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# Idaho Workforce Information

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## Annual Progress Report

Reference Period ~ July 1, 2003 to June 31, 2004

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## **Preface**

During PY2003, Public Affairs and Research & Analysis Bureau staff disseminated over 100,000 LMI publications and products in both hardcopy and electronic format, and conducted over 150 training sessions, involving over 2,000 participants. Idaho's premiere LMI internet website experienced over 110,000 visits comprising of well over 1,000,000 hits during the last year. Over 3,000 miscellaneous LMI activities, articles, and media events involving over 34,000 participants and customers were conducted in the previous fiscal year. These efforts will be chronicled in the following progress report. The following report will also outline both qualitative and quantitative findings in the evaluation of Idaho's LMI products and our effectiveness to disseminate these products to customers and stakeholders. The paper will also report our efforts to utilize feedback obtained in making the appropriate changes to improve our LMI products and our LMI delivery and dissemination systems for subsequent years.

During PY2003 the former Idaho Department of Labor and Idaho Department of Commerce merged into Idaho Department of Commerce and Labor. The official merger was not fully completed till July of 2004, however, much of the planning and implementation of the merger was conducted during the PY2003. This merger has and will continue to have a profound impact on Idaho Labor Market Information/Workforce Information programs. The synergies derived from this merger have and will continue to serve to greatly enhance our ability to deliver vital LMI to our customers and stakeholders. With Commerce, Labor, and WIBS cultivating this partnership and working hand in hand, LMI can be planned and developed more effectively, and disseminated to market in a more timely manner. Idaho is very much looking forward to enhancing our LMI program through our partnerships with ETA, the WIBS, and our Labor and Commerce partnership.

# **Summary of Customer Satisfaction Assessment**

## **Planning and Evaluation Plan**

Idaho's Planning and Evaluation Plan designed to elicit feedback from principal customers is fully described in Appendix C. To meet the condition set forth in the Workforce Information Act, Idaho assembled a 10-member team representing the data-producing units of R&A, and members of Public Affairs to develop a comprehensive plan to measure the effectiveness and demand of Idaho's LMI products and LMI delivery systems. The focus of this team was to ensure that WIBS, employers, job seekers, and all other stakeholder were able to easily and effectively give feedback on products, services, and LMI gaps. The team was comprised of analysts who are instrumental in producing core LMI products and services and Public Affairs analysts whose responsibility it is for dealing with the customer population. This comprehensive effort combined with the evaluation feedback from Idaho's one-stop UI and job placement service delivery system strengthens Idaho's ability to identify, understand, and address LMI demands. Consultation with businesses, individuals, workforce investment system, and state and local boards via findings from the evaluation component and planning meetings are paramount in the research, development, and submission of this workforce information grant. The cornerstone of this effort involves the department's local Regional Labor Market Economists (RLE's) attendance and participation in their local Workforce Investment Board (WIB). This immediate and personal feedback allows us to better identify, understand, and measure the demands and needs of our regional grassroots customers. Workforce Information Grant funds directly support this invaluable endeavor to evaluate and measure the demands and needs of our LMI customers. For a complete formal description of this effort see Appendix C.

## **Summary of Planning and Evaluation Findings**

The planning and evaluation process enhances Idaho's ability to improve upon current products and identify gaps in LMI that must be filled in order to keep up with our dynamic economy and workforce. Focus groups, phone and internet traffic, information requests, and customer satisfaction surveys are examples of metrics efforts in evaluating the effectiveness of LMI products and delivery.

As previously mentioned, in PY 2003, Idaho implemented a comprehensive customer satisfaction plan (Appendix C) where all publications produced would contain a survey addressing the publication content and layout, how the publication was being used, and requesting comments and suggestions for improvement. The survey also asked, "if the same information were available on the internet, would your need for a hard copy of the publication be eliminated?"

During PY 2003 survey response has been strong, and has indicated that there is a portion of the audience who is not interested in electronic distribution of the publication requiring that a variety of mediums of dissemination must continue to be provided.

However, use of the Internet has vastly reduced the volume of hardcopy publications R&A produces and disseminates. Idaho's portal to labor market information on the World Wide Web is iLMI. The past two years have seen iLMI initial introduction, data population, and page design. Now that iLMI has been operational for over a year, a further refinement process can begin, where customer input is sought on content, navigation, and usage. To that end, a user survey asking about why the customer accessed iLMI, how the site was discovered, and opinions of general content and navigation. Now that we are comfortable with how the software provides data, we can include surveys specific to each program's page. There are also plans to ask users to rate individual articles, as upgrades become available.

### **Method to collect and interpret customer satisfaction information**

The collection of customer input for hard copy publications will be from the survey form that accompanies each publication (see Appendix C).

The collection of input from iLMI users will be as described above—customers will be asked, via a link on the web page, to provide information about who they are, how they are using data from the page they have accessed, layout, and format, and asked to suggest changes for improvement. Use of iLMI to access ALMIS data will continue to be surveyed.

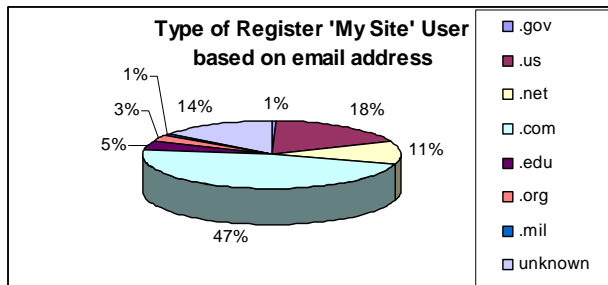
On each survey will also be the opportunity for customers to indicate when they were unable to find information they were looking for. While it will be difficult to “quantify” this data, comments and suggestions will provide very telling information as to accessibility of Labor Market Information to our users.

### **Summary of Quantitative Metrics**

Idaho's Labor Market Information website (*iLMI*) has strived to meet the informational needs of its consumers. The *iLMI* web site has tracked elements of usage over throughout the first half of calendar year 2004. Using DeepMetrix Web Analytics, Idaho can now track, unique usage, downloads, type of downloads, and keyword searches. A brief summarized example of the typical statistics we monitor are listed below:

- ❖ *iLMI* received nearly 70,000 visits in the first half of 2004, and well over 100,000 for the year.
- ❖ Unique visitors to *iLMI* counted up to almost 20,000.
- ❖ On average unique visits to *iLMI* average just under 3,500 per month.

- ❖ Downloads of the Occupation Employment Survey increased 68 percent during the second quarter of 2004. This increase includes downloads in Excel and PDF formats.
- ❖ iLMI 'my site' has a total of 443 registered users. External users account for 85 percent of those registered. My site allows the user to save articles, publications, and data for easy retrieval. See chart below for a breakdown of user types.



- ❖ Keywords to finding iLMI through external search engines such as Google, Yahoo, and MSN, maintain in consistency throughout the search engines. *Idaho, County, Wages, and Jobs* remain at the top of all search engines for most used for successful searches in connecting to iLMI.

For PY2004 and subsequent years Idaho will be using a growth with decreasing returns model for tangible (visits, hits, pages viewed, downloads, registrations, and the like) iLMI internet traffic as a target. Our goal is to attain at the very least a 25% increase in all tangible traffic measures in the first year, with decreasing returns of a 20% growth in the second year, following this pattern until we reach growth of 10% in the fourth year, and 10% of all subsequent years. Therefore last year the model yields our efforts to attain at least a 25% increase in tangible iLMI internet traffic has proven successful.

The Evaluation and Planning component has now been implemented for one year allowing for a baseline to be developed in evaluating the intangibles (qualitative customer satisfaction findings) of our effort to deliver high quality iLMI in subsequent years. In order to appropriately measure the qualitative success of Idaho's LMI program it is essential that two complete years need to be established.

As we measure iLMI "hits" and "pages viewed", these metrics do not elicit information about how our customers feel about using iLMI to collect their Labor Market Information. By asking customers if they have used iLMI in the past, we will have much better data on the accessibility and usefulness to customers, and their willingness to use iLMI as part of the Labor Market Information library. This kind of valuable information is uncovered from customer surveys (*example of iLMI online survey ~ next page*).



**Have we missed something that would make iLMI better?**

Are your Labor Market Information needs being met?

Customer satisfaction is something we care deeply about. Rather than assuming we know what you need, we want you to tell us what you need, and how we can add value to the data we produce.

Please take a moment to answer a few questions about iLMI. We appreciate the time you take to answer a few questions, and we value your input.

Click here >> [Take the User Survey Now](#)

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## WIB Feedback

While web usage, downloads, and internet traffic are valuable sources for evaluating LMI impact. Direct surveys to WIBs and their stakeholders is perhaps the most valuable source for identifying research projects providing the largest return on investment. WIBs have significant leverage in the business community therefore, due to their economic impact, WIB feedback is extremely valuable to the success of targeting specific LMI research. Below is a summary of WIB priorities derived from direct WIB customer satisfaction surveys:

<b>Subject Areas Ranked by Average Score</b>	<b>Avg. Score</b>
Labor market assessment – available labor pool, skills, wages demanded, wages offered, age, gender, underemployment, not in the labor force, education, turnover rates by area and industry, benefits,	2
Skills – what employers are looking for (soft and technical)	4
Projections - Employment & Industry	5
Labor Force Demographics – age, gender, race/ethnicity	5
Population Demographics – age, gender, race/ethnicity	6
Wages by occupation	7
Underemployment – wage, hours, and education	8
Income – median, per capita, personal	8
Covered Employment and wages by industry	9
Poverty – number in poverty and age	9
Drop outs – age, school or location	9
Applicants – age, gender, education, occupation, race/ethnic, veteran, migrant, disabilities, skills, by area not just JS office	10
UI – age, gender, race/ethnic, education, industry, occupation, reason, duration	13
Languages – types and whether primary or secondary	13
Foster Children – age and placement type	14
Veterans – total, age, gender, period of service	15

Idaho has just begun obtaining feedback from internet users. Below is the link to the customer feedback survey. Evaluation of this feedback is underway and will be available in the quarterly Planning and Evaluation results provided by the Department.

## Summary Examples of LMI Changes Due to Planning and Evaluation Feedback

One example of how customer feedback has benefited in the delivery of more effective LMI products includes the focus group made up of our one-stop partners in the local office. Research and Analysis staff have been placed in our local offices in a cross-training effort to move our analysts closer to our customer base, to gain a better understanding of our customers needs. This cross-training focus group has identified

several products that need to be developed and implemented on an annual basis in order to fill previous research gaps.

Idaho has just recently developed a *Does Education and Training Pay* poster as a direct result of this collaboration. The poster synthesizes Occupational and Employment Statistics (OES) with Current Population Statistics to easily identify the economic value of education in a simple at a glance easy to read manner. This product has been developed and incorporated in the annual plan for annual dissemination. The determination by the cross-training focus groups that indeed this was a need has been substantiated by recent feedback from customers who have espoused the effectiveness of this product. The PY2004 plan specifically includes this new product and will also include sister products that have also been identified as needs gaps.

Several alternative efforts to gain feedback have been employed as well. Following an OES speaking engagement survey questionnaires were handed out to gain feedback on a variety of areas in the OES program. The feedback from this effort was outstanding, and has shaped the future of how OES disseminates its data in Idaho. Idaho has considered curtailing the formats and mediums OES data is disseminated. However, feedback strongly favors maintaining current mediums of publication with slight adjustments in format. For several years Commerce and Labor staff have debated the categories and methods of displaying OES wages (ie. median versus average, percentile categories, and others). We have used this feedback to create an OES publication that best suits customers and stakeholders.

The PY2004 plan will also include wage data via HTML in order to serve the needs of our one-stop customers who need to have Idaho OES wage data housed within its own electronic infrastructure. One example is Local Offices providing self-posting for job listings to employers. Information Specialists have developed a tool that combines the OES wage data with the self job listing application, allowing employers to view the market wage for their particular job listing.

Also, previously we had only updated the HTML delivery of OES annually. However now due to feedback obtained from employers and one-stop customers the PY2004 plan includes dissemination of OES data via HTML on a semi-annual basis.

The examples above are only a few examples of efforts to adopt recommended changes from customers and stakeholders feedback. Idaho is committed to continually gauge our successes and failures pursuant to the Planning and Evaluation Plan, and act upon the feedback in developing a world-class workforce information system in Idaho.



## Customer Satisfaction Impact by Project

### ALMIS DATABASE

*The ALMIS project has progressed successfully without any significant changes in the project and fiscal status. An estimated \$39,000 was expended to populate and maintain the ALMIS database.*

Current customer satisfaction findings indicate the value of a one-stop data location. Idaho's ALMIS database pages get viewed (*Pages viewed indicates the number of pages actually viewed, rather than the use of 'hits' that tends to overestimate actual usage*) over 2,500 times each month according to internet monitoring software, and several more thousand in terms of actual hits.



Other feedback indicates use of the ALMIS database tends to hit both ends of the research spectrum rather than the center. Sophisticated researchers needing to acquire large data files for comprehensive research projects at one extreme, and those less sophisticated research looking for one small data element at the other extreme, seem to use the ALMIS database more frequently. Those in the middle of the spectrum, such as those more familiar with the data tend to use other forms such as spreadsheets loaded as content on Idaho's Labor Market Information (iLMI) website. However, it is at these extremes of the spectrum where **new** or **peripheral** LMI customers reside. These findings indicate the ALMIS database is a previously untapped conduit to new customers that are also in need of up-to-date LMI. Therefore, Idaho is committed to continually update the ALMIS database and always searching for easier mechanisms to display LMI, since ALMIS users tend to be new customers, or those on the periphery of LMI.

Also, the LMI team continuously works with the RLEs to determine if the current ALMIS variables serve the data demands of the state and local WIBs. Changes are then made according to their requests pursuant to the Planning and Evaluation Plan described in Appendix C.

## PROJECTIONS

The Projections project has progressed successfully, however minor project and fiscal changes have been made in order to meet customer demand and feedback. ***An estimated \$45,000 was expended to complete the Long-term and Short-term projections. An estimated \$25,100 will be expended in October and November of 2004 in order to populate iLMI and to publish regional Long- and Short-term projections.***

The input gained for the RLEs/State and local boards have prompted the LMI team to focus on the development of ***local*** change factor and replacement rate algorithms to produce more sub-state data. The local algorithms will go a long way to ensure the sub-state data is robust and valid. The LMI team will continue to work with state and local boards in the development of our LMI products.

Also, feedback from the Workforce Development Council (*Idaho's State WIB*) indicates that information on short-term demand would be useful if packaged in an easily accessible and understandable way. To meet those needs, we will "test market" products which combine projections with wage information, educational data, and job openings. Included with the publication(s) will be a customer feedback form that will allow us to refine the document(s) and tailor the data to meet the needs of special customer groups. While we continue to follow federal guidelines and continue to meet deadlines on time, we are restructuring our effort to deliver localized projections data in order to meet the demands and needs of our local customers. Therefore, efforts to produce regional short-term projections data will now focus on annual December releases.

Feedback also indicates that LMI data and publications should be created and disseminated synthesizing both Long-term and Short-term projections in conjunction with other workforce information. The publications will be constructed in order to answer some of the most frequently asked questions that have been received from customers over the past 12 months.

One of the most significant changes due to customer feedback from the planning and evaluation process involves adjusting the delivery dates for Short-term Projections. Feedback from stakeholders, most notably our State Legislatures has made it necessary to move projections towards a December release. Therefore we will be completing the PMP deliverable eight months ahead of schedule to appease customer demand. This restructuring of the delivery of short-term projections has delayed the delivery of regional 2002-2012 long-term projections via Idaho's internet Labor Market Information delivery system. Long- and Short-term projections are ubiquitous throughout iLMI. However, our web diagnostics (Appendix A and B) indicate regional data pages are at the top of the most downloaded and visited pages, and that a full one-time 2000-2010 to 2002-2012 conversion be made, rather than a phased-in approach. The personnel resources are being developed in order to make this rapid dissemination process possible in October of 2004. Customers recommend that only one set of projections be released in order to eliminate confusion.

## OCCUPATIONAL & CAREER INFORMATION PRODUCTS FOR PUBLIC USE

*This project has progressed successfully without any significant changes in the project and fiscal status. An estimated \$8,000+ was expended in the development of Occupational & Career Information Products for Public Use.*

Feedback indicates wage data for nonprofit agencies is a request data set that we currently do not provide. Further evaluation into what is available, and how we could meet this demand is being pursued.

One area that has been identified is the typical and atypical uses of OES data by IDOL tax representatives and accounting professionals in the private sector. Clear, concise information is needed when tax professionals estimate wages for owners of small businesses due to the multitude of “jobs” they perform. We will address this issue by preparing a publication and instruction on iLMI that will move the occupational classification process and the questions that need to be asked to obtain an accurate classification.

Other feedback indicates grant writers are another population that is not being served as well as could be done. The Department would like to provide information that would serve as a road map for writers needing a variety of employment, population, and economic data to complete grant and funding applications. This would increase the use of existing data and resources.

Other specific findings relative to providing Occupation & Career Information Products for Public Use include:

**OES Wage publication, and SOC/OES Glossary** ~ As described in the Planning and Evaluation plan in Appendix C, each publication must include a customer satisfaction survey with a set of core questions with the ability of the developer to add more specific questions to serve the needs of their programs. Also several alternative efforts to gain feedback have been employed as well. Following an OES speaking engagement survey questionnaires were handed out to gain feedback on a variety of areas in the OES program. The feedback from this effort was outstanding, and has shaped the future of how OES disseminates data in Idaho. Idaho has considered curtailing the formats and mediums OES data is disseminated. However, feedback strongly favors maintaining current mediums of publication with slight adjustments in format and layout. For several years Commerce and Labor staff have debated the categories and methods to display OES wages (ie. median versus average, percentile categories, and others). We have used this feedback to create an OES publication that best suits customers and stakeholders. The PY2004 plan will continue to include wage data via HTML in order to serve the needs of our one-stop customers who need to have Idaho OES wage data housed within their electronic infrastructure, providing employers a tool to assist in their efforts to attach the most accurate wage to their job listings. Previously we have only updated the HTML delivery of OES annually. However now due to feedback obtained from

employers dissemination of OES data via HTML will be released on a semi-annual basis in subsequent years.

**Fringe Benefit Survey** ~ Idaho will be conducting its Fringe Benefit Survey as a direct result of feedback from the WDC and the Local WIBS. Fringe Benefit Research ranks at the top according to WIB feedback (*see WIB Matrix ~ page 7*) as a missing component in our ability to develop a comprehensive Labor Assessment. Therefore, Idaho's pilot effort in the Fringe Benefit Consortium will serve to bridge this gap in our efforts of delivering a comprehensive labor assessment to our customers.

**Does Education & Training Pay Poster** ~ As mentioned earlier, The *Does Education & Training Pay* poster was a direct result of customer feedback from our most leveraged partner Idaho Commerce & Labor Local Offices during our local office cross-training effort. This publication also stems from the demand of our partners in the educational sector. We work closely with Idaho Career Information Systems in developing, maintaining, and disseminating the *Does Education & Training Pay* poster. This publication is gradually becoming one of our most requested sources of LMI (*for more information see pages 20-21*).

**Projections Research** ~ Projections data continue to be one of our most sought after LMI products from the WDC and local WIBS. These data are extremely valuable to forecasting and economic development endeavors. Increased demand to develop projections data at a sub-state level continues (*see WIB Matrix ~ page 7*). Projections are vital to the top requested LMI by local WIBS where projections are the cornerstone to comprehensive Labor Assessment research (*for more information see page 10*).

**Employer Databases** ~ Idaho continues to augment and maintain Idaho's Business Directory (IBD), as well as displaying the *InfoUSA* product. We continue to fulfill a request from Career Information Systems (CIS) of Idaho in developing a compatible interface of the IBD to the CIS internet system. LMI Data provided by the IBD continuously fulfills a host of local WIB requests (*for more information see page 13*).

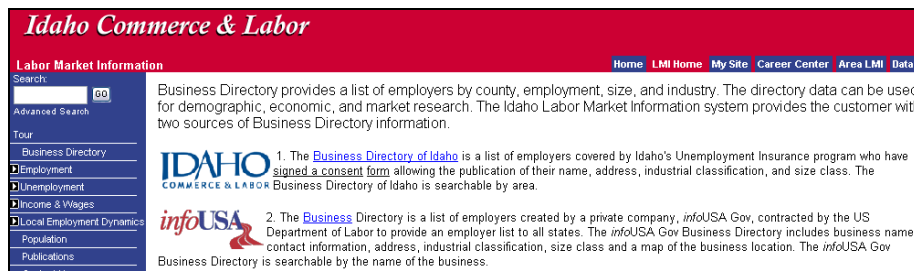
## PUBLIC ELECTRONIC ACCESS TO ALMIS EMPLOYER DATABASE

*This project has progressed successfully without any significant changes in the project and fiscal status. An estimated \$14,000 was expended to populate and maintain both employer databases.*

**Refile Initiative** ~ Idaho continues to enhance the Idaho Business Directory (stfirms table in the ALMIS database). The Refile Initiative has continued in the next cycle due to the positive impact on the Idaho Business Directory. Current numbers are as follows:

***Total Unemployment Insurance accounts = 48,115  
Idaho Business Directory = 19,825 (41%) employers listed.***

The Idaho Business Directory is available through the iLMI website under the menu name of Business Directory and also through the Data tab as an available table.

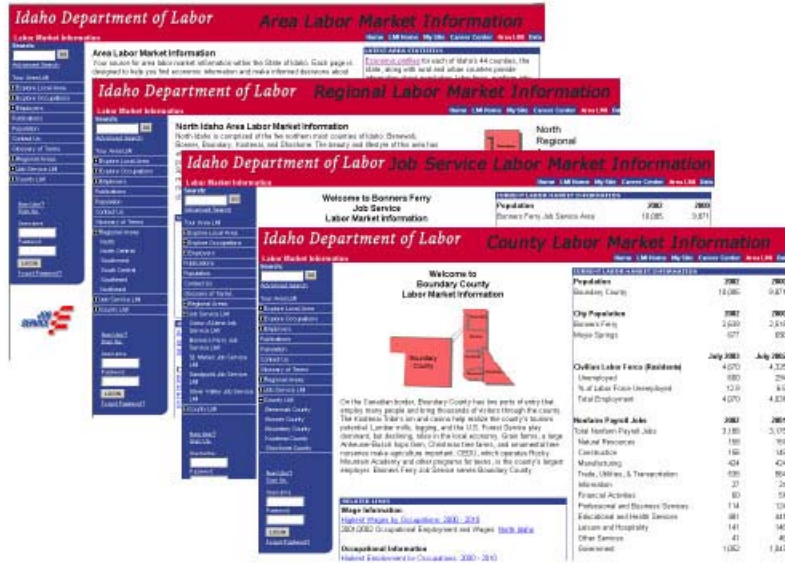


The screenshot shows the Idaho Commerce & Labor website interface. The header is red with the text "Idaho Commerce & Labor". Below the header, there is a navigation menu with links: Home, LMI Home, My Site, Career Center, Area LMI, and Data. The main content area is titled "Labor Market Information" and features a search bar with a "GO" button. To the left of the search bar is a "Tour" menu with options: Business Directory, Employment, Unemployment, Income & Wages, Local Employment Dynamics, Population, and Publications. The main content area contains a paragraph describing the Business Directory, followed by two numbered points. Point 1 mentions the "Business Directory of Idaho" and a "consent form". Point 2 mentions "infoUSA Gov" and the "Business Directory" created by a private company. The "infoUSA" logo is visible next to point 2.

Due to customer request the Idaho Business Directory has developed a direct link to the Career Information System program in Idaho. Direct linking to the CIS program allows the Idaho Business Directory to be disseminated to additional Career seekers. Idaho also continues to disseminate *InfoUSA* employer data via the Web pursuant to the contract procured through ETA. Web demand diagnostics and these products can be found in Appendix A and B.

## INFORMATION AND SUPPORT TO STATE AND LOCAL WIBS AND OTHER SPECIAL DEMAND INFORMATION MARKET PRODUCT & SERVICES

*This project has progressed successfully without any significant changes in the project and fiscal status. An estimated \$80,000+ was expended to support State and Local WIBS with vital Labor Market Information.*



**WIB Ad-hoc support / Labor Assessment / Skills Survey** ~ The WIBs have requested that additional labor market information (*see WIB Matrix ~ page 7*). Each Board ranked the data elements by importance to their organization. Other data users, especially economic development groups, also frequently request these same data items. The data items are ranked in order of importance. The labor assessment coupled with skills will be a major focus during this program year. The Department will involve the colleges and universities in the state with the designing and conducting a survey to obtain area specific data that is comparable from region to region.

- Labor assessment
- Skills – what employers are looking for (soft and technical)
- Projections - occupation & industry employment – a mandated deliverable
- Labor force demographics – age, gender, race/ethnic
- Wages by occupation– a mandated deliverable
- Underemployment – wage, hours, and education

In our efforts to provide continual, periodic, and ad-hoc data to the state and local boards, we have gained immense feedback from the continual, periodic, and ad-hoc data and findings provided by the LMI Unit. In the last year the Research and Analysis Bureau and the Public Affairs Bureau are aligned within the same Division. This allows for immediate, ‘on the fly’ responses to data and research. The LMI Unit will continue to immediately respond to these requests. Within the Planning and Evaluation Plan the LMI

Unit will determine the subsequent demand and continue to include high impact requests in subsequent plans.

The purpose of a labor assessment survey is to fill the data gaps in the labor market information that is requested by the WIBs and economic development groups. A survey will be designed to obtain one of the major gaps in Labor Assessment, skills data. The Department will partner with six colleges/universities across the state in the process conducting this survey.

Idaho Commerce & Labor's Public Affairs Division iLMI website has been very well received by the Department and other customers. Feedback provided by both WIBs and other customers has indicated support for data provided both on the website and via e-mail as well as the variety of data available. The Public Affairs Division will continue to utilize the iLMI technology to expand the scope of available labor market information. Idaho continues to aggressively pursue the use of electronic and digital media to more efficiently and effectively publish and disseminate LMI.

**Job Vacancy Needs Assessment** ~ Due to customer feedback Idaho will commence a small research, planning and evaluation effort in developing a comprehensive needs assessment for a Job Vacancy Survey to potentially be conducted in 2005 or 2006. The Planning and Evaluation team will conduct a brief survey with the WDC, local WIBs, and customers to evaluate the demand for job vacancy information.

## **IMPROVE AND DEPLOY ELECTRONIC STATE WORKFORCE INFORMATION DELIVERY SYSTEMS**

*This project has progressed successfully without any significant changes in the project and fiscal status. An estimated \$66,000 was expended to load content, and maintain iLMI, Idaho's Electronic workforce information deliver system.*

As mentioned earlier, feedback from the state and local boards continues to focus on the need for dynamic electronic and analytical products. The LMI Unit will continue to utilize the **Workfore Informer (Wi)** technology to fulfill this need that exists throughout the state. Idaho continues to aggressively pursue the use of electronic and digital media to more efficiently and effectively publish and disseminate LMI.

Idaho's internet Labor Market Information (**iLMI**) located at [www.jobservice.ws](http://www.jobservice.ws) has celebrated its first complete year in service. Idaho's **iLMI** went live in February of 2003 following several long and arduous years of development and preparation. It seems to have been well worth the wait in that the product delivered does fit the immediate needs for delivering labor market information to its customers.

Idaho was the first state in the **Wi** consortium to have launched and delivered the product using a self hosting and administering process called option I. It was imperative that at least one state pursue this route in order to determine if indeed the product was worthy of

a state being able to load, develop, host, and administer the product within the State. This effort has not been without trials but it has been successful. Many states including Texas, Alaska, and Montana have followed suit.

Idaho currently is running version 2.2 of **Wi** and an will be upgrading to version 2.3 in October. Idaho has procured a maintenance agreement with its upgrade to 2.2 and will continue to do so with version 2.3.

A summary of the initial web diagnostics is presented below. These diagnostics will be used as a baseline for future analysis. We expect these visits/hits to expand exponentially since we continue to convert all of our previous internet information into the **Wi** product. We have currently converted the majority of our internet delivery to **Wi**.

The web statistics for iLMI have been provided through a software tool known as DeepMetrix LiveStats 6.2.7. This software has the capability to analyze on Internet usage by month, week, by the day, or a range of dates. Basically, this software give the website administrator a look at the usage trends of the site and individual pages (*for more information see material below, and Appendix A and B*).

In this report is a listing of several areas that Idaho feels are important to determine how the website is meeting the needs of users. The report is comprised of two segments: first is Site Activity which measures usage of the *entire site*. The second segment presents measures of usage at a *page* level. Since the iLMI site is now a year old, the trends are measured on a quarterly basis.

## **Site Activity Reports**

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### **Total Hits**

Total number of hits for the site have began to fluctuate from one quarter to another. Although it seems too early to predict, there may be some seasonality within the site usage. For the program year, total hits topped the million mark with 1,346,826 logged hits. Hits throughout the year average 112,236 per month. The quarter of January – March, 2004 logged the highest in average hits with 120,539. *Caveat: total hits are not a precise measurement of usage. A “hit” is logged for each item on a page. Each separate graphic, sound file, and text block on a page is counted as a hit. A good example of this is the iLMI home page. When the entire page loads five hits are recorded. Although the numbers do not indicate the number of actual users, the increase does indicate that there is more usage of the site.*

### **Visits**

The visit report shows the number of visitor sessions entering the site during the specified report period. The visit report is a more accurate estimate of actual performance of the site, because each time a person is using the site, a hit is recorded. An increase in visitors is a very good indicator of the actual number of users per site. For iLMI, the volume of visitors has fluctuated with January – March, 2004, logging the highest number of visits 36,813. The monthly average of hits tallied just below the ten thousand mark with 9,794 per month.



## **Time Spent Per Visit**

The Time Spent Per Visit reports tracks the average amount of time each visit spends during a visit to the site. The longer the time spent, the higher the interest level in the site. A lower time spent can indicate that the marketing is efficient to get the visit but the pages are unable to retain the visitor's interest. A review of the site may indicate that it may not be visual pleasing, too complicated to maneuver through, or that the person is not interested in the material. *iLMI* users are staying an average of nine minutes per visit. According to the Nielsen/Net Ratings, the average for time spent per visit has remained constant from the previous year by approximately thirty-three minutes at work. These results are a measurement of all websites, which include chat sites, news sites, and game sites. Even though *iLMI* is lower to the national average, the amount of time spent per visit is decreasing moderately, averaging three minutes. A decrease in time spent could indicate a more user friendly site which is easier to maneuver through. However, more investigation needs to be pursued in order to confirm this hypothesis.

## **Page Views**

The Page Views report shows the number of successful requests for pages logged during the specified report period. Similar to the visits report, the page views report helps spot trends in web site traffic. The average page views for the program year 2004, is 40,634 per month. Tuesdays report the highest usage and Saturdays the least. This helps to indicate that major maintenance done on a Saturday would affect the fewest site visitors. The quarter data for page views shows a continued decrease in page views per quarter, which could indicate easier navigation throughout the site. This allows the user go directly to the page needed or requested.

## **Repeat Visitors**

The Repeat Visitors report shows how many visitors visited a site more than once during the specified report period. Visitors are uniquely identified either by their IP address or by their cookie. The Repeat Visitors report can help assess how well a customer-base is being retained. If only a few of those who visit a site return, you may have to rethink your marketing strategy, web site content or both. The *iLMI* site has continued to increase its repeat visitors during the 2004 program year. Repeat visitors average 9,787 visits each month, with quarter average increasing dramatically from 6,472 for the 2003-3<sup>rd</sup> quarter to 11,185 for 2004-2<sup>nd</sup> quarter. This increase indicates continued loyalty to the site.

## **Page Activity Reports**

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### **Page Views**

The Page Views report within Page Activity shows the most commonly accessed page views, the least accessed page views, and the new pages (previously unselected) requested during the select period. The report lets us evaluate the site's content and identify the level of interest in a page. Historically, the *iLMI* home page has

continued to be the most popular page, Area LMI in second and Data Analysis in third. This is a good indicator that other pages are driving interest. A total of 487,610 pages have been viewed between July 2003 and the end of June of 2004.

### **Page Site Entry Points**

The Entry Points report shows which pages visitors request when first accessing a web site. The Entry Points report can help identify which pages are of interest to your customers. Pages listed that are not the expected entry points may indicate pages on your web site users consider important enough to bookmark. These entry points may also indicate which links are working to bring customers to your site.

The *iLMI* home page is the most popular entry point for visitors of the site, more than half of all users entering through that page. The second most popular entry point is the Area LMI page.

### ***Downloads***

The Downloads report shows which files were downloaded. The report shows the most common downloads, the least common downloads, and the new downloads that occurred during the selected period.

This information can indicate where changes in site design may be required to bring more attention to the files that should be downloaded. The Occupational Wage Survey (OES) continues to be the most download item on *iLMI*. That indicates that people are interested in knowing more about the survey and wages. The downloads on Regional/Area pages have increased over the last quarter, indicating an larger interest in segmented information.

In conclusion, interest in *iLMI* by is continuing to grow according to the increasing statistics. The *iLMI* staff will continue to update the site with new and interesting facts and publications to continue with this growth. A web site is an ever growing and changing entity that must have constant nurturing and attention.

Initially our major focus was on using *iLMI* to reach more customers and disseminate data more effectively. Once that goal has been accomplished to the satisfaction of our users, we can refine *iLMI* using these customer activity reports from the web site to make data easier to find, easier to understand, and attractive to new user groups. Web diagnostics indicate we are in position to step into the next phase of improving the way we deliver the product via *iLMI*.

## STATE WORKFORCE INFORMATION TRAINING ACTIVITIES

*This project has progressed successfully without any significant changes in the project and fiscal status. An estimated \$28,000 was expended to support Idaho's workforce information training activities.*

The Public Affairs staff, Regional Labor Economists (RLE), and Research & Analysis staff provided Labor Market Information Training to a wide variety of customer at sessions held around the state. These included Legislative Committee, local Chambers of Commerce, economic development groups, business fairs, business groups, school classes, Workforce Investment Boards, and local office staff. These focus on how to use LMI to help users in making good business decisions, career choices, and more effective job searches. The RLEs provided the LMI training modular as part of the Department's Career Development Facilitation (CDF). The RLEs developed LMI for local Job Service offices and began providing training this summer on those pages to all Job Service staff, not just those participating in the CDF program, will be provided training on the new iLMI website including the Job Service pages.

The LMI team gains perhaps the most intelligent and superfluous feedback for improvements to our internet delivery system via training sessions. These venues allow immediate 'on the fly' feedback to trainers. Often these improvements or enhancements from these suggestions are made within 24 hours. It is these power users that understand how to leverage LMI so there feedback on iLMI is integral to its success. Public Affairs staff has conducted over 150 training sessions, involving over 2,000 participants during the previous year. While evaluation forms suggest the success of these endeavors, web diagnostics data also reveal area page downloads are in great demand.

## LONGITUDINAL EMPLOYER DYNAMICS PROGRAM (LED)

*This project has progressed successfully without any significant changes in the project and fiscal status. An estimated \$38,500 was expended to support Idaho's Longitudinal Employer Dynamics Program (LED).*

**LED Program** ~ The Public Affairs Division will continue to expand uses of the Local Employment Dynamics program to respond to the need for labor, economic, and demographic data at the community level. Idaho Commerce & Labor has been selected as a pilot state for the LED mapping application tool. Organizationally, Idaho offers an integrated structure among WIB, economic development, labor market information, census entities, and data users. The mapping application will bring a new planning and analytical tool to the state. It will help a variety of entities that are faced with the challenges of improving the economic viability of their communities. The mapping tool, along with the comprehensive socio-economic, geographic-based database that will be enhanced by the labor assessment survey, will be an enhancement to local WIBs and economic development officials.

The LED component provides an excellent tool to respond to the needs of the state and local boards. The Public Affairs Division will be utilizing the LED program to respond to the need for labor, economic, and demographic data at the community level. This program provides the tools necessary to measure, correlate, and analyze these related data sets not only in tabular formats but also now with mapping (*see WIB Matrix ~ page 7*)

## **ADHOC, GIS, OLAP, AND CONSORTIUM MEMBERSHIP AS SECONDARY PRODUCTS AND SERVICES**

*This project has progressed successfully without any significant changes in the project and fiscal status. An estimated \$32,923+ was expended to develop and cultivate GIS and OLAP technical skills, and also to complete a myriad of Adhoc LMI requests.*

**OLAP** ~ The Research and Analysis Bureau along with the Public Affairs Bureau continue transitioning to the use of enhanced sequel server based Online Analytical Processing (OLAP) tools. This product provides analysts and colleagues with the functionality needed to analyze critical data and build business views. It is expected that this product will significantly reduce the time required for decision-makers to understand key metrics driving LMI and it's economic impact. It is necessary that the product be able to function and reside in the Microsoft Office environment. This software enhancement significantly improves the department's ability to cull, analyze, and disseminate data and findings in real time in our diverse and dynamic workforce. Idaho recently procured training for a new OLAP cube developer due to turnover. The training was conducted in June at the vendors headquarters in Boise. Idaho currently has developed and maintains five data cubes. Two QCEW cubes and three UI cubes (one of them developed this year) are continuously being maintained. Feedback from the field indicates the OLAP technology significantly improves the productivity of the local RLE's in their efforts to cull, collate, analyze, and disseminate data to external customers.

**GIS** ~ The bureau has developed a GIS team that consists of three individuals that have received training and continue to pursue training on an as needed basis. Training progress is consistent with the PY2003 plan.

The "***Does Education & Training Pay***" poster was developed as an **adhoc** measure to close an information gap seen at the grassroots level. There was an unmet need using Labor Market Information (LMI) to convey the advantages to be gained from education and training to students and job seekers.

As mentioned earlier this idea evolved from a partnership with the Field Services division during a cross-training endeavor developed for Research and Analysis employees to gain knowledge concerning the LMI demands of local Job Service offices and their customers. It was expressed by our local offices encouraging the development of LMI visuals referencing Idaho wages by education and training would be valued by their customers filing for Unemployment Insurance benefits and job seekers searching for a new job.

To fully understand the LMI needs of our customers involving wage and education data the department collaborated with Idaho's Career Information Systems (ICIS) to develop this tool. This collaboration was vital in determining the geography, poster size, mailing list, and educational and training levels to be used for publication. For example the Bureau of Labor Statistics (BLS) has specified eleven distinct educational categories we used to augment Idaho's Occupational and Employment Statistics (OES) data. While working with our partners in the local offices and ICIS those eleven categories were coalesced into seven distinct categories to better define the groups that fit Idaho's educational and training taxonomy. This effort also includes both U.S. and Idaho data, and in some instances we have developed this instrument as low as the metropolitan statistical area pursuant to demand.

Working with the local offices and ICIS we have developed a protocol and timeline for releasing this poster each November. The November date suits the timeliness accuracy of the data as well as according to high customer demand.

The **“Does Education & Training Pay”** poster has been well received as we continue to receive requests for additional copies as can be seen by a couple emails I recently received:

*#1) The more I look at the fine graph you sent me, the more I find myself thinking it would be great for more of those posters to be displayed at multiple sites around campus. Would be fun to offer them to more teachers. What would be the cost if we wanted " a bunch"? I can come and pick them up, to save your office that expense. With the obligatory CIS training for all 8th graders, such a graph really should be standard in all 8th grade classrooms. It would help our students gain an appreciation of the benefits of STAYING IN SCHOOL and thinking AHEAD, as they get ready to do their obligatory four-year planner. I hear from parents and siblings (just this morning!) how hard it is to find a job, any job, if you are a drop-out. Thank you!*

*#2) Per our phone conversation, please send 20 more copies of the poster that you created "Does Education and Training Pay?" I'm going to try to get them posted all over campus and at the Workforce Training Center and the ABE and other off-site programs. We have the one Christie Stoll sent posted in the Career Center and have already received positive comments about it. The information is clear, easy to read, powerful, and overall really is creating an impact (this is much better than me simply telling everyone that it's true). Thank you so much!*

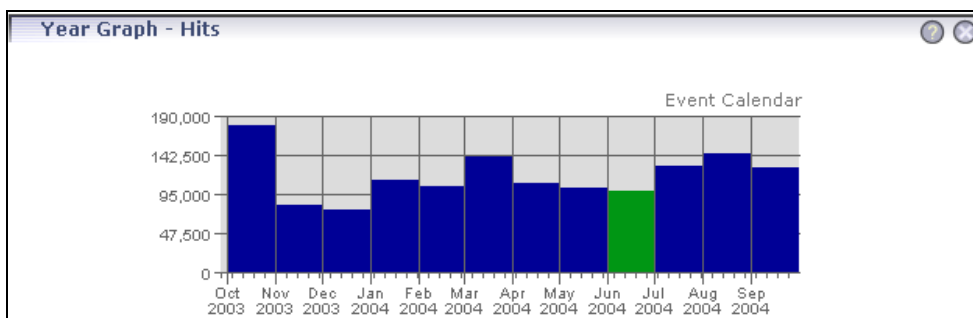
This year we have disseminated over 3,000 copies of **“Does Education & Training Pay”** to a multitude of institutions with in interest in education and training data.

## Attachment A: Site Activity Report

### Total Hits

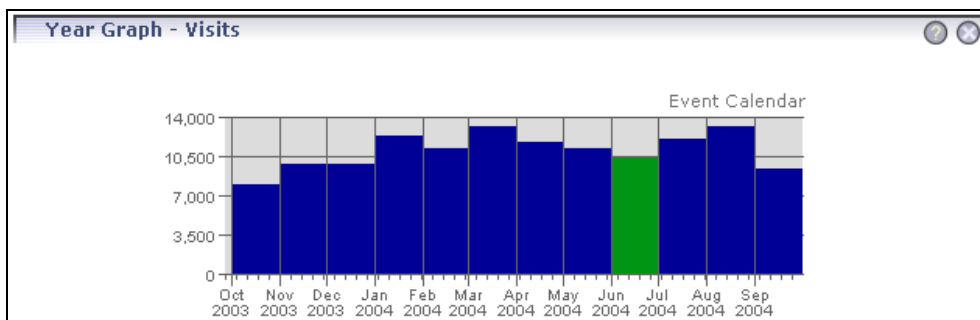
The **Total Hits** report tracks the number of requests for files - or "hits" - logged during the specified report period. A "hit" is any request on your web server for *any file*, such as a web page, bitmap, CGI, or header request. For example, if a visitor wants to see a web page containing two images, they must make three hits: one hit for the page, and two for the image files.

For example, the front page of iLMI has approximately 5 hits on it each time that it is opened.



### Visits

The **Visits** report shows the number of visitor sessions opened or "visits" to your site during the specified report period. A visit refers to a series of requests from a uniquely identified client. A visit starts with the first request from the client and remains active as long as the period between subsequent requests from the client does not exceed a set "time-out" period. After a visit "times out," LiveStats counts a request from the same client as the start of a new visit.



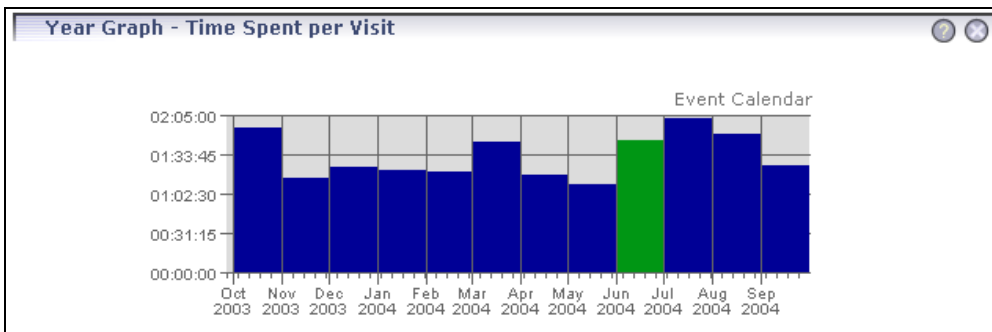
Web Statistics can successfully help you track trends within the website. Such as if your visits show a high number but your "time spent per visit" shows low it is a good indicator that the marketing to get them to the site is sufficient but the site does keep their interest and they leave early.

### ***Time Spent Per Visit***

The **Time Spent Per Visit** report tracks the average amount of time each visitor spends during a visit to your site. The **Time Spent Per Visit** report can help you gauge the level of interest in your web site's content. For example, a decline in the average duration of a visit over a month or quarter may indicate that your content is stale and needs to be updated to retain people's interest.

On the other hand, a report showing an increase in the average time spent per visit indicates that visitors are interested in the content of your site.

(HH:MM:SS)



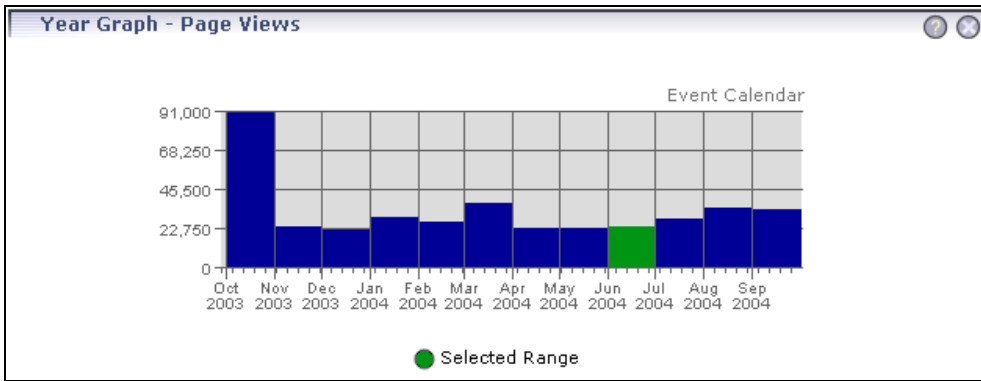
The average time spent per visit to iLMI over the program year--is 9.39 minutes per visit.

### ***Page Views***

The **Page Views** report shows the number of successful requests for pages logged during the specified report period. A page is any file--a web page, dynamic web page, form --classified as a page by the Virtual Server Administrator.

Like the **Visits** and **Hits** reports, the **Page Views** report helps you spot trends in web site traffic. For example, a monthly or quarterly report can help you project future bandwidth or server requirements. If page views are increasing, you may require more bandwidth, a faster server, or both.

This report can also help you identify an ideal time to schedule maintenance or to update site content. For example, you can use weekly and daily reports to identify hours of low activity on your site, then schedule maintenance or updates for this period and ensure the least possible disruption to you customers.

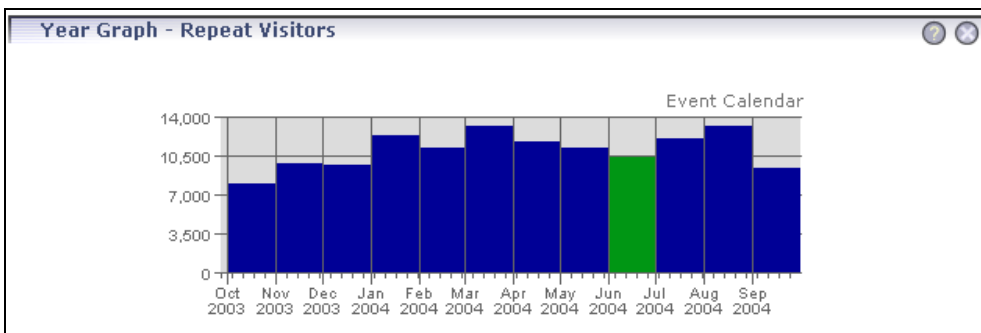


**Page Views** report also helps you identify potential problems. For example, you may find that the **Visits** report shows an increase in visits, but that the **Page Views** report shows a decrease in page views. This indicates that your marketing efforts are drawing people to your site, but that site design or content is not keeping them.

**Repeat Visitors**

The **Repeat Visitors** report shows how many visitors visited your site more than once during the specified report period. Visitors are uniquely identified either by their IP address or by their cookie.

The **Repeat Visitors** report can help you assess how well you are retaining your customer-base. If only a few of those who visit your site return, you may have to rethink your marketing strategy, web site content , or both.



A decrease in repeat visitors may indicate that your content is finding the right one-time user audience. It may also indicate that your site's content is not drawing people back to your site.



## Attachment B: Page Activity Report

### *Page Views*

The **Page Views** report shows the most common page views, the least common page views, and the new pages requested during the selected period.

The **Page Views** report lets you evaluate the content on your site and identify which pages are of what level of interest to your customers. You can use it to get feedback on a reorganization of your site or on a new navigation scheme.

This report can also indicate problems with your site. For example, a broken link may result in one of your most popular pages showing up in the list of least common page views.

You can also use this report to evaluate the use of new material posted to your web site.

### *iLMI Page Views July 2003 to June 2004 (Quarterly)*

<b>Quarter</b>	<b>Top Page Views</b>	<b>Page</b>	<b>Percent other pages</b>	<b>to Total Pages Viewed</b>	<b>Distinct Pages</b>
2003–3 <sup>rd</sup> quarter	22,079	LMI Home	11.79%	187,330	213
2003–4 <sup>th</sup> quarter	41,215	LMI Home	30.26%	136,194	337
2004–1 <sup>st</sup> quarter	27,762	LMI Home	29.54%	93,990	381
2004–2 <sup>nd</sup> quarter	23,702	LMI Home	33.81%	70,096	320

Total Pages viewed: 487,610

### *Site Entry Points*

The Entry Points report shows which pages visitors request when first accessing a web site. The report shows the most common entry points, the least common entry points, and the new entry points that occurred during the selected period.

The Entry Points report can help you identify which pages are of interest to your customers. Pages listed that are not the expected entry points may indicate pages users consider important enough to bookmark. These entry points may also indicate other links are working to bring customers to your site.

Knowing which pages are of interest to customers will aid in redesigns to improve navigation to other pages with content that may be of more interest and value.

**iLMI Entry Point Pages February 2003 to September 27, 2004**

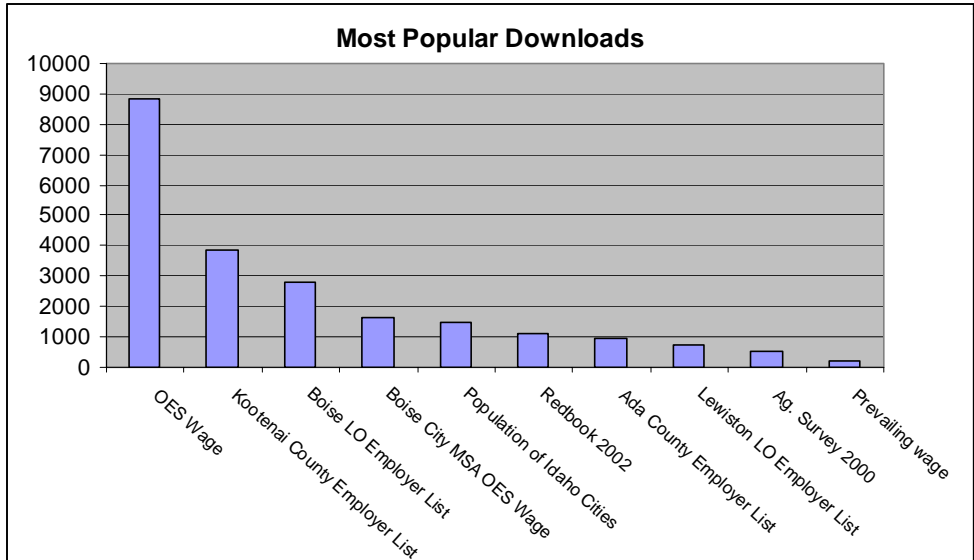
<b>Quarter</b>	<b>Top Entry Point</b>	<b>Page</b>	<b>Percent other Points</b>	<b>to Total Entry Points</b>	<b>Distinct Entry Points</b>
2003– 3 <sup>rd</sup> quarter	4,454	LMI Home	71.12%	6,263	125
2003– 4 <sup>th</sup> quarter	4,610	LMI Home	60.42%	7,630	126
2004– 1 <sup>st</sup> quarter	5,015	LMI Home	49.48%	10,136	143
2004– 3 <sup>rd</sup> quarter	4,292	LMI Home	52.43%	8,186	123

Total Entry Points ~ 32,215

***Downloads***

The **Downloads** report shows which files were downloaded over the specified time period. It reveals the most common downloads, the least common downloads, and the new downloads that occurred during the selected period. This information can indicate where changes in site design may be required to bring more attention to the files that are of most value to the customer.

The **Downloads** report can help analyze customer interest in various products. For example, a high number of visits to a site but a low number of downloads may indicate that people are not motivated to look at a publication. It could be a marketing issue, indicating that a more enticing “teaser” or a more complete description of the product is needed.



The chart above exhibits the most popular downloads on iLMI. *OES Wage data continues* to be most downloaded piece of labor market information. Second, third, and fourth are downloads pertaining to Area LMI. This indicates areas of interest of our customer. The LMI Unit and content providers continue to use this information to improve LMI content, as well as to improve how the LMI content is disseminated.

## Appendix C: Planning and Evaluation Plan/Protocol

### Purpose

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A condition for receiving the PY 2004 Workforce Information Core Products and Services grant is a state assessment of customer satisfaction with selected grant deliverables or with the larger statewide workforce information system. Section 15 of the Wagner-Peyser Act (WIA Section 309) requires state agencies to consult with customers about the usefulness of the information disseminated through the statewide workforce information system. Consultation with the workforce development system, combined with the customers' feedback on their satisfaction with workforce information, provides the basis for formulating continuous improvement strategies for the system.

The grant plan must include a description of the customer consultation and satisfaction assessment strategy to be employed and the method(s) to be used to collect and interpret customer satisfaction information. Satisfaction must be assessed in some manner for each of the system's principal customers, e.g., businesses, individuals and the workforce development system.

To meet the condition set forth in the WIA, Idaho assembled a 10-member team representing the data-producing units of Research & Analysis (R&A), and members of Public Affairs to develop a comprehensive plan to measure the effectiveness of Idaho's LMI products and LMI delivery systems. The team was comprised of analysts who are instrumental in producing core Labor Market Information (LMI) products and services and Public Affairs analysts whose responsibility it is for distributing LMI to the customer population.

States might find usage indicators to be a starting point for assessing satisfaction. Samples of possible indicators are: Web Metrics' demand information for a product or service, such as number of publication or listserv subscriptions; number of requests for assistance by customer organizations; or number of individuals served by an activity, such as individuals trained by course offerings or counseled using an O\*NET-based occupational analysis product.

The grant plan must include a description of the customer consultation and satisfaction assessment strategy to be employed and the method(s) to be used to collect and interpret customer satisfaction information. Satisfaction must be assessed in some manner for each of the system's principal customers, e.g., businesses, individuals and the workforce development system.

Mission Statement

**The mission of the Planning and Evaluation Plan is to develop qualitative and quantitative protocol for analyzing the value and effectiveness of the LMI products and services provided by IDOL**

<b>Goal</b>	<b>Objective</b>
Identify who uses Idaho's LMI product and information-providing services and how those products and services are accessed	Evaluate the current mail, fax, and internet distribution in order to quantify the usage.
Determine customer satisfaction with current LMI products/services	Establish baselines and benchmarks for measuring acceptability of current LMI products/services by asking current customers why they like/use or don't like/use our LMI products/services
Improve existing LMI products/services where needed	Provide feedback from customers to R&A and Public Affairs so that they may refine LMI products and services
Identify data voids that new LMI products can fill	Ask current customers what Labor Market Information they would like/need Develop new customer groups
Devise a system for continual evaluation of the effectiveness of our service/products	Include survey and feedback options with every point of use/customer contact

## Current situation

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Idaho's Labor Market Information (LMI) products consist of weekly, monthly, and annual data, and publications accessible through the Internet, available in hard copy, or given over the phone when requested.

Responses to phone data requests and publications are dealt with by support staff. The Public Affairs Bureau staff fields questions for non-standard or technical data, ad hoc data requests, or requests made by state government officials. Public Affairs also produces a monthly newsletter containing current labor market developments and data. In-depth responses to questions are answered by the program Research Analyst who produces the data, and in most cases, format and publish historic data series.

When calls are forwarded to a Research Analyst, previously there was no requirement to keep information about the request, the answer, or the requestor. Analysts who have worked in their program for a number of years have a good feel for the kinds of information requests that come in, but that knowledge is anecdotal, and informally passed from one analyst to another. While this informal approach is a valuable means of evaluating our effectiveness for delivering LMI, a more sophisticated approach is desired for optimal customer satisfaction measurement.

A significant drawback to this system is the relatively short time most of the LMI-producing analysts have been working in R&A, or at least with BLS programs; over half of the Senior Research Analysts have fewer than five years with their programs.

A customer satisfaction survey for the monthly newsletter was last conducted in 1996. User response was used to modify the newsletter. The usability of other products could only be estimated by the number of users who wanted to remain on the publications' mailing lists.

In February 2003, the Idaho Department of Labor unveiled a website that allows for downloading data series, current information and data and most of the LMI-related publications. The Internet product, iLMI, is still in its infancy, and emphasis is/has been on formatting and posting data to the site.

## The Challenge

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Customer analysis has been more an attempt at deflecting time-consuming data requests than responding to customer needs. Although it has served the public well, there is room for improvement. The initial action will require R&A to step off the well-beaten path that we've trod for years and to step onto a new path where we will encounter customers with needs we haven't met before.

**Goal: Identify who uses Idaho's LMI product and information-providing services and how those products and services are accessed**

**The Labor Market Information Planning and Evaluation Team (hereafter referred to as the Team) identified four user groups:**

- ◆ Users who call for information periodically  
Initial contact by phone, follow-up by US mail or e-mail
- ◆ Users who are on mailing or fax distribution lists for various publications  
Those who utilize iLMI to retrieve data and information
- ◆ Users who register on iLMI—the internet website for Idaho Department of Labor's Labor Market Information
- ◆ Users of iLMI who don't register on the web site

**LMI users who call for information**

To date, there is no formal method for collecting information from data users who call for information or want a single copy of a publication. If data can be supplied easily, it is simply relayed over the phone. If a single copy of a publication is requested, names and mailing addresses (if not a pick-up) aren't necessarily kept. If the calls are referred to a Research Analyst, the analyst deals with the call as he/she sees fit, and there is no 'formal' method of tracking how the customer was dealt with, what was requested, or contact information file.

- *The Team recommended that Research & Analysis (R&A) clerical staff—the initial point of contact for most calls, should collect the information request by type (CPI, labor force, etc) whether it be read over the phone, mailed, faxed, or e-mailed, or if it was referred to an analyst. Call tracking to be expanded to include analysts.*
- *Furthermore, it was decided that, without universal use of a call tracking system, the data would not be complete. Therefore, the team requested that the six Regional Labor Economists join R&A analysts in tracking information requests.*

**Publication Mailing Lists and Fax Lists**

R&A and Public Affairs maintain mailing and fax lists for dispersal of data.

R&A periodically includes surveys in our publications asking whether a recipient wishes to continue receiving the publication, but little information regarding how the publication is used or how it could be improved has been asked.

- The Team recommends that with or following each publication's mailing, a survey as to how the publication is used, how it is circulated, and improvements that could be made be sent to those on the mailing list.
- An added use of the survey would be to promote iLMI as an alternative source of the information, resulting in decreased production and mailing costs, and offsetting the cost of a mail survey.

### **Users who register on iLMI**

This group is essentially a captive audience, comprised of users who will take the time to dig through a web site until they find what they want. They should prove to be a valuable source of information on data format, availability, and usability. We will be able to contact them by e-mail.

### **Users of iLMI who don't register on the web site**

This mercurial user group is the largest constituent of iLMI. They are probably the most important group in terms of service and accessibility. They are not willing to spend time searching through a web site or entering numerous parameters to retrieve data.

Casual users will be the hardest group to get information from since we don't know who they are, why they need the information they are looking for, and how they found iLMI. Yet they are probably the most important user group—the lowest common denominator in terms of LMI sophistication. If we succeed in meeting their needs, we have achieved the pinnacle of customer satisfaction.

To get information from these users, a voluntary, on-line survey needs to be designed.

Having identified who our customers are and the way we would like to address them, the Team then discussed *what* we would need to know in order to assess customer satisfaction.

Due to the varying nature of data delivery, the core questions are the most basic elements we believe we need to accurately determine customer satisfaction. Each data-producing unit is encouraged to add questions they feel could gather insight into how their products/services are used and what improvements or changes would enhance their usability. Therefore, on the following page is a template of core questions that are mandatory for full publications or comprehensive iLMI outreach.



**All surveys will have this standard set of questions:**

**How did you know about this publication/website**

For publications:

I've used it in the past

It was in the library/resource room

I happened on a copy and wanted one for my own

I read about it in the *Idaho Employment* newsletter

Other

Are you aware that this publication is available on the Internet?

Y/N

OR

For web site:

I've used it in the past

I found it using a search engine (Yahoo, AltaVista, Google, etc)

What words did you search for?

It was linked on another website

http:/ \_\_\_\_\_

I read about it in an Idaho Commerce and Labor publication

Which one?

**Which of the following best describes you**

**Expand this area**

HR administrator/personnel

Student

Library personnel

Educator

Legal Professional

Job Seeker

Other

**How do/will you use this publication? /Why did you access this website?**

**Expand this area**

Library/resource room

Economic research

School-related research

Career-related research

Business planning (move to Idaho, expand, marketing, etc)

Pay Administration

Grant writing/proposals

File

Other

**If you found the information you were looking for, please rate how you found the following**

	Easy					Hard
Ease with which you found what you were looking for	1	2	3	4	5	n/a
Layout/headings	1	2	3	4	5	n/a
Poor explanations/ hard to understand	1	2	3	4	5	n/a
Graphic elements	1	2	3	4	5	n/a

## **Corollary to this goal: Encourage WIBS to evaluate products and services**

- The Team recommends R&A be actively addressing the WIBS through the Regional Labor Economists (RLE). Rather than ask general questions about what WIB members' experience that with a product or service has been, ask that a product be presented at a meeting and a survey be returned. In this way, we will be able to respond directly to their needs and concerns about data and information issues. LMI team will have monthly contact with the RLEs monthly during their staff conference calls, and meet annually to discuss issues pertinent to data distribution and dissemination. A formal customer satisfaction survey will be conducted towards all local WIBs on the topics and effectiveness of current LMI research endeavors.

At this point, the directive given to this group, "[To] develop a comprehensive Planning and Evaluation Plan to include qualitative and quantitative approaches to measure the effectiveness and impact of Idaho's LMI products and delivery systems" has been accomplished. The framework for conducting measurements of customer satisfaction for Research & Analysis' publications and services has been constructed and data collection activity and analyses has been conducted and will be ongoing.

What remains is implementation of the procedures that have been designed, the outcome evaluated, and the process repeated until an "acceptable level" of customer satisfaction for each product and service is attained.

### **Recommendations**

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Although data are distributed in different ways by different bureaus in the Idaho Commerce and Labor, the need to assess their value to data users is constant. So is a need for an easy-to-access format, and when possible, an attractive layout. The type of questions which need answered remain consistent, and so allows a standard set of questions to be asked of all data users. Addition of questions by each data-producing unit to assess whether the data should be provided in a different format, or at all, will be encouraged.

### **Short-term**

- A. Gather all information, formal and informal, that exists for each product or service offered by R&A.
  - ⇒ Improve by formalizing information collection procedures by Research & Analysis and the Regional Labor Economists.
- B. Identify customers, and when possible, classify into a user group based on how the product/service is used: HR administrator/personnel, student, Library personnel, Educator, Legal Professional, Job Seeker, Other
  - ⇒ Improve by surveying customers about:
    - 1) How data/information in the publication is used
    - 2) How the publication is circulated after receipt
    - 3) What improvements could be made to the publication
    - 4) If they are aware that the publication is available on iLMI,
- C. Formalize communication between Research & Analysis and WIB members (via the Regional Labor Economists) as to their knowledge of R&A products and services, and as to their LMI needs.
  - ⇒ Improve by familiarizing WIBs with current products and services available, and request specific suggestions on changes, additions, and improvements based on their needs.
- D. Add a user survey to iLMI asking what was being sought, how the data/information was to be used, and what improvements or changes would enhance the web site's usability.
  - ⇒ Improve by making changes where possible.

**Long-term** ~ Make product/service evaluation a standard operating procedure.

## **Implementation Protocol**

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Orient LMI staff as to the WIA customer survey requirements and outline the Team's process framework that will be used for information collection

Explanation of what the WIA requires and how we are part of the plan, how the plan affects us, and what we would like to accomplish.

Help data-producing units clarify their goals for surveying their data users

The team identified three methods of data dissemination (internet, phone, and hard copy) and challenges each posed in surveying data users.

The team developed a core set of questions that will be asked of all data users, regardless of the method of data delivery. To accommodate the differences in the data, each data producer will be encouraged to augment the core questions with questions that data users believe would improve the delivery and quality of the product.

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Help data-producing units augment the base list of questions

It is important to note that the customer satisfaction survey instruments need to ask some demographic information about the person or entity filling out the survey. The survey should ask if the person is a member of a local workforce board, a job seeker, an education provider, etc. This will allow the survey to aggregate responses by customer group to identify the scope customers assessed.

Develop plans for how survey results will be used by each data-producing unit

Establish a baseline and benchmarks for measuring programs

Analyze survey results to determine if key customer groups are being served

After assessing survey results, assist with refining and enhancing survey to maintain quality of data products and access to products by key customer groups.