

COLORADO LABOR MARKET INFORMATION (CLMI) WORK PLAN AND SCHEDULE FOR ONE-STOP-LMI FUNDS PY 2004

- A. **Statewide Workforce Information System:** The Colorado state workforce information system is managed and supported by Labor Market Information within the Division of Employment and Training of the Colorado Department of Labor and Employment. Colorado LMI works in consultation with the state's Workforce Development Council (WDC) local workforce investment boards (WIBs), businesses, individuals and state and local education agencies about the usefulness of the information provided by the system. LMI manages and delivers a variety of products and services throughout the workforce system including, but not limited to, the following: Quarterly Census of Employment and Wages (formerly ES-202); Current Employment Statistics; Local Area Unemployment Statistics; Occupation Wages; Occupation Projections; Local Employment Dynamics; the ALMIS Database, Colorado Navigator and the LMI World Wide Web site; and the Job Vacancy Survey.
1. **Ensuring Responsiveness** – CLMI collaborates closely with the WDC to ensure responsiveness to system needs through sharing and seeking input on customer services business plans, communications activities, product development, training processes, and providing support to WDC marketing initiatives. **Additionally, CLMI provides quarterly progress reports to the Skills Development Partnership Committee, a subcommittee of Colorado's Workforce Development Council, and an annual report is presented to the Workforce Development Council.**
 2. **Support of the WIA/Wagner-Peyser Five-Year Strategic Plan** – Supports the strategic plan by providing Colorado's Workforce System with the most up-to-date labor market information and trends, product support and training, both for workforce professionals and end-users. (Page 43, State Unified Plan).
 3. **Strategic Vision of the Governor and Workforce Development Council** – The vision of the Governor and the WDC call for reforms of current systems and the implementation of new workforce development initiatives to meet business demands for skilled workers. The availability of a skilled workforce is critical to Colorado's recovery from a lagging economy. Education and the development of a highly skilled workforce has become the number one economic development issue facing Colorado. Sound labor market data will provide information fundamentally necessary to kick start system reforms. CLMI supports this vision by engaging members of the Workforce Development Council and local Workforce Investment Boards in acquiring and interpreting data necessary to guide system enhancements.
 4. **SWA and WDC Strategy for Determining Customer Needs** – The SWA and WDC will consult with WIB's and stakeholders by sponsoring local community forums for workforce professionals, practitioners and board members within four distinct geographic regions of Colorado that share job markets predicted for expansion due to projected industry growth patterns. CLMI supports this strategy by encouraging and soliciting the development of products and services that are responsive to addressing common needs registered by those who participate in the Community Forum process.

5. **Delivery Strategies** – CLMI assesses needs of current customers, including the level and complexity of information and appropriate modes of communication or delivery for various customer groups. Additionally, CLMI continually seeks to expand delivery of workforce information through identification and assessing the needs of new customers. CLMI maintains, refines, and expands a database containing email and physical contact information for a variety of customers and consumers of workforce information to assist in establishing regular communications, product distribution and opportunities for training.
6. **Delivery of Core Services** – CLMI delivers workforce information and services to customers through the state's One-Stop service delivery system, through the Colorado Navigator (an electronic data delivery system), the Internet, publications, posters, and on-site presentations and training.
7. **Customer Satisfaction Consultation and Assessment Methods** – A variety of research methodologies, both quantitative and qualitative, are used to assess customer satisfaction. In addition to the details provided in Section (C) below, customer input is received from workforce system delivery personnel through formal and informal visits at workforce centers, WIB meetings and training opportunities such as the LMI Users Conference.
8. **Concise Summary of Customer Satisfaction Findings, Impact on Planning and How the Plan Addresses Inadequacies of Gaps Identified by Users** – Despite continuing demand for more local and more current information, customers are expressing increased satisfaction with CLMI through focus groups and other assessments since initiating customer focused strategies in mid-2002. Customers ask for more information on-line and less print, yet a demand for specific print products remains. More emphasis on website addresses for CLMI products is requested.

Product designs and content have been changed to meet customer demand, including a complete alteration of the Job Vacancy Survey report from a print to an on-line product. New products, such as Job Vacancy Posters, have been added to the CLMI product line. Availability continues to be enhanced through more on-line products. Future changes include development of an LMI Catalogue (print and on-line), Frequently Asked Questions - FAQ's (print and on-line), Projections based posters, training curriculum directed to helping workforce professionals better use labor market information in their job, training for job seekers on-line and in workforce centers with new technologies, and more products directed to educational career counseling support.

B. **Products and Services:** To provide products and services outlined in the WIC's Annual Plan, and working in conjunction with the state's Workforce Development Council (WIB), Colorado LMI developed the following work plan, an outline of which can also be found on pages 43 and 44 of the state's WIA/Wagner-Peyser Act Five-Year Strategic Plan.

1. Continue to Populate the ALMIS Database with State Data:

- i. **Description** – Colorado is now maintaining ALMIS version 2.2, the most current version of the database. All of the core tables are populated, and regular maintenance of data is accomplished. More data is being made available to the public via Colorado's Navigator web site. For example, Current Employment Statistics data is currently being integrated into Navigator and will be available by fall 2004. License files are scheduled to be updated in the current program year.
- ii. **Customer Support** – During the final quarter of Program Year 2003, Colorado's Navigator web site, which is the principal delivery system for ALMIS data, received 1,536,571 "hits" and 809,542 "requests".¹ The most popular items retrieved were information on schools and education, training programs, and employer listings.
- iii. **Support of the WIA/Wagner-Peyser Five-Year Strategic Plan** – Supports the strategic plan by providing Colorado's Workforce System with the most up-to-date labor market information and trends. (Page 43, State Unified Plan).
- iv. **Principal Customers of the Deliverables** – The principal customers of the ALMIS database are workforce centers, job seekers and LMI staff.
- v. **Outcome(s) and System Impact** – The ALMIS database will be kept as current as the state's most recent publications and news releases. The system impact will be increased customer access to a wide variety of data.
- vi. **Planned Milestones** – By Fall 2004, with the addition of CES data to the Colorado Navigator web site, Colorado will be delivering all of the major BLS employment data series from the ALMIS database.
- vii. **Total Estimated Cost** – \$94,000. At this time there are no planned equipment purchases of \$5,000 or more per unit cost.

2. Produce and disseminate industry and occupational employment projections:

a) Long-Term Industry and Occupation Projections:

¹ Requests: Any *hit* that successfully retrieves content. Unlike hits, requests are related to content and user behavior. For example, if a user requests an HTML page that has three graphic files, the web server might make a log entry for the three graphic files, the HTML page, and perhaps add some lines for overhead. However, only one request is counted in this case.

- i. **Description** – Long-Term Industry and Occupation projections are part of the core products and services outlined in the ETA One-Stop grant. Colorado will continue to produce and disseminate sub-state long-term industry and occupation employment projections using the methodology, software tools and guidelines developed by the Projections Consortium and the Projections Managing Partnership.

Sub-State: CLMI will produce sub-state long-term industry and occupation projections with a base year of 2002 and a projected year of 2012. The projections will be made available on the World Wide Web and in hard copy.

At least one CLMI staff member will participate in the Projections Consortia and the Colorado LMI Director is a member of the Projections Managing Partnership.

- ii. **Customer Support** – During Program Year 2003, the long-term projections web site received 7,048 “requests”. The most popular items retrieved were information on the Denver Metro and Colorado Springs projections.
 - iii. **Support of the WIA/Wagner-Peyser Five-Year Strategic Plan** – Supports the strategic plan by providing Colorado's Workforce System with the most up-to-date labor market information and trends (Page 43, State Unified Plan). This product is intended to further develop workforce information available from CLMI.
 - iv. **Principle Customers of the Deliverables** – Principal customers include the education community, workforce development professionals and job seekers.
 - v. **Outcome(s) and System Impact** – Sub-state industry and occupation employment will be made available both electronically and in hard copy. The system impact will be increased data access to customers.
 - vi. **Planned Milestones** – Sub-state industry projections will be complete by April 30, 2005; and occupation projections complete by June 30, 2005. The projections information will be available on the web within 30 days and in hard copy within 90 days of compilation.
 - vii. **Total Estimated Cost** – \$140,000. At this time there are no planned equipment purchases of \$5,000 or more per unit cost.
- b) Short-Term Industry and Occupation Forecasts:
- i. **Description** – Short-Term Industry and Occupation forecasts are part of the core products and services outlined in the ETA One-Stop grant. Colorado will produce and disseminate state-level, short-term industry and occupation employment projections using the methodology, software tools and guidelines developed by the Projections Consortium and the Projections Managing Partnership. The projections will use a base year

of 2004 and a projection year of 2006.

- ii. **Customer Support** – N/A
- iii. **Support of the WIA/Wagner-Peyser Five-Year Strategic Plan** – Supports the strategic plan by preparing to provide Colorado's Workforce System with the most up-to-date labor market information and trends (Page 43, State Unified Plan).
- iv. **Principle Customers of the Deliverables** - Principal customers include the education community, workforce development professionals and job seekers.
- v. **Outcome(s) and System Impact** - No published products based on short-term analysis at this time. This analytical need is filled through the Job Vacancy Survey. But, the data are captured to develop a historical series for future product development.
- vi. **Planned Milestones** – Statewide short-term industry projections will be completed by April 30, 2005 and the occupation projections complete by June 30, 2005.
- vii. **Total Estimated Cost** - \$85,000. At this time there are no planned equipment purchases of \$5,000 or more per unit cost.

3. Occupational and Career Information Products:

a) Targeted Industries:

- i. **Description** – Colorado currently provides a unique occupation analysis product in its Navigator Web site called Targeted Industries. This tool allows job seekers to identify growing industries in each county and from that point list the occupation staffing patterns, wages, projections, and employers in those growing industries. CLMI has already updated this product to use NAICS codes instead of SIC codes. The data are maintained in Colorado's Navigator database, not the ALMIS database.

All of Colorado LMI's occupation-specific products, including wage information, projections, and job vacancy surveys, are accessible to the public through its main Web site: <http://www.coworkforce.com/lmi>. One-Stop LMI funds will be used to update and maintain this data.

- ii. **Customer Support** – During the Program Year 2003, the LMI occupation-specific product websites received 122,726 "requests". The most popular items retrieved were the Job Vacancy Survey reports and the Colorado Occupational Wages.
- iii. **Support of the WIA/Wagner-Peyser Five-Year Strategic Plan** – Supports the strategic plan by providing Colorado's Workforce System with the most up-to-date labor market information and trends (Page 43,

State Unified Plan).

- iv. **Principal Customers of the Deliverables** – Principal customers include the education community, workforce development professionals and jobseekers.
 - v. **Outcome(s) and System Impact** – Industry and occupation data are updated to the web within 90 days of release. The system impact will be increased customer access to a variety of data.
 - vi. **Planned Milestones** – Tables used in Targeted Industries analysis are updated quarterly. Industry tables are updated from the Quarterly Census of Employment and Wages (formerly ES-202) data set within 30 days of release.
 - vii. **Total Estimated Cost** – \$45,000. At this time there are no planned equipment purchases of \$5,000 or more per unit cost.
- b) O*NET database:
- i. **Description** – Colorado also provides another unique occupation analysis product called O*NET database. This tool provides job seekers with information on knowledge, skills, and abilities required for an occupation and their ranking in terms of importance in performing the job. CLMI will continue to update this product in the coming year. The database can be accessed at <http://www.coworkforce.com/lmi>.
 - ii. **Customer Support** – During Program Year 2003, the O*NET websites received 5,038 “requests”.
 - iii. **Support of the WIA/Wagner-Peyser Five-Year Strategic Plan** – Supports the strategic plan by providing Colorado’s Workforce System with the most up-to-date labor market information and trends (Page 43, State Unified Plan).
 - iv. **Principal Customers of the Deliverables** – Principal customers include the education community, workforce development professionals and jobseekers.
 - v. **Outcome(s) and System Impact** – More career decision making information to customers. The system impact will be increased customer access to a variety of data.
 - vi. **Planned Milestones** – Sub-sets of the tables used are updated as updates become available.
 - vii. **Total Estimated Cost** – \$15,000. At this time there are no planned equipment purchases of \$5,000 or more per unit cost.
- c) Local Employment Dynamics (LED) Data:

- i. **Description** – Colorado has entered into a partnership with the Census Bureau to produce new information called Quarterly Workforce Indicators (QWI) on Local Employment Dynamics. This information is provided at County and sub-county levels to enable decisions to be made in the right context. It provides NAICS based information on employment of workers by industry, age groups, and gender as well as earnings for those jobs. The data also provides information on where jobs are being created and destroyed as well as turnover rates by industries and long-term trends. Colorado has also entered into a one year partnership to develop and assess LED mapping capabilities.
 - ii. **Customer Support** – In conjunction with the state workforce development council, CDLE will seek input on LED and conduct a variety of customer assessments for business, transportation and workforce agencies.
 - iii. **Support of the WIA/Wagner-Peyser Five-Year Strategic Plan** – Supports the strategic plan by providing Colorado’s Workforce System with the most up-to-date labor market information and trends (Page 43, State Unified Plan).
 - iv. **Principal Customers of the Deliverables** – Principal customers include employers, economic development agencies, transportation agencies, the education community, workforce development professionals and jobseekers.
 - v. **Outcome(s) and System Impact** – Quarterly Workforce Indicators are regularly updated. The system impact will be increased customer access to a variety of data.
 - vi. **Planned Milestones** – Colorado data shipped to the Census Bureau at the end of each quarter.
 - vii. **Total Estimated Cost** – \$120,000. At this time there are no planned equipment purchases of \$5,000 or more per unit cost.
- d) Projections Products:
- i. **Description** – Colorado produces a set of occupation analysis products for customers from the Long-term Industry and Occupation projections. These include the Colorado Occupational Employment Outlook, the Jobs in Colorado series, brochures, posters and bookmarks. These products allow job seekers to identify the fastest growing occupations in the state and in select critical industries such as healthcare; jobs requiring on the job training, jobs requiring higher education for entry as well as the average wages for entry and experience levels. CLMI will continue to update these products to use NAICS codes instead of SIC codes in the coming year.

- ii. **Customer Support** – During Program Year 2003 projection products websites received 1,822 “requests”.
 - iii. **Support of the WIA/Wagner-Peyser Five-Year Strategic Plan** – Supports the strategic plan by providing Colorado's Workforce System with the most up-to-date labor market information and trends (Page 43, State Unified Plan).
 - iv. **Principal Customers of the Deliverables** – Principal customers include the education community, workforce development professionals and jobseekers.
 - v. **Outcome(s) and System Impact** – Industry and occupation data are updated to the web within 90 days of release. The system impact will be increased customer access to a variety of data.
 - vi. **Planned Milestones** – Products are updated 90 days after the release of the Long-Term Industry and Occupation data.
 - vii. **Total Estimated Cost** – \$82,000. At this time there are no planned equipment purchases of \$5,000 or more per unit cost.
- e) Other Projects:
- i. **Description** – Colorado currently provides additional occupation analysis products to customers as requested. These include special requests from the workforce centers, education communities and other state agencies. CLMI will continue to provide these services in the coming year.
 - ii. **Customer Support** – Provides the most detailed and up-to-date customized workforce information to system customers on an as-needed basis.
 - iii. **Support of the WIA/Wagner-Peyser Five-Year Strategic Plan** – Supports the strategic plan by providing Colorado's Workforce System with the most up-to-date labor market information and trends (Page 43, State Unified Plan).
 - iv. **Principal Customers of the Deliverables** – Principal customers include the education community, workforce development professionals and jobseekers.
 - v. **Outcome(s) and System Impact** – Products are developed within one month after requests are received. The system impact will be increased customer access to a variety of data.
 - vi. **Planned Milestones** – N/A

- vii. **Total Estimated Cost** – \$120,000. At this time there are no planned equipment purchases of \$5,000 or more per unit cost.

4. Provide Information and Support to State and Local Workforce Investment Boards and Produce other State Information Products and Services:

Timely and relevant data are the underpinning for executing the strategic vision of the Colorado Workforce Development Council and Colorado Local Workforce Investment Boards. Statewide implementation of a Job Vacancy Survey Report that is distributed to the council and local boards has provided testimony to an insatiable demand for new data. These data allow architects of the workforce system to better plan for positioning resources to more effectively respond to an ever-changing economy. In Colorado, in particular, workforce systems have been required to adapt to significant swings between labor surplus and shortage. Perhaps nowhere has the need for enhanced labor analysis been more dramatic than in a state like Colorado that has fluctuated between boom and bust over such a short period of time. While the need for analysis is critical at top layers of organizations, the need is also evident on the frontline, where job seekers are challenged to market their skills in ways that keep them competitive in a market that continues to shift quickly from one industry focus (telecomm) to another (biotech).

a) Area Experts:

- i. **Description** – CLMI provides “Area Experts” to Colorado’s WDC and local WIBs. With additional funding provided by the state, CLMI has increased staff and assigned specific geographic areas for those staff to serve. A working relationship has been developed with all of the state’s WIBs and Colorado’s LMI Director serves in an advisory capacity to the state’s Workforce Development Council as a sitting member on the “Skills Development Partnership” subcommittee.

Over the next year staff from CLMI will continue reaching out to the Workforce Investment Boards providing information and expert advice on the local labor market and economy through products, presentations, training, and participation in meetings.

- ii. **Customer Support** – Results from the customer satisfaction assessment for the Program Year 2003, indicate a strong desire by customers for more training on how to use LMI products. Customers recommend on-site training from LMI staff, as well as on-line self-directed training.
- iii. **Support of the WIA/Wagner-Peyser Five-Year Strategic Plan** – Supports the strategic plan by providing Colorado’s Workforce System with the most up-to-date labor market information. (Page 43, State Unified Plan).
- iv. **Principle Customers of the Deliverables** – Principal customers include the state, Workforce Centers, Workforce Investment Boards, education community and the general public.

- v. **Customer Outcome(s) and System Impact** – Increased contact with the Workforce Boards. The system impact will be increased information and expert advice to the Workforce Investment Boards and regions.
 - vi. **Planned Milestones** – At least three WIB meetings shall be attended per quarter. The goal is to attend at least 10 WIB Meetings by June 30, 2005.
 - vii. **Total Estimated Cost** – \$85,000. Funded through sources other than the ETA One-Stop Grant.
- b) Job Vacancy Survey:
- i. **Description** – With additional funding from the state of Colorado, CLMI will continue to produce its highly successful Job Vacancy Survey for all regions in the state including products based on that data.
 - ii. **Customer Support** – During Program Year 2003, the LMI occupation-specific product websites received 122,726 “requests”. The most popular item retrieved was the Job Vacancy Survey reports.
 - iii. **Support of the WIA/Wagner-Peyser Five-Year Strategic Plan** – Supports the strategic plan by providing Colorado's Workforce System with the most up-to-date labor market information and trends. (Page 43, State Unified Plan).
 - iv. **Principle Customers of the Deliverables** - Principal customers include Workforce Investment Boards, businesses, One-Stop Career Centers and the education community.
 - v. **Customer Outcome(s) and System Impact** – Job Vacancy Survey reports will be produced for all regions in the state. The system impact will be increased up-to-date labor market information at local (regional) level.
 - vi. **Planned Milestones** – All JVS reports available on web the day of public release. Planned surveys during PY 2004:
 - Denver Metro Job Vacancy Survey, October 2004, April 2005
 - Pueblo Job Vacancy Survey, July 2004, March 2005
 - Mesa Job Vacancy Survey, September 2004, March 2005
 - Larimer/Weld Job Vacancy Survey, August 2004, March 2005
 - Pikes Peak Job Vacancy Survey, July 2004, February 2005
 - Northwest & Rural Resort Job Vacancy Survey, June 2004, January 2005
 - Western & Southwest Job Vacancy Survey, June 2004, January 2005
 - Upper Arkansas Job Vacancy Survey, June 2004, January 2005
 - Eastern Job Vacancy Survey, August 2004
 - San Luis Valley Job Vacancy Survey, September 2004

Southeast Job Vacancy Survey, August 2004

- vii. **Total Estimated Cost** – \$648,000. Funded through sources other than the ETA One-Stop Grant.

5. Maintain and Enhance Electronic State Workforce Delivery System:

- i. **Description** – The Colorado Navigator Web site (<http://navigator.cdle.state.co.us>.) continues to be the primary electronic information delivery system for Colorado LMI. Web focus groups that convened in the spring of 2003 gave Navigator very high marks for usability and data content. Funds will be used to enhance the data delivery capability of Navigator, including the addition of Current Employment Statistics (CES) data and additional query capability for employer lists.
- ii. **Customer Support** – During Program Year 2004, Colorado's Navigator web site, which is the principal delivery system for ALMIS data, received 1, 536,571 "hits" and 809,542 "requests. The most popular items retrieved were information on schools and education and training programs, and employer listings.
- iii. **Support of the WIA/Wagner-Peyser Five-Year Strategic Plan** – Supports the strategic plan by providing Colorado's Workforce System with the most up-to-date labor market information and trends. (Page 43, State Unified Plan).
- iv. **Principal Customers of the Deliverables** – The principal customers of the Navigator are workforce centers, businesses, job seekers, economists, and LMI staff.
- v. **Outcome(s) and System Impact** – Improvements in the coming year will expand the public's access to the ALMIS database through the Navigator web site. The system impact will be increased customer access to a wide variety of data.
- vi. **Planned Milestones** – By fall 2004, with the addition of CES data to the Colorado Navigator web site, Colorado will be delivering all of the major BLS employment data series from the ALMIS database. Increased query capability for the employer database will also be implemented by fall 2004. The O*NET skills database will also be more thoroughly integrated into Navigator by fall 2004.
- vii. **Total Estimated Cost** – \$100,000. At this time there are no planned equipment purchases of \$5,000 or more per unit cost.

6. Support state workforce information training activities:

- a) Internal and External Training for Analysts:

- i. **Description** – Colorado provides both internal and external training to its analysts on new and existing skills to improve services to our customer base.

CDLE will provide 8 – 12 analyst trainings for PY 2004. Possible topics includes: Long-Term Projections, Short-Term Projections, spreadsheets, databases and soft skills classes.

- ii. **Customer Support** – Results from the customer satisfaction assessment for Program Year 2003, indicate a strong desire by customers for more training on how to use the LMI data and products. Training of analysts is key in filling this requirement.
- iii. **Support of the WIA/Wagner-Peyser Five-Year Strategic Plan** – Supports the strategic plan by providing Colorado's Workforce System with the most up-to-date labor market information and trends. (Page 43, State Unified Plan).
- iv. **Principle Customers of the Deliverables** – Principle customers include workforce development staff, business professionals and the general public.
- v. **Outcome(s) and System Impact** – Improved skills and better understanding of methods used to gather and analyze LMI data. The system impact will be better data analysis and service to our customer base.
- vi. **Planned Milestones** – Colorado will provide 7 training sessions to its analysts by December 2004. Planned training will be completed by June 2005. Colorado will send one analyst to train on the use of ArcGIS for LMI.
- vii. **Total Estimated Cost** – \$13,000. At this time there are no planned equipment purchases of \$5,000 or more per unit cost.

b) Workforce Information Training Initiatives:

- i. **Description** – Colorado currently provides training to Workforce centers and other customers on the use of LMI data and products. CLMI will be providing 8 to 11 training sessions in PY 2004. Possible topics include: Consumer Reports, Job Vacancy Survey data, and LMI Products. However, no dates have been set. CDLE will also produce required training materials and provide outreach services to customers.
- ii. **Customer support** – Results from the customer satisfaction assessment for the Program Year 2003, indicate a strong desire by customers for more training on how to use the LMI data and products.
- iii. **Support of the WIA/Wagner-Peyser Five-Year Strategic Plan** – Supports the strategic plan by providing Colorado's Workforce System with the most up-to-date labor market information and trends. (Page 43,

State Unified Plan).

- iv. **Principle Customers of the Deliverables** – Principle customers includes workforce development staff, business professionals and the general public.
- v. **Outcome(s) and System Impact** – A better understanding of the LMI data and products. The system impact will be better understanding and use of the LMI data and products by our customer base.
- vi. **Planned Milestones** – Colorado will complete 6 training sessions by December 2004. Planned training will be completed by June 2005.
- vii. **Total Estimated Cost** – \$230,000. At this time there are no planned equipment purchases of \$5,000 or more per unit cost. (This cost estimate includes training development and an annual conference.)

C. Customer Satisfaction Assessment: (\$20,000)

Colorado Labor Market Information employs a multiple faceted strategy for assessing customer satisfaction with workforce information services delivered in person, in print and electronically. Methods used in customer satisfaction assessment are both quantitative and qualitative in nature: presentation evaluations, focus groups, mail questionnaire and web-based survey.

1. Publications (including the OES Wage Survey; the LMI Directory; Occupational Employment Outlook and projections related brochures; regional Job Vacancy Survey reports, Job Vacancy Survey Highlights brochures and posters) are assessed with three different mechanisms:
 - a) An annual series of 6 focus groups conducted in three locations: Metro Denver, Urban Non-Metro Denver, and Rural Colorado. The respondent universe includes members of all three principal customers in various workforce development regions in Colorado. Assessment is qualitative in nature and presented in a report delivered within 6 weeks of the conclusion of the annual focus group series.
 - b) An annual postal mail questionnaire implementing both qualitative and quantitative question and assessment methodologies is used to assess customer satisfaction from the business community and the service and training providers within the workforce system.
 - c) Customers within the workforce system and the educational community receive regional Job Vacancy Survey Highlights brochures and Job Vacancy Survey posters without solicitation. A new postage-paid mail-response customer survey will be included in shipments to customers to assess product use, distribution, end-user response, sufficiency of product quantity and overall customer satisfaction.
2. Electronic system delivery of workforce information (including Colorado Navigator and the Internet) is assessed with two different mechanisms:
 - a) Continuous web-based survey of users of workforce information sites implementing both qualitative and quantitative question and assessment methodologies;
 - b) In the same series of focus groups addressed in 1a above, changes in electronic deliver systems will be measured. The respondent universe includes members of all three principal customers in various workforce development regions in Colorado. Assessment is qualitative in nature and presented in a report delivered within 6 weeks of the conclusion of the annual focus group series.
3. Presentations of workforce information are assessed using both qualitative and quantitative question and assessment methodologies in a presentation evaluation questionnaire. The respondent universe includes members of all three principal customer groups.

4. Direct customer service is assessed with an annual postal mail questionnaire implementing both qualitative and quantitative question and assessment methodologies.
5. Customer Satisfaction Assessment as a planning tool: As new products or information are prepared for the marketplace, focus groups and similar qualitative measurement techniques are used to ensure the information delivered meets or exceeds the wants, needs and desires of CLMI principle customers. This process was used in PY 2003 to prepare for the future public release of Local Employment Dynamics information.