

# *DELAWARE*

## **PY 2004 Workforce Information Grant Plan**

### **A. Statewide Workforce Information System**

- **The process used to ensure that the SWIB can exercise its responsibility for ensuring that state workforce information policy is responsive to the needs of the state and local workforce investment system.**

Delaware's Labor Market Information office will continue to engage in discussions with the SWIB on workforce information issues. We attend meetings of Delaware Workforce Investment (DWIB), hold training sessions, and provide information as requested. We will make major presentations to the DWIB on topics, such as analysis of industry and occupational projections and data trends from the LED Program. These are areas that the DWIB has expressed interest in. We share feedback with DWIB from jobseekers and one stop staff on the type of training programs that they are requesting, and from training providers on programs they have developed in response to labor market demand from employers throughout the community. We respond to DWIB requests for reports such as job growth projections, by industry and credential requirements, as well as entry-level wages, in addition to average and median wages per occupation. DWIB has been focused on the collaborative efforts of Economic Development, Department of Labor, Bureau of Labor Statistics and Census Bureau to target training programs that can respond to distressed areas as well as high growth job training initiatives. DWIB has created a new Strategic Plan that specifically relies on our technical expertise to quantify their current and future workforce investments. We have a very close working relationship with the full State of Delaware Workforce Investment Board, DWIB staff and the Proposal Review & Certification Committee on ensuring that LMI and high demand occupations are analyzed. DWIB's Strategic Plan clearly articulates the goal of integrating Delaware's Labor Market Information, including existing data, the publication of current LED project data, and future reports that will be developed as needs arise. We will continue working with the DWIB on targeting high growth industries and occupations for inclusion in RFP's and on the Training Providers list. The DWIB's feedback is essential in assuring the best training available. Data on these industries and occupations will be provided to all DWIB members. Our analysis of selecting target industries and occupations for training will be largely based on the criteria and goals set by DWIB input. Our office will attend all DWIB Board Meetings to obtain feedback and provide LMI information.

- **How the statewide workforce information system supports the goals of the state's WIA/Wagner-Peyser Five-Year Strategic Plan for state and local workforce development?**

Delaware's Workforce Investment Act/Wagner-Peyser five-year strategic plan focuses on one main goal, which recognizes that the economic future of Delaware and the prosperity of its citizens depend on the ability of businesses to compete in the world economy. The Delaware Workforce Investment Board (DWIB) has adopted the *Mission Statement* of, "Delaware

Workforce Investment Board is a private/public partnership committed to improving the employability of individuals, by helping them overcome barriers and increase their skill set to meet the current and future needs of Delaware employers.” In addition, DWIB developed a SWOT Analysis in October, 2003 that listed the following as one of their Opportunities: “Employment related economic and demographic trends should be collected and reported to DWIB so they can better align education and training opportunities with current, as well as future, employer demands with specific targets for high-growth, high-tech jobs (i.e., life sciences, agriculture, financial services).” The organizational values governing Delaware Workforce Investment Board's development will include the following:

1. Improving the employability of Delaware citizens and ultimately developing a stronger labor force to meet the current and future needs of Delaware employers focusing on Delaware Economic Development Office initiatives and labor market demand, as projected by Delaware Department of Labor, Office of Occupational & Labor Market Information.
2. Maximize leveraging of public and private employment training and educational programs that will prepare the participants to earn a sustainable wage.

Our office is committed to ensuring that we keep customers informed with accurate information, so that they are better able to make good decisions that will help them prosper. We are very responsive to our customers and their needs. We are striving to ensure our data is made available to our customers in numerous ways, such as, paper copies, electronically, and by presenting training sessions, which give our customers one-on-one question and answer time. This year we developed and disseminated to our customers five cluster-specific brochures. Each brochure contains overall analysis of the occupations within the cluster, including a matrix of the top 25 “best-bet” occupations based on average annual openings. Within the matrix are data on employment, average annual growth, training requirements and average wage/hour. We will work closely with DWIB to set priorities for new investments, recognizing their primary goal of access to LED reports to be used in their planning efforts. We will partner with the WIB to present labor market information to Training Providers. These events will instruct providers on their data responsibilities, as well as, informing them of the importance of offering training in high-demand occupations.

- **How the grant activities are consistent with the strategic vision of the Governor and the SWIB?**

The strategic vision of both the Governor and DWIB focuses on workforce quality as the foundation of economic development, within the framework of the new Cluster approach of the Delaware Economic Development Office (DEDO). Our depth of economic intelligence in industries, occupations, wages, demographics, and short-term as well as long-term forecasts for the economy, are essential to this vision, both informing and supporting it. We will continue to work very closely with the Governor through the efforts of the Delaware Development Office. We will continue to do extensive work with DEDO and provide them data, reports, and analysis on labor market statistics and trends. DEDO relies on us to supply them information for their efforts. The LED project will dramatically improve Internet-based access for the Governor's Office, DWIB and Economic Development Office. We will continue to work closely with each of these organizations, as well as other stakeholders to ensure that we continue to meet their labor market information needs. We will bring samples of LMI products to DWIB meetings to allow Board Members to select products they feel would be most helpful. These products will include information about entry level wages, career ladders, job openings, education and training requirements, as well as industry employment trends.

- **The strategy of the SWA and the SWIB for consulting with local workforce investment boards and stakeholders in the workforce investment system to determine customer needs for workforce information.**

Delaware is a Single Service Delivery Area. Delaware's Labor Market Information efforts to engage local community leaders and educational institutions and provide more local information serves as a complement to Governor Minner and DWIB's concerted efforts to ensure that all jurisdictions are adequately served. OOLMI maintains the *Consumer Reports* system. We work very closely with jobseekers and one stop counselors who are interested in adding training providers and programs to the WIA system; however, DWIB maintains ultimate authority for approval and certification of Providers and programs that are available on our Certified Provider List. We will continue to give and receive feedback from DWIB on enhancing local labor market information products and services.

- **The broad strategic approach for workforce information delivery to principal customers.**

Delaware's broad strategic approach for workforce information delivery to principal customers involves employers, economic developers, educators (students, teachers, counselors, parents), DWIB, and staff of the one-stop centers. We must continue our outreach efforts. Our Secretary of Labor stands behind our efforts for outreach. The Secretary of Labor works closely with the Director of Economic Development, in accordance with the Governor's economic development initiatives, which has meant a high level of coordination, with a critical role for targeted LMI. Our Employment and Training liaison in Sussex County will produce a newsletter for employers. This will include labor market data, as well as, employment and training and apprenticeship and training information. The LED project will further enhance the workforce information delivery to principal customers.

- **How workforce information and services are delivered as core services to customers through the state's One-Stop service delivery system?**

\*Principal Customers: (1) Employers (2) Workforce Investment Boards (WIB) (3) Educators/Trainers (4) Students (5) Economic Developers (6) Job Seekers (7) Governmental Agencies (8) Community Agencies

Delaware has begun an outreach program. This involves helping to support marketing representatives of the one-stop centers both within the Division of Employment and Training (DET) and the Division of Vocational Rehabilitation (DVR). Both divisions hold basically the same goal in mind, to recruit employers and place jobseekers in unsubsidized employment with DVR's focus on disabled jobseekers. We support LMI related training classes and provide our own training to the one stops, as well as, our products. We have formed a collaboration effort with the one-stops to help us in our efforts to get our information out to Delaware employers and jobseekers and to help us in determining new information products needed. We will conduct focus groups in surveys of DVR and DET customers to help determine how LMI is and can be used by the public. We make recommendations to DWIB based on their performance measures, average wage and occupational labor market demand for training providers' eligibility. We handle calls from the one stop staff, training providers, and customers.

- **A description of the customer consultation and satisfaction assessment method(s) to be used to collect and interpret customer satisfaction information and the principal customers to be consulted.**

Through our grant plan we discuss customer consultation and satisfaction assessment methods to be used to collect and interpret customer satisfaction information and the principal customers to be consulted. We have various surveys that we send to our customers, as well as, evaluations for training we provide. We also have outreach efforts with the Division of Employment and Training and Division of Vocational Rehabilitation to help us determine if our customers are satisfied and what things we can improve on or what new products we need to develop. We also meet with DWIB and educational groups to also help with these assessments.

- **A concise summary of customer satisfaction findings for the most recent survey of products and services and the effect those findings had on the planned products and services for PY 2004 including how the plan addresses inadequacies or gaps identified by users.**

In talking with partners (community groups, education committees) we have found that our career information for high school students is valuable and well received; however, there is a need for career exploration for adult job seekers. Through customer assessment we have discovered that we have gaps in our delivery of our labor market information and career planning services for adults who are difficult to employ (incarcerated, substance abusers). As a result we are planning to produce *Delaware Stepping Stones*, a career exploration guide for adults. This will help fill the gap in providing labor market information for adults who are unemployed and underemployed. We are planning to hold "Real Game" Training for adults. We have also found through customers assessment that customers are not familiar with many of our services. Our plan to fill this gap is to create an *LMI and Career Product Guide*, which would detail our products and services and describe each.

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- **Identify funds leveraged or matched from funding sources other than these grant funds and how these funds will enhance delivery of products and services as part of the state’s workforce information system.**

At this time, Delaware does not expect to have a need to seek additional funding sources to help us enhance delivery of products and services. This year funding is adequate to meet the needs of our LMI deliverables. We do, however, have the Delaware Career Resource Network (DCRN) within our office and we collaborate with this entity to help us provide training and information products to our customers.

## **B. Core Products and Services**

### *State Workforce Agency Deliverables*

#### **1. Continue to populate the ALMIS Database with state data.**

Delaware will implement and maintain the most current version of the ALMIS database and populate all tables designed as core tables in accordance with guidelines issued by the ALMIS Database Workgroup. We will adhere to all requirements regarding licensing data files. The updated data will be accessible to the public.

The tasks for this objective are:

Task	Task Focus	Milestones	Principal Customers*
Implementation of the newest version of the ALMIS database	Information Delivery	Dec. 2004	All
Maintain ALMIS database	Data Update	Ongoing	All
Occupational licensing data	Information Delivery	April 2005	All
Incorporate InfoUSA, Inc. Employer Database updates into ALMIS Employer Database	Data Update	Jan. 2005	All
Addition of historical data and expansion of available data series	Data Update	Ongoing	All
Populate ALMIS with industry and occupational data	Data Update	Mar. 2005	All

Estimated Cost: \$50,000

#### **2. Produce and disseminate industry and occupational employment projections.**

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Delaware will develop long-term industry and occupational projections for 2002-2012. We will also develop short-term projections for 2004-2006. We will populate the ALMIS database with these projections, as well as, include in all of our major publications and on our website for the public to use. We will give the DWIB and other major data users briefings on the findings of these data. We will provide information about occupational wages, estimated job openings, and apprenticeship and training requirements. The information will be the corner stone of the *Delaware Career Compass*. Once the projections have been analyzed by our staff we will produce and distribute a major publication, *Tomorrows Jobs*.

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The tasks for this objective are:

Task	Task Focus	Milestones	Principal Customers*
Develop long-term industry projections (2002-2012)	Data Development/ Analysis	Dec. 2004	All
Develop long-term occupational projections (2002-2012)	Data Development/ Analysis	Feb. 2005	All
Submit ETA file to Projections Consortium	Information Delivery	Feb. 2005	All
Develop short-term projections (2004-2006)	Data Development/ Analysis	Mar. 2005	All
Populate ALMIS database with short and long-term projections	Data Update	April 2005	All
Produce and Disseminate <i>Tomorrows Jobs</i>	Data Development/ Analysis	May 2005	All

Estimated Cost: \$60,000

***State Workforce Investment Board (SWIB)/State Workforce Agency (SWA) Deliverables***

**3. Provide occupational and career information products for public use.**

Delaware will continue to produce and disseminate through our website, [www.oolmi.net](http://www.oolmi.net), and paper copies detailing various occupational and career information products for the public to use. We will be working on an on-line marketing project to determine the needs of the one-stops in Delaware. This internet service will enable the one stop staff to order publications or request services through our office. Also this will help identify gaps in product and service needs of customers. We will continue to develop power point presentations to present to all customers. We will continue to facilitate and provide training opportunities for educators, counselors, public and private agencies on “Real Game”. This is a series of six experiential hands-on games from 3<sup>rd</sup> grade through adult. These games connect school experience to career choices. Emphasis will be placed on developing interactive presentations for high school students. We will be introducing a new product *Delaware Job Application Tool*. This will be a pocket resume guide where jobseeker can carry essential personal job application information (work history, references, education). We are planning to produce *Delaware Stepping Stones* which will be a career exploration guide for adults. This will be useful for assisting the unemployed, the under-employed, and displaced workers. We will produce a series of brochures regarding career ladders. The information will include wage data, job descriptions, education and training requirements. Our office will develop and release Career Video’s containing Delaware specific occupational information. We will provide Parent Guides/Brochures to the general public. These will assist parents in helping their children

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learn about financial aid, targeting their career interests, and making successful career decisions.

The tasks for this objective are:

Task	Task Focus	Milestones	Principal Customers*
<i>Delaware Career Compass and Teachers Guide</i>	Paper and Electronic Publication	Sept. 15, 2004	3,4,6,7,8
<i>Delaware Stepping Stones</i>	Paper and Electronic Publication	May 2005	2,3,6,7,8
<i>Delaware Job Application Tool (Pocket Resume Guide)</i>	Paper and Electronic Publication	Jan. 2005	6,7
“Real Game” Training	Training	Ongoing	3,4,7,8
LMI Bookmark	Paper and Electronic Publication	Feb. 2005	All
Career Ladder Brochures	Paper and Electronic Publication	May 2005	2,3,4,6
Career Video	CD	June 2005	2,3,4,6
Parent Guide	Paper and Electronic Publication	Feb. 2005	3,4,6

Estimated Cost: \$45,000

**4. Ensure that workforce information and support required by state and local workforce investment boards are provided.**

Delaware will continue to provide numerous types of information products that are useful to Delaware Workforce Investment Board, employers, and other agencies. We will continue to enhance our current publications to make them more useful and appealing to our customers, and survey our customers to ensure that the current publications are, in fact, responding to their needs. We will continue to refine and review our existing list of publications to see what other products will be valuable to our customers. All of our publications will be made available on our website and paper copies. Local Employment Dynamic (LED) data and analysis will be provided for the first time to Delaware customers. We will produce a publication with occupational wage data by county, as requested by the DWIB. The information provided will include entry level, as well as, average wage. In addition we will publish an analysis of benefits offered by Delaware Employers. Based on customer feedback we are implementing new ways to deliver labor market information products. For example, we are now e-mailing the *Delaware Monthly Labor Review* upon request. As more data becomes available we will begin providing maps with geocoded employment data to our customers. For the DWIB and other data users we will produce a series of geocoded maps showing such things as the concentration of population and the location of industry employment.

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The tasks for this objective are:

Task	Task Focus	Milestones	Principal Customers*
Develop and distribute LED reports based on existing Census templates	Data Development/Information Delivery	March 2005	All
Submit required LED quarterly employer and employee data files for U.S. Census Bureau	Data Development/Deliverable	Sept. 15, 2004 Dec. 15, 2004 March 15, 2005 June 15, 2005	N/A
Develop Geocoded data for employers	Data Development/Analysis	March 2005	All
Identify and create strategies to fill gaps in workforce information	Data Development/Analysis	April 2005	All
<i>Delaware Monthly Labor Review</i>	Paper and Electronic Publication	Monthly	All
<i>Delaware Wages</i>	Paper and Electronic Publication	Jan. 2005	All
<i>Delaware Benefits Publication</i>	Paper and Electronic Publication	June 2005	1,2,3,5,7

Estimated Cost: \$60,000

##### 5. Maintain and enhance electronic state workforce information delivery systems.

We will upgrade and market the *ELMER* website, also known as WebSaras (the LMI/ALMIS delivery system). We will explore the use of other LMI delivery systems, such as, *Workforce Informer*. A Business Plan has been developed by Department of Technology and Information (DTI) to plan for the installation of our *ELMER* application. We have been assured by DTI that previous restrictions on implementing this system will be resolved. We will develop a customer satisfaction survey to be placed on the *ELMER* website. We will then make adjustments within the framework of the system to better serve our customers. Delaware will continue to provide statistical data and publications through our current website. We will continue to upgrade and enhance our website (www.oolmi.net). We will continue to support and maintain the *Consumer Reports* system for the WIB. We will work on enhancements of the *Consumer Reports* system. This system is the web-based delivery system of available training providers and their programs.

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The tasks for this objective are:

Task	Task Focus	Milestones	Principal Customers*
Upgrade and enhance OOLMI website	Information Delivery	Mar. 2005	All
Maintain <i>Consumer Reports</i>	Information Delivery	Continuou s	All
Enhance <i>Consumer Reports</i>	Information Delivery	Continuou s	All
Upload various publications to OOLMI website	Information Delivery	Ongoing	All
Upgrade <i>ELMER</i> website	Information Delivery	May 2005	All
Market <i>ELMER</i> website	Information Delivery	May 2005	All

Estimated Cost: \$60,000

**6. Support state workforce information training activities.**

Delaware will continue to support the LMI Institute. We will continue to support training of LMI staff through the LMI Institute and other training opportunities. We will continue to support LMI-related training for outreach staff of both the Divisions of Employment and Training and Vocational Rehabilitation. We will also assist in supporting of the marketing effort for those divisions. We will make appropriate LMI-related training opportunities to DWIB. We will attend the DWIB Board Meetings to make presentations and solicit feedback on the type of LMI products that would be most useful to Board members. Our office will partner with the DWIB and provide LMI training for WIA Training Providers. We will analyze occupational trends and encourage the Training Providers to offer training for high demand/high wage occupations.

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The tasks for this objective are:

Task	Task Focus	Milestones	Principal Customers*
Training support of LMI staff	Training	Ongoing	N/A
Training support of outreach staff and WIB staff	Training	May 2005	N/A
Training on projections	Training	June 2005	N/A
Provide technical assistance as needed	Training	Continuou s	All
Training on Local Employment Dynamics (LED) on the Quarterly Workforce Indicators (QWI's)	Training	Feb. 2005	N/A
Conduct training sessions for users of LMI through seminars, workshops, and internet	Training	Ongoing	All

Estimated Cost: \$40,000

### C. Consultation and Customer Satisfaction Assessment

Delaware knows the importance of customer satisfaction and has previously hired a consultant to assess how LMI is viewed by our customers. One of the main aspects learned from this venture was the need to market LMI and to come up with a common look and feel. With the common look and feel we hope to accomplish easy recognition of all of our products and to inform our customers of the various products and services we have. We want to ensure that anything we produce or provide to our customers is effective including paper products, electronic products, presentations, and any other form of outreach. We have been working closely with outreach staff to ensure employers are aware of the information and products we have available and to help assess what new products or enhancements to old products need to be worked on next. We will be developing a customer satisfaction survey to be added to our website and *ELMER* website. We will work closely with DWIB to determine other data, products, or training needs.

We sent out a questionnaire with the *Delaware Monthly Labor Review* to determine the usefulness of this publication. We conducted a Customer Satisfaction survey of the Department of Labor customers in Sussex County. From this we realize the need for a joint marketing effort with the Division of Employment and Training. The next step will be to develop a marketing plan, quarterly newsletter, and other marketing awareness initiatives to meet our customers' needs. Each time we produce a *Delaware Career Compass Teachers Guide* we have an evaluation attached to ensure we are still meeting our customers' needs. With this year's publication of the *Delaware Career Compass* we have added an evaluation

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for student feedback which is also on our website. After presentations and training sessions we request the completion of Customer Satisfaction evaluations.

We will be utilizing a consultant to assist with capacity building of our internal staff. This will be in conjunction with our overall staff training efforts. The goal will be to increase the labor market analysis abilities of all staff members, so that OOLMI can exceed the basic requirements of the one stop grant plan.

Estimated Cost: \$30,013

**Total Grant: \$345,013**