



Putting Iowa  
to Work

Thomas J. Vilsack, Governor

Sally J. Pederson, Lt. Governor

Richard V. Running, Director

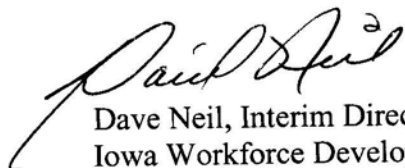
September 25, 2006

Jean Grochowski  
U.S. Department of Labor/ETA  
Region 5 Chicago  
230 South Dearborn Street, 6<sup>th</sup> floor  
Chicago, IL 60604

Dear Ms. Grochowski,

Please accept the attached 2005 Annual Performance Report for the Workforce Information Core Products and Services Grant for the State of Iowa. The report highlights the accomplishments made by the staff in providing workforce information and services to our customers, customer satisfaction activities and recommendations for the upcoming program year. Thank you, and if you have any questions, please don't hesitate to contact Jeff Nall at [Jeff.Nall@iwd.iowa.gov](mailto:Jeff.Nall@iwd.iowa.gov) or by phone at 515-281-0255.

Sincerely,

  
Dave Neil, Interim Director  
Iowa Workforce Development

  
Ken Sagar, Chair  
Iowa Workforce Development Board

**IOWA**  
**Program Year (PY) 2005 Cost Reimbursable Grants:**  
**One-Stop Labor Market Information (LMI) Funds**  
**Progress Report July 2005 – June 2006**

**A. PRODUCTS AND SERVICES**

The Policy and Information Division of Iowa Workforce Development continues to recognize the need to provide quality, timely, and reliable labor market information that is responsive to customer needs. To achieve this goal, customer feedback has been solicited in developing new applications for labor market information, outreach has been increased to facilitate a greater understanding of the information, and improved electronic tools are being used to enhance the delivery of products and services.

**1) ALMIS Database.** Iowa Workforce Development will populate and maintain version 2.2 of the ALMIS database for the current application (IWIN). IWD will populate and update as required the crosswalk, look-up and core tables of ALMIS database version 2.3 (the current version) during PY 2005. Funds will be used for staff time, travel, equipment, programming and database development and related costs.

**Milestones:**

- Attend meetings of the ALMIS Resource Center Consortium, as scheduled throughout the year.  
**One staff member attended the ALMIS Resource Center Seminar in San Diego, CA from 8/15-8/17/05. On 8/18, he participated in the ALMIS Resource Center meeting, which included the Structure Subcommittee meeting. Two staff members attended the ALMIS Consortium meeting in Charleston, SC, which was held on 2/28-3/1/06.**
- Attend ALMIS Resource Center – Data Structure Subcommittee meetings as scheduled throughout the year.  
**These meetings were attended as part of the ALMIS Resource Center meetings in San Diego, CA and Charleston, SC.**
- Update the ALMIS Database licensing files: license.dbf, licauth.dbf, and lichist.dbf. (December 2004 and December 2005)  
**The 2004 Licensing files were updated in the ALMIS database in September 2005 and the 2006 Licensing files were updated in March 2006.**
- Provide the populated ALMIS licensing files to the National Crosswalk Service Center (NCSC) for display in ACINet. These files will be coded to O\*NET SOC. (December 2004 and December 2005)  
**2004 Licensing files were provided to the National Crosswalk Service Center in September 2005. The 2005 Licensing files will be provided to the National Crosswalk Service Center in September 2006.**
- Continue to update the core tables.  
**(Refer to the table on the following page.)**
- Continue to update non-core tables that have already been populated.  
**(Refer to the table on the following page.)**
- Attend applicable ALMIS Database training.  
**Staff did not attend this training during the planning period.**

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ALMIS Table Updates:

<b>Table</b>	<b>Type</b>	<b>Version</b>	<b>Date of Update</b>
CES (core)	Data	2.3	updated monthly with state and U.S. data
CPI	Data	2.3	updated monthly with previous month's data
EMPDB (core)	Data	2.3	updated with First Edition 2006 on 9/28/2005. Employer records for Iowa and all surrounding states were uploaded.
INCOME (core)	Data	2.3	updated with HUD Median Income for 2005 and BEA Statewide Personal Income for 2004 on 10/12/05
INDDIR	Lookup	2.3	updated on 7/14/05
INDSUB	Lookup	2.3	updated on 7/14/05
INDUSTRY (core)	Data	2.3	updated to 1 <sup>st</sup> Quarter 2005 on 8/26/05 updated to 2 <sup>nd</sup> Quarter 2005 on 12/16/05 updated to 3 <sup>rd</sup> Quarter 2005 on 2/7/06 updated to 4 <sup>th</sup> Quarter 2005 on 5/18/06 updated with 3 <sup>rd</sup> Quarter 2005 final 4 <sup>th</sup> quarter 2005 preliminary on 6/7/06 updated 4 <sup>th</sup> Quarter 2005 final and 1 <sup>st</sup> Quarter 2006 preliminary on 8/29/06
LABFORCE	Data	2.3	updated monthly with state and U.S. data for the reference month
MATXNAIC	Data	2.3	updated on 7/14/05
MATXSOC (core)	Lookup	2.2	updated on 7/14/05
OCCDIR	Lookup	2.2	updated on 7/14/05
OCCPROJ (core)	Data	2.3	updated with 2002-2012 on 7/14/05
POPULATN (core)	Data	2.3	updated with 1991-1999 county estimates on 9/9/05
SCHOOLS	Data	2.2	updated list of educational institutions for Region 9 on 4/29/05

**Expenditures through August 31, 2006: \$68,721**

PY04: \$42,398

PY05: \$26,323

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2) **Industry and Occupational Employment Projections.** Iowa Workforce Development will prepare and disseminate long and short-term industry and occupational employment projections. Data will be prepared using the methodology, software tools and guidelines developed by the Projections Consortium and the Projections Managing Partnership. Sub-state long-term projections will be developed for the 16 Workforce Development Regions.

**Milestones:**

- Complete statewide long-term industry employment projections for 2004-2014. (February – April 2006)  
**The final draft for the statewide long-term industry employment projections for 2002-2014 was completed in February 2006.**
- Complete statewide long-term occupational employment projections for 2004-2014. (May – August 2006)  
**These projections were completed in June 2006.**
- Complete sub-state long-term industry employment projections for 16 Workforce Development Regions for 2004-2014. (April – June 2006)  
**The long-term industry projections for the regions were completed in May 2006.**
- Complete sub-state long-term occupational projections for 16 Workforce Development Regions for 2004-2014. (July – October 2006)  
**The regional occupational projections for 2004-2014 will be completed in December 2006.**
- Develop short-term statewide and sub-state industry employment projections for 16 Workforce Development Regions with base year/quarter of 2005:Q4 and projected year/quarter 2007:Q4. (May – July 2006)  
**The statewide projections were completed in August 2006, and the projections for the regions will be completed in September 2006.**
- Develop short-term state-level occupational employment projections with a base year/quarter of 2005:Q4 and projected year/quarter 2007:Q4 (July – October 2006)  
**The short-term statewide occupational projections were completed in July 2006.**
- Populate the ALMIS database with the above projections data and submit projections for public dissemination following procedures to be established by the Projections Consortium and the Projections Managing Partnership. (December 2006)  
**The long-term occupational projections will be uploaded in December 2006.**
- Participate in training opportunities offered by the Projections Consortium and the Projections Managing Partnership. (throughout the grant period)  
**One staff person attended Industry Projections Training in Boise, Idaho in September 2005. The same staff person attended MicroMatrix training in Boise in March 2006.**

**Expenditures through August 31, 2006: \$147,686**

PY04: \$91,116

PY05: \$56,570

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**3) Occupational and Career Information Products.** Iowa Workforce Development will continually develop and refine occupational analysis products, which meet customer needs. These products include printed and electronic items as well as presentations on occupations and the labor market. They include information about licensed occupations, the Iowa Workforce Today and Tomorrow publication, state and regional Job Outlooks, and supply and demand information for each Workforce Development Region. IWD also contributes Iowa-specific data to customize the Department of Education's Iowa Choices career exploration computer program, which reaches tens of thousands of students and job seekers throughout Iowa.

**Milestones:**

- Respond to requests for on-site LMI presentations. Requests are typically received from schools, school-to-work staff, economic developers, IWD and partners, and various other users (throughout the grant period)  
**Sixty-three LMI presentations were provided during the planning period to a total of 2,776 individuals. In addition, LMI staff as well as the LMI Project Coordinator attended career fairs and conferences where information was distributed to hundreds of job seekers as well as other users.**
- Compile, print and distribute the Iowa Licensed Occupations publication. (December 2006)  
**Licensed Occupations was completed in January 2006. The 2005 publication was completed in March 2006.**
- Upload a digital version of the Iowa Licensed Occupations publication to the Iowa Workforce Development Internet Home Page (March 2006)  
**Licensed Occupations 2005 was placed on the Web in March 2006. The 2006 edition should appear on the Web in January 2007.**
- Design, layout and print Iowa Job Outlooks for the state and 16 regions. (December 2006)  
**The statewide Job Outlook will be completed in December 2006. Regional Job Outlooks will be available in March 2007.**
- Continue dissemination of current supply/demand data in existing hard copy and electronic format for the state and Workforce Development regions. (Quarterly throughout grant period)  
**During the course of the program year, Iowa Workforce Development transitioned to a new labor exchange system, referred to as IWORKS. A considerable amount of programming was needed to use supply/demand data from the system to create a quarterly Job Applicants and Openings report. A report for third quarter was not prepared for this reason.**
  - Job Applicants and Openings (Second Quarter 2005) was available on the web in October 2005 and distributed in hard copy in November 2005**
  - Job Applicants and Openings (Fourth Quarter 2005) was available on the web and in hard copy in February 2006**
  - Job Applicants and Openings (First Quarter 2006) was available on the web in June 2006;**

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- Investigate user need for other occupational analysis products such as the Skills Based Projection Tool into workforce information products and services, using SOC and O\*Net as appropriate. (throughout the grant period)  
**A Skills- Based Projection pilot report was prepared for the community colleges in IWD Regions 1 and 2, using the 2002-2012 occupational projections. Plans are underway to use the next set of projections (2004-2014) to prepare similar information for the other WIA regions during the next program year. As a separate project, career posters were prepared based on six of the state’s fastest-growing industries and the fastest-growing occupations within these industries by four levels of educational attainment (2002-2012 occupational projections.) Corresponding wages for each occupation are included on the posters from the Iowa Wage Survey. In addition, several customized reports were prepared that identified occupations along with the corresponding educational level and wages for several targeted industries and industry clusters.**
- Review existing publications for format, content and users’ needs (throughout the grant period)  
**IWD Regional Managers offered input on the content of the new and revamped quarterly Job Applicants and Openings reports.**

**Expenditures through August 31, 2006: \$138,480**

PY04: \$85,436

PY05: \$53,044

**4) Information and Support for Workforce Boards.** Workforce information supports local Workforce Investment Boards (LWIB’s) and the operations of the One-Stop Centers in multiple ways. LMI provides data for economic development initiatives and to assess the basic economic and labor market trends/environment in which workforce development services are provided, thereby helping LWIB’s to more effectively oversee services in their regions.

**Milestones:**

- Continue production of quarterly LMI brochures for each region. (throughout grant period)  
**The Job Applicants and Openings brochures were distributed as followed:**
  - Second Quarter 2005 in October 2005
  - Fourth Quarter 2005 in February 2006
  - First Quarter 2006 in June 2006
- Research local needs through on-site presentations, focus groups, or surveys.  
**LMI information has been provided to the local workforce boards to be included in their two-year WIA plan. Customized LMI has also been prepared for economic development marketing regions. The LMI department in Iowa and Illinois partnered together for the Base Realignment And Closure (BRAC) initiative in Rock Island. The two LMI shops have developed products to be used for this two state area.**

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- Develop regional information in either existing publications or new publications. **Regional profiles are available on the Web, and are updated annually. These publications cover a wide array of labor market information. During the program year, regional profiles were also prepared for two economic development regions—Prosperity Eastern Iowa and Northeast Iowa Business Network.**
- Prepare and disseminate quarterly LMI newsletters (WorkNet). (throughout grant period)
  - WorkNet, Second Quarter 2005 – August 2005
  - WorkNet, Third Quarter 2005 – November 2005
  - WorkNet, Fourth Quarter 2005 – April 2006
  - WorkNet, First Quarter 2006 – May 2006
- Disseminate the 2005 Iowa Workforce Today and Tomorrow (October 2005 and October 2006)  
**With the inception of IWIN, articles are prepared for the display system since it is largely text driven.**
- Prepare and disseminate 2005 Affirmative Action Data Book for employers. (January 2006)  
**The 2005 Affirmative Action Data Book will be available in December 2006.**
- Prepare and disseminate 2005 LMI Directory e-card (November 2005)  
**The electronic version of the 2005 LMI Directory became available on the Web in October 2005. The 2006 LMI Directory became available on the Web in August 2006.**
- Prepare and disseminate 2005 LMI Directory hard copy (January – February 2006)  
**Hard copy versions of the 2005 LMI Directory were distributed in February 2006. Hard copy versions of the 2006 LMI Directory were not distributed this year due to significant changes in the agency. It was decided that electronic copies of the directory could be changed easily without additional costs of printing.**

**Expenditures through August 31, 2006: \$70,990**

PY04: \$43,798

PY05: \$27,192

- 2) **Electronic State Workforce Delivery System.** Oregon's OLMIS system was selected as the replacement LMI display system. Staff has customized this system to meet the needs of our LMI users. The new display system is called Iowa Workforce Information Network (IWIN) and can be accessed at:  
**[iwin.iowaworkforce.org](http://iwin.iowaworkforce.org)**

**Milestones:**

- Update IWIN as updates are made to the ALMIS database. (throughout the grant period)  
**As ALMIS tables are updated, the information is automatically updated in IWIN.**
- Investigate other resources to be added to IWIN. (throughout the grant period)  
**Staff have prepared articles and researched a variety of websites to include in IWIN.**

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- Enhance current LMI page on the World Wide Web (throughout the grant period)  
**In May 2006, the ALMIS tables for the CES and QCEW programs became available in IWIN. In June 2006, the Iowa Economic News and Trends link was added to the IWIN zine.**
- Receive requests for LMI through e-mail on the Internet (throughout the grant period)  
**Approximately 120 e-mail requests for LMI were responded to via the IWD-LMI mailbox. An additional 100 requests from the news media and other users were documented in the internal customer tracking database**
- Investigate new LMI Display Systems and secure funding needed to implement.  
**Iowa decided to adapt the Oregon Labor Market Information System (OLMIS) as its new LMI display system. The state's new Iowa Workforce Information Network (IWIN) went into production on 4/11/05. For the Jan. – June 2006 period, IWIN had a cumulative total of 4,274,658 hits and 114,943 visitors.**

**Expenditures through August 31, 2006: \$81,299**

PY04: \$50,158

PY05: \$31,141

- 6) Workforce Information Training.** Iowa Workforce Development will introduce LMI to new users and will provide refresher training to other users. We will continue to train LMI professionals and LMI users utilizing a variety of techniques, such as formal classes, on-site seminars, one-on-one sessions, ICN (fiber optics) sessions and user conferences. In addition, IWD continues to contract for a field workforce information coordinator to provide training directly to intermediate (workforce development staff, educators, and others) and end users at the local level. This person is a member of the national One Stop Career Consortium.

**Milestones:**

- Analysts attend training sessions (throughout the grant period)  
**Two Analysts attended Frontpage training in December 2005.**
- Continue “Using LMI On Your Job” training as requested (throughout the grant period)  
**Four sessions of this training were delivered in December 2005 to IWD staff and partner staff in Region 9. A course on LMI and Internet Resources for Making Decisions was provided in May 2005 to a group of workers at the Rock Island, Illinois Arsenal who are facing Base Realignment And Closure (BRAC).**
- Continue refresher training and workshops using modules developed in prior years and updated to fit the audiences (throughout the grant period)  
**Close to 300 individuals received training during the program period. Much of the training was based on modules that had been developed in prior years.**
- Develop and deliver new hands-on training to agency staff (October 2005 through April 2006)  
**Other new training courses included “Web-Based Tools for Work-Based Learning,” and “IWIN and New LMI Products.”**



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- Conduct training on the new LMI Electronic Display System (April 2005-September 2006)

**Several training sessions were provided to IWD staff and partner staff on the LMI resources contained in IWIN.**

**Expenditures through August 31, 2006:**

PY04: \$86,916

PY05: \$54,221

**B. CUSTOMER SATISFACTION ASSESSMENT**

Iowa's Labor Market and Economic Research Bureau provided access to the new LMI display system in April 2005. By the end of the planning year, IWIN was receiving over 2,000 visitors per month. Currently, staff are beginning to familiarize users with the system, and have asked for their comments. During the next year, the entire content of the LMI page will be incorporated in IWIN. During the past year, there was a total of 972,000 page or file downloads from the LMI page.

A Customer Tracking Database is being used by LMI staff to identify customers and to coordinate responses to customer requests in an efficient and timely manner. Since a large number of inquiries are received from the news media, the use of this system ensures that responses are consistent and directed to the appropriate staff.

A group of Iowa Workforce Development (IWD) staff, partners and employers was asked to provide their comments on the content and quality of the *Business Resource Guide* and the *Job Seeker Guide*. These *Guides* were new during the planning year, and designed as resources for employers and job seekers. Customer feedback was also solicited on the *Regional Profiles*, which have been used for WIA two-year planning purposes. The *Regional Profiles* won the 2005 NASWA LMI Communication and Publications award for a product or service that "meets the needs of State and Local Workforce Investment Board Customers."

The LMI Project Coordinator continued to receive favorable evaluations on the wide variety of workshops that she conducted during the year. Workshop participants consistently commented on how much they had learned and how much they valued the resources that were made available to them. A large proportion of the workshop participants were school counselors, job seekers, students and teachers.

A group of IWD staff assisted in the re-design of the Quarterly Applicant Opening Publication. Due to changes in the labor exchange computer system the data elements, definitions and programming for this publication had to be revamped. The focus group provided a great deal of feedback that assisted in the improvement of this publication.

For the past two years, Iowa has been the master contractor for the Employers Database. In August 2005, national usage counts were obtained from ACINet for the past six months:

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Searching by Occupation – 79,904 visits, viewing 1,025,838 employer records  
Searching by Company Name – 34,674 visits, viewing 140,786 employer records

**C. RECOMMENDATIONS FOR IMPROVEMENTS TO CORE PRODUCTS**

Plans are underway to move everything that is currently on the LMI Page into IWIN, the new LMI display system. This should occur by Spring 2007. Once IWIN completely serves as the replacement for the LMI Page, training on the new system will be provided to IWD staff and partners. The training will be provided in two parts. The first phase of the training will consist of an overview to familiarize staff with the various kinds of information that can be accessed from IWIN. A more advanced training session will follow that will be based on scenarios that illustrate how the information can be used.

The Job Outlook brochures are also being redesigned. These publications are used heavily by job seekers, program planners, students and teachers, and are prepared biennially. Iowa is in the process of developing a Career Guide to be used primarily in the middle and high schools but there will be uses in the One-Stop Center and with WIA partners. This Career Guide utilizes the latest occupational projection data and the occupational wage data to assist students and young adults in exploring career opportunities.