

STATE OF INDIANA PY 2004 WORKFORCE INFORMATION GRANT PLAN

Statewide Workforce Information System

A. Description of the State Workforce Agency and Sub-Units

The Indiana Department of Workforce Development (DWD) serves as the State Workforce Agency (SWA) for the State of Indiana and is charged with the duties of implementation, reporting and managing the Statewide Workforce Information System (SWIS). The Labor Market Information Unit in accordance with Section 309 of the Workforce Investment Act (WIA) carries out these duties within the Department. In addition, Indiana has sought to bring the SWIS and economic development activities closer together by placing regional labor market analysis under the management of the Business and Information Development Unit (BID). The BID works closely with the Department of Commerce, Workforce Transition Unit, and the DWD Commissioner's office.

B. Ensuring State Workforce Investment Board Participation

At the request of the Employment and Training Administration's (ETA) Training and Employment Guidance Letter 1-04, DWD will ensure that the State Human Resource Investment Council (SHRIC), will have the ability to evaluate workforce information products and services and determine the benefit to the overall system. The SHRIC already maintains a presence on DWD's weekly Executive Team meetings and has always had the opportunity to participate in the decision making process. DWD is now attempting to formalize the role of the SHRIC within the SWIS by asking them to become the evaluators of the program. DWD will commit up to \$20,000 in state funds to support the SHRIC in the production of the Customer Satisfaction Surveys.

C. SWIS Support of the Five Year Plan

The State of Indiana was a WIA, early implementers. Part of that process was to produce a five year plan that called for the development of Work Service Areas that would be governed by local WIB boards, and the development of local planning regions. Indiana now maintains 16 Work Service Areas and 12 Planning Regions. The goal of this effort was to determine local needs for the emerging, dislocated and incumbent workforce. Part of the plan was to disseminate training dollars on a regional basis, which Indiana has done since 1998 through the Regional Skill Alliance grant and now the Advance Indiana grant. Indiana also desired to produce local labor market analysis, specific to each region and through an analyst stationed locally. Indiana has also succeeded in this effort by placing Labor Market Analysts in the field and working out of the One-Stop System.

D. Governor and SWIB Support For Products and Services

The products and services that we will discuss in this plan are consistent with the long-term plan of Governor Joe Kernan and the SHRIC. Both the Governor and the SHRIC believe in supporting Indiana's high growth industries of Advanced Manufacturing, Life Sciences, Information Technology and High Tech Distribution. These industries were determined by current activity in Indiana, but also by utilizing SWIS projections through 2010. Governor Kernan in his 2004 State of the State address also announced a program called [Indiana@Work](#), which is designed for the recruitment, assessment and placement of Hoosier workers. [Indiana@Work](#) will help employers obtain the skills needed for demand positions, identify skill-gaps, assist in training development, and reduce turnover rates. The Governor and the SHRIC both support the interaction of both [Indiana@Work](#) and the SWIS to identify needs in the workforce and then address them.

E. SWA and SWIB Strategy for Consulting with Stakeholders to Determine Customer Needs

As previously mentioned, the DWD will seek the services of the SHRIC board to conduct the Custom Service Satisfaction Survey. We feel this is the best way to ascertain information from all client bases such as education, economic development, WIBs and the general public. The Field Analysts have always and will continue to consult with their local WIB Directors to develop customized reports when necessary. These consultations have informed us that most of our traditional products such as the Annual County Highlights Report cover most of the information needed. In addition, Indiana will be participating in Local Employment Dynamics system (LED) that was produced by the United States Census Bureau. This will help us identify local fluctuations in workforce statistics. The LED program was very much welcomed by the local WIBs.

F. The Broad Strategic Approach for Workforce Information Delivery to Principal Customers

The State of Indiana will utilize several means of dissemination of products and services to our client base. Long-term and short-term projections as well as the results of employer surveys will be transmitted through the regional field analysts and on Indiana's New Economy for Workforce Statistics (INEWS) at <http://www.in.gov/dwd/inews> Labor Market Analysts will also attend WIB meetings on at least a quarterly basis. All products will be available to the general public through the 27 WorkOne offices around the state.

In addition, Labor Market Analysts will assist with commuter information and demographics when working with the Department of Commerce for new or existing business expansion.

DWD will continue to populate ALMIS and utilize that data within INEWS.

G. Workforce Information Delivery as Core Services to Customers Through the One-Stop

Indiana's occupational and career data is derived from the DWD Customer Self-Service System (CS3). CS3 is a job matching system with applicant registration and employer job order capabilities. A list of job openings will be produced monthly for each of the twelve planning regions based on data from CS3. Likewise, job applicant profiles will be produced monthly and distributed to the WorkOne offices along with the job openings report. These items are posted to INEWS and also available in hard copy form within the Information Resource Areas of the WorkOne offices.

In addition to the SWIS Core Products, clients entering the WorkOne office may access CAPS, COPS and COPEN testing to evaluate occupational interests and capabilities. As of February 2004, job seekers may also schedule sessions to be assessed using the WorkKeys assessments. WorkKeys was discussed in last year's plan and since that time DWD has assessed over 5,900 individuals and profiled 110 job titles. Over 400 job titles have been approved and DWD anticipates 368 to be completed by December 31st, along with over 10,000 individual assessments. Through July, 658 Indiana workers have been placed using WorkKeys.

H. Description of the Methods to be used for the Customer Satisfaction Survey

As previously mentioned under item E., DWD has requested the State Human Resource Investment Council to conduct the annual Customer Satisfaction Survey for PY04. DWD anticipates leveraging state funding to support this effort. While DWD intends to grant latitude to the SHRIC on specific aspects of the surveys, the agency does anticipate requesting both focus groups and surveys in order to gain the most accurate information.

In PY03 the study was performed utilizing employers, educators, job seekers at the WorkOne offices, and Local Economic Development Offices. These stakeholders are most appropriate and will be consulted again. In PY03 we found many gaps between the academic community that utilized our products and the economic development community. Looking at the same product, academics desired more detail while economic development officials requested less verbiage and more raw data. We are now trying to create documents that accommodate both sides.

I. Summary of Customer Satisfaction Findings

The survey included mailings to 2,851 individual users for which we received a 25.5% response rate. These surveys were mailed to educators, employers, LEDOs, media, policy makers, and job seekers. Employers showed the lowest response rate, returning only at a 19.6% clip. The highest response rate was amongst individual user of the system that were given surveys at the WorkOne office, 41.7% of these individuals responded.

The survey also discussed the form in which they prefer to receive labor market information. The largest number preferred to receive hardcopy reports (37.5%), 22% desired to be e-mailed the information, while 20% preferred to go to INEWS. All other forms had very small preference rates; some of those forms were newspaper, magazine, career center publications and television. It was also interesting to again see the difference between the academic and economic development/policy maker communities. The vast majority of academics preferred e-mail or INEWS as opposed to policymakers that widely preferred hard copy material. It is worth noting that 70% of the 726 respondents gave high marks (4 of 5) for the ability to understand the information provided.

A total of six focus groups were held in regionally balanced locations across the state. The majority of individuals participating were identified as user of the system from their presence within the Labor Market Analysts' customer databases. The breakdown of participants were as follows:

Workforce Development Professional/Service Or Training provider	18%
Workforce Council/WIB Member	24%
Research Agency or University	06%
Business, Chamber, or Association	10%
Economic Development Professional	20%
Education	02%
Government Agency	20%

One determination from these groups was that participants define LMI based on their personal information needs. This means that unless you are 100% customizing information for every client there will be a certain level of dissatisfaction.

Overall, both the focus groups and the surveys were satisfied with information based on their views of LMI. We broke participants into five categories, Type A-E; Type A was those who expected the LMI Unit to collect data and report based on BLS requirements. Type B expected LMI to comply with requirements and produce data sets relevant to their workforce. Type C expected all of the above and also expected LMI to inform and promote the public about the data. Type D expected LMI to collect data sets and provide analysis, while finally Type E had no expectations and were unaware of the products and services. In the final analysis Type A participants were very satisfied with the products and services of LMI, Type B were satisfied with the accuracy and integrity of the products and services, Type C were satisfied with the quality of the data, but dissatisfied with aspects of the packaging and promotion of the services, Type D were the most dissatisfied as they expected more analysis of data and customization. Lastly Type E participants had no opinion, but did believe more promotion is necessary.

DWD and the SHRIC feel that the system in Indiana is good, but needs to be refined as much as possible to the end user. Customization must be done when possible, however this increases the cost of the system and based on feedback a "Fee for Service" on customized products is not supported. The SWIS does need to be promoted more as a resource and we feel that a more substantial presence of the field

analysts will support that. DWD has already begun teaching the basics of LMI through our award winning Life-Long Learning Center. These classes are available to DWD local staff, partners, and policymakers. One item that DWD has not performed yet is to place the satisfaction survey on the INEWS web-site to gain more feedback, however that is still intended.

J. Identify Funds Leveraged or Matched

In PY03 DWD provided \$50,000 in state funding to the Indiana Economic Development Council to implement and disseminate the Customer Satisfaction Survey. In PY04, DWD intends to supply up to \$20,000 in state funding for the SHRIC to oversee customer satisfaction using the already created template.

Core Products and Services

A. Continue to Populate the ALMIS Database with State Data

1. DWD will continue to populate the ALMIS database with state and local data that are seasonally adjusted and provides annual averages that cover the most recent five-year period.
2. The customer satisfaction survey for PY03 indicated an overall approval for our products. However, most customers are unfamiliar with how the data is collected and the fact that it is used to populate ALMIS. ALMIS is the data used to support INEWS, which received high ratings during both the focus groups and surveys.
3. Indiana's five-year plan emphasizes the need to support and promote regional economies. It is imperative that useful data be obtained and available to local economic developers and educators as well as other interested clients.
4. Principle customers include the Indiana Department of Commerce, DWD WorkOne offices, WIB partners, Local Economic Development Officials, and job seekers.
5. Continued population of the ALMIS database will allow the above mentioned clients to access the best, most recent data possible. ALMIS is the key to establishing a baseline for where Indiana's workforce is and where we need to focus more training.
6. This activity is on going.
7. This activity if fairly consistent for year to year, DWD requests \$60,500 for PY04.

B. Produce and Disseminate Industry Occupational Employment Projections

1. Indiana will continue to produce long range projections at both the statewide and local planning region levels. These projections will be performed using the Micro-Matrix System. The ten-year projections (2002-2012) will be coordinated with the BLS National Projections covering the same period. In addition, Indiana will produce and disseminate short-term projections during the 4th quarter of 2004 and the second quarter of 2005.
2. Both the short and long-term projections have been essential in the support of the Energize Indiana legislation that targeted the four high-growth sectors. The satisfaction report for PY03 showed the economic development subjects strongly supporting the projection products as well as educators. It is very important that Indiana continue to perform projections through SWIS in order to produce our hot-jobs report for the general public.
3. The production of projection materials satisfies Indiana's goal of supplying useful data to local WIA partners and allows the state to better identify current skill-gaps. The production of this material is very much in support of the five-year plan to address regional economies.
4. Principle customers include WIB Partners, Job Seekers, the Dept. of Commerce, and Policymakers.
5. The impact of this activity will allow DWD and WIB partners to address skill-gaps of the current workforce measured against long and short-term projections.
6. Statewide Industry Projections will be completed by August 31, 2004, Statewide Occupational by April 30, 2005 and short-term forecasting will take place on December 15, 2004-July 15th of 2005.
7. Estimated Cost: \$193,148.00

C. Provide Occupational and Career Information Products for Public Use.

1. Indiana obtains career data from the Customer Self Service System (CS3). CS3 is a job matching system with applicant registration and employer job order capabilities. A job-opening list will be produced quarterly for each of the 12 planning regions as well as job applicant profiles. Upon entry into CS3, job seekers will receive core and specialized services based upon their needs. If a client qualifies for WIA services they will be routed to a representative. CS3 serves as the data collection product and serves all clients as well as WorkOne Staff. LMI data taken from CS3 may be viewed by the general public on INEWS or in a hard copy version on display in the Information Resource Areas (IRAs) of each WorkOne location. In addition to the SWIS core products, many clients are receiving specialized assistance through CAPS, COPS and COPEs for interest and career guidance. Over 6,000 clients (incumbents or job seekers) have been assessed using WorkKeys.
2. The five-year plan called for a user-friendly job matching system, which Indiana developed into CS3. Collection of data through CS3 is in accordance with the five-year plan.
3. The customer satisfaction study rated this information the highest and most useful. It was particularly praised by job seekers we interviewed. We did receive poor remarks on the amount of promotion of these products that DWD is trying to address through increased press releases and attendance at WIB meetings. The product most praised was the "Job Openings and Starting Wage Report."
4. Principle Customers: UI Applicants, WP Applicants, WIBs, WorkOne Consortium Members, and the State Human Resource Investment Council.
5. The projected outcome will be electronic and hard copy versions of the Job Openings and Starting Wage Report and Job Applicant Profiles.
6. The Opening and Starting Wage information will be produced quarterly as well as the Job Applicant Profiles.
7. The request for this activity is \$152,000

D. Ensure that Workforce Information and Support Required by SWA and WIBs are Provided.

1. DWD currently maintains six Labor Market Analyst positions. Each Analyst covers two planning regions and provides core and customized products and services to the local WIB. The employees are based out of local field offices and have full access to WIA staff under the one-stop system. Analysts also regularly attend WIB meetings and Incumbent Worker Councils organized by the WIBs.
2. The satisfaction survey showed a high level of support by clients for their local analysts. They particularly support the ability to customize products.
3. As previously mentioned, the five-year plan stressed the development of regional economies and the development of planning regions. The LMA staff operate within the local planning regions and their products assist in the promotion of regional economies.
4. The principle customers of the LMA staff are the WIBs, job seekers, Local Economic Developers, media, employers, and educators.
5. The projected outcomes and milestones are listed below:

County Highlights Report	Annual (October 04)
Labor Market Letter	Monthly
Occupations, Starting Wages	Quarterly
Attendance on WIB Committees	Weekly/Monthly or as needed
LMI Customer Satisfaction	Annually
WIB Meetings	Quarterly

6. Estimated Cost: \$243,799

E. Maintain and Enhance Electronic State Workforce Information Delivery System

1. DWD provides electronic access to products through INEWS and is sortable on a statewide or regional basis. INEWS is located at <http://www.state.in.us/dwd/lmi>.
2. Customer Surveys indicated that the academic and job seeking clients preferred electronic or Internet availability of products. Other groups surveyed preferred hard copy formats. All groups shared the importance of maintaining the system even if it is not their preferred way of receiving LMI data.
3. INEWS is another vehicle for transmitting data in support of regional economies; therefore it fully supports the five-year plan.
4. Customers include job seekers, policymakers, WIBs, media, Department of Commerce and the academic community.
5. The projected outcome for this aspect of the annual plan is to maintain a current and useful system. Each year, system upgrades and enhancements are required. It is vital to the SWIS that an electronic means of disseminating data continue to be available.
6. This activity is on going.
7. DWD requests \$84,900 for this activity.

F. Support the SWIS Training Activities

1. In PY03 DWD hired one new LMA for the western region of Indiana. This employee is encouraged to attend BLS training as soon as possible. We will also have a need for one of the LMAs to attend LED training in Washington D.C., this training occurs twice per year. In addition, all current staff members are encouraged to take advantage of training opportunities through DWD's Life-Long Learning Academy where they can refresh their knowledge of power point, access, word, Novell Networking, public speaking or excel.
2. This does not directly effect external customers; however, continuous training is vital to the program and highly encouraged by DWD.
3. This aspect of the plan does not directly relate to the five-year plan, but assists us in achieving our goals.
4. Customers include LMI staff, Labor Market Analysts, and WIBS.
5. The outcome of this activity will be increased knowledge and ability of the staff to perform their duties.
6. Planned milestones include LED training in September and again in May. BLS training is March or April of 2005. Regular training through the Life-long Learning Academy will be as needed or desired. Also, as soon as dates are established, LMI staff will be attending ALMIS database training.
7. The estimated cost of these training sessions are \$24,600

G. Overview of Core Products Plan

1. Populate the ALMIS Database	\$60,500.00
2. Employment Projections	\$193,148.00
3. Occupational and Career Information	\$152,000.00
4. Ensuring support for the SWA/SWIB	\$243,799.00
5. Electronic Delivery of the SWIS/INEWS	\$84,900.00
6. Support of the SWIS Training Activities	\$24,600.00

Total Allocation Plan: \$758,947.00

Term: July 1, 2004 – June 30, 2005

Customer Satisfaction Consultation

Please see the attached report.