resources offered by the division. Staff have been told that even if a workshop spot was not available they did not want the conference/event attendees to miss out on all of the wonderful resources WI&A had to offer. Conference planners routinely report to WI&A presenters/trainers that their sessions and/or exhibits consistently rank among the highest in conference reviews. WI&A presenters and exhibit hosts have been encouraged by the positive comments made to them by participants and by the consistent visitors to their exhibits. As a result, the demand for WI&A to plan, prepare and present a wide variety of speaking engagements, to develop training sessions and to participate in resource fairs and exhibits continues to grow.

Training sessions and speeches include several statewide conferences associated with the Departments of Education and Technical and Adult Education events, both statewide and local events, “Tech-Prep” sponsored events, the University of Georgia’s Small Business Development Center training for new members of the economic development authorities, Summer Educator Academies for the education communities, various trainings and presentations for local educators, WIA partners and associated organizations, various local WIB meetings and many others.

Past results from the Customer Satisfaction Training Surveys indicated that slightly more than half of the individuals surveyed were currently using LMI products in their jobs. Of those individuals using LMI products they all reported some level of satisfaction with the products. Slightly over 50% of respondents were currently using LMI products and were able to rate their satisfaction level concerning the products used and their overall experience with WI&A. Of those responders, 100% of them listed themselves as satisfied. Additionally, approximately 17% list their satisfaction level for products and overall experience as “extremely satisfied” with an additional 40% of respondents being “very satisfied”. No respondents indicated that they were not satisfied. Updated responses from face-to-face contact, email correspondence and telephone correspondence continue to support these findings. With the vast array of LMI products available, education and training continues to be a high priority for WI&A staff to continue to assist all our customers with their data knowledge and needs.

The results from the Education Rocks! CD and training survey have been very positive. 95% of respondents listed the Education Rocks! program as “Very Useful”, 5% of respondents said it was “Somewhat Useful” and no respondents

listed it as “not very useful”. 100% of these same respondents gave the Education Rocks! training session a letter grade of “A” (79%) or “B” (21%). The scores for the Education Rocks! Resource CD were similar: 90% of respondents gave a letter grade of “A” (74%) or a “B” (16%) with 10% of respondents providing no response. If the non-respondents are removed, this group also has 100% of respondents grading the resource CD as “A” or “B”.

Summary of all Training Evaluations gave very high marks to the sessions individuals attended that included different versions of Education Rocks! and other general LMI sessions. Over 98% of training participants surveyed responded. For all trainings combined, the “Overall Training” score, using a scale of “A, B, C, D, or F”, resulted in 93% of participants rating the session as an “A” (66%) or a “B” (27%). The remaining 7% of respondents ranked the training as a “C”. There were no “D” or “F” ratings received in any training sessions given. The majority of all training participants (95%) would recommend the training they attended to others.

The general comments provided on the survey forms were overwhelmingly positive and appreciative of our efforts and our products. Additionally, there were a number of training evaluations shared verbally from other sources as a result of the sessions mentioned above and/or through the hosts/coordinators of the individual training sessions that were a part of larger events. Workshops delivered by WI&A staff consistently receive high marks from conference attendees and as a result, presenters are being asked to the same conferences year after year. Results shared from a number of event coordinators reported that Education Rocks! sessions were once again described as the most popular sessions of the conferences from the results of the evaluations received and attendee comments.

Recommendation for improvements or changes to core products

As stated in the Workforce Information Grant Plan –Statement of Work Deliverables for program year 2006, the initiative of Georgia’s Labor Market Information division was to develop and provide specific deliverables. The deliverables include the population and maintenance of the Workforce Information Database, the production of industry and occupational employment projections and other economic and workforce information products and services required to support the state, local and regional workforce investment system.

Through the use of measuring instruments designed to provide a means for consulting with customers; informal and group discussions, publication and presentation surveys and voluntary feedback from data users, Georgia’s Labor Market Division can identify areas where change may be necessary to improve the overall data products, information and services provided. Localized data incorporated with service delivery and continued expansion and diversification in order to provide LMI products to principal customers, including employers, job seekers, the business community, workforce development professionals and State and Local Workforce Investment Boards, will continue to be the primary goals of the division.