

**Commonwealth of Kentucky**  
**Workforce Information Core Products and Services**  
**Annual Report for PY 2005**

Education Cabinet  
Department for Workforce Investment  
Office of Employment and Training  
Research and Statistics Branch  
Workforce Information

**Kentucky is pleased to present the 2005 Annual Report on the Workforce Information Core Products and Services achievements.**

The Research and Statistics Branch accomplished many objectives during PY 2005. All workforce information core products and services were designed to enhance access to and use of labor market information for current and future customers in a timely and relevant manner. Both workforce information and website training were priorities during PY 2005. Increased collaboration and cooperation with the state board was demonstrated in the development and delivery of the workforce information core products and services outlined in the planning guidance for PY 2005.

Kentucky increased efforts in the areas of training, marketing, and customer service. The Research and Statistics Branch held 20 informational and training sessions with 600 participants. The trainings were structured to provide valuable information pertaining to the specific needs of the customer groups. Such customer groups as employers, counselors, WIA staff, economic development representatives, and government officials were afforded training. **Workforce Kentucky**, the Commonwealth's electronic labor market information delivery platform, was featured alongside other available workforce products and services. These efforts had a positive outcome resulting in a continual increase in visits to **Workforce Kentucky**, as well as a significant increase in other modes of contact to the Research and Statistics Branch.

During PY 2005, approximately 120,000 electronic and print copies of Labor Market Information (LMI) publications and products were distributed to customers. In addition, some 1,200 LMI requests received in person and by phone, email, and fax were filled. Enhanced customer input, along with improved utilization of resources, enabled the needs of the state's business and individual customers to be met.

## 1. ALMIS Database

The ALMIS Database is the primary statistical database accessed by the **Workforce Kentucky** application. In PY 2005 significant improvements were made to Kentucky's ALMIS Database. As part of a major system upgrade to the **Workforce Kentucky** platform, all of the tables in the database were converted to the ALMIS 2.3 data structure.

In addition to updating the database structure, continued progress was made in populating the data tables. The database was populated with routine monthly updates and historical revisions for many types of statistics. Some of the data types include: Local Area Unemployment Statistics (LAUS); Current Employment Statistics (CES); Consumer Price Index (CPI); total and per capita income; Statewide, Area Development District (ADD), and Workforce Investment Area (WIA) occupational wages; property values; revenue sales; and population data. New data elements, including sales tax revenues and Census median household income, were added as well.

Additionally, Kentucky populated the new licensing/occupational crosswalk table (licxocc.dbf) in PY 2005. This new core table will be submitted to the National Crosswalk Service Center (NCSC) in PY 2006 when Kentucky submits its license.dbf and licauth.dbf tables. States are required to submit licensing files for inclusion on ACINet every two years. Kentucky last submitted the license.dbf and licauth.dbf in PY 2004 and is due to submit licensing tables again in PY 2006.

Short and long-term occupational and industry projections, which were originally scheduled to be loaded into the ALMIS database during PY 2005, will be incorporated into the database pending approval from the Bureau of Labor Statistics (BLS).

A key component in the ALMIS database is the Info-USA Employer Database. The First Edition of the 2006 version, which includes 152,169 Kentucky employers, was incorporated into the ALMIS Database during PY 2005 and is accessible through **Workforce Kentucky**. The agency continues to receive favorable comments, from both current and new users, regarding the ability to access information on all Kentucky employers.

The Second Edition of the 2006 version of the Info-USA Employer Database was received during PY 2005, and will be loaded on **Workforce Kentucky** during the first part of PY 2006.

Staff also attended ALMIS database training during PY 2005.

## 2. Long and Short-Term Projections

During PY 2005 statewide long-term industry and occupational projections were completed for the period of 2004-2014. Short-term industry and occupational projections were also completed on a statewide basis for the period of 2005-2007. Both sets of Employment and Training Administration (ETA) deliverables were submitted to the Projections Consortium by the June 30, 2006 deadline.

In an effort to increase the accuracy of the projections process, employment data in Kentucky's North American Industry Classification System (NAICS) time series was expanded to include the years 1978-1989. After adding data for 2003-2005, Kentucky now has a complete employment time series that spans 28 years.

Staff attended trainings that included the Estimates Delivery System, Long-Term and Short-Term Industry Projections, and Micro Matrix Occupational Projections.

## 3. Continue to Publish Occupational Analysis Products for Customer Needs

Occupational projections data from base year 2004 to the year 2014 were submitted to the national level in June. The career and occupational analysis products that rely upon these data are set for completion within the fall of 2006. These publications are an important asset to **Workforce Kentucky**; the *Kentucky Occupational Outlook to 2012* was accessed 1,515 times, the ADD Outlooks were accessed 4,744 times, and the *Kentucky Career Profiles* registered at 25,035. Approximately 35 copies of each publication were propagated as hard copy. The two publications were distributed on a 63mm business card CD called the *Kentucky Career Outlook Kit*. Copies were requested by a wide variety of customers, including job seekers, students, employers, and various other economic and workforce entities.

A feature called the "Occupational Spotlight" which was added to the site this program year, can be found in the *Career Center* section and details skills, abilities, knowledge, education and training, wage data, and employment numbers for a specific job. A new occupation is profiled monthly. These monthly articles provide a more in-depth version of the information available in the *Kentucky Career Profiles*.

Many nonstandard publications are drafted to accommodate specific customer's individual needs. High school counselors, economic developers, and business liaisons often request special information that is generated as requested.

Occupational wage data for Kentucky, the 14 ADDs and 10 WIAs was updated for 2005 and displayed on **Workforce Kentucky**. Excel tables with the updated 2005 Kentucky, ADD, and WIA data were made available for our customers. Due to technical difficulties, the 2006 data was not completed in PY 2005, but will be available in PY 2006.

#### 4. Ensure that Workforce Information and Support Required by State and Local Workforce Investment Boards Are Provided

To ensure ongoing collaboration and consultation with the Local Workforce Investment Boards (LWIB), the Research and Statistics Branch was represented at all Workforce Investment Board (WIB) committee meetings. These meetings gave the Branch opportunities to market and provide presentations on workforce information, elicit the exchange of ideas, and address the information needs of its membership. In addition, the Branch provided regular support to the Local WIA professionals during the year in meeting their demands for workforce information products and services. Finally, the State WIB Administrative Coordinator and the LMI Manager had regular ongoing dialogues concerning the creation and use of workforce information to meet the needs of the WIA customers.

##### 2004 Kentucky Total and Nonwhite Population and Labor Force Data by County

This publication was completed in December 2005 and made available on **Workforce Kentucky** and in printed copies. It is utilized by Kentucky employers to complete their annual affirmative action reports and is one of the most requested pieces of labor market information. We distributed 83 printed copies and 1,496 copies were downloaded from **Workforce Kentucky** during the period from July 2005 through June 2006.

##### Kentucky Labor Market Information Newsletter

The *Kentucky Labor Market Information Newsletter* highlights the labor market conditions for the state of Kentucky and provides additional statistics that are of interest to various workforce customers. This newsletter is distributed to 2,100 customers each month. No major enhancements to the newsletter were completed in PY 2005.

##### Local Employment Dynamics (LED) Program

During PY 2005, Kentucky sent four quarters of employee and employer data to the Census. Additionally, **Workforce Kentucky** now contains a link to Kentucky's LED data on the Census website. Kentucky did not produce any analytical reports of LED data during PY 2005, but hopes to include some articles in the new program year. In presentations to various customer groups, Kentucky included a demonstration of the kinds of data included in the LED link.

##### GEO Coded Data

The Quarterly Census of Employment and Wages (QCEW) unit was able to complete the development of GEO coded data for employers with employment greater than 100 by June 2006. The unit is continuing the GEO coding of data for smaller employers.

#### Training package for LWIB business liaisons

In May 2006 a training package was completed and presented to LWIB business liaisons in Frankfort. This training included presentations on various data elements available in **Workforce Kentucky**.

#### Monthly Metropolitan Statistical Area (MSA) Newsletter

Kentucky started producing newsletters which contain various economic indicators for five of Kentucky's MSAs. Non-farm payroll, total population, average annual pay, per capita personal income, and civilian labor force are all detailed in this release. These are distributed to 300 users per month.

### **5. Kentucky's Electronic Information Delivery System (Workforce Kentucky)**

Improvements made to **Workforce Kentucky** are continuous. Current and historical data originally intended for this website have been deployed. The site is augmented with new data as it arrives. The appearance and content are continually enhanced and new articles are intermittently added. Twenty-six press releases for the state and county are issued via the site throughout the year. Unemployment Insurance (UI) data tables and a ten-year UI data comparison in Adobe Acrobat format are added monthly. These tables have been downloaded for an average above 4,093 times a month with around 75 paper distributions per month as well. The aesthetics of the site were modified to make it more appealing and the site was upgraded to Workforce Informer Version 3.0.

For a trial period the site contained event calendars with dates enclosed to LMI events within the state, such as press release dates, career fairs, and training sessions. Due to some functionality issues the calendar is currently in an incomplete state; however, this useful new tool is something that certainly will undergo further effort and embellishment in the future. A "Kentucky Quick Facts" provided by the Cabinet for Economic Development currently headlines the *Economy* page of **Workforce Kentucky**. This concise and informational article proffers a broad spectrum of data such as state and county population, gross state product, tax numbers, cost of living, poverty rate, annual employment, et cetera.

Web traffic seems to increase in direct correlation with these continual changes. According to WebTrends software, a utility that monitors site traffic, the average number of monthly visits from PY 2004 to PY 2005 rose by ten percent from 237,000 to 260,000. This is a substantial increase that we expect to continue with added enhancements and upgrades. In PY 2005 there were 3.1 million page views. This website is tailored to benefit all users, such as employers, job seekers, students, career counselors, economic developers, employment counselors, education and training providers, and Workforce Investment professionals. Feedback to the site continues to be very positive. Our staff was also able to collaborate with other workforce information specialists at the Workforce Informer Users' Forum which offered a vision of the platform of the future.

Kentucky also purchased and installed a new database server and a new web server during this program year.

## **6. Support State Workforce Information Training**

During PY 2005, numerous training sessions were conducted for the many users of workforce information. Employer, economic development, education community, WIBs, and other customer groups were provided instruction that enabled them to utilize the numerous informational resources that are available. Training sessions were provided for: Local WIB business services liaisons (two sessions/30 participants); State Workforce Agency (SWA) managers and leadership staff (five sessions/150 participants); Society of Human Resources Managers (SHRM) groups (one session/30 participants); school counselors and related academic professionals (nine sessions/350 participants); along with additional related trainings (three sessions/40 participants) to acquaint them with these informational products. Staff provided technical assistance daily to customers requesting specific or general workforce information regarding the website, publications or upcoming training sessions.

Staff attended essential training provided in various areas, i.e., trainings for the LED Program, the production of industry and occupational projections, and ALMIS database seminars. Staff attended approximately 33 ETA, BLS, and state-sponsored training sessions related to statistical programs. While at these events, staff interacted with colleagues from other states who are employed in similar positions and work with comparable workforce information products and services.

### **Customer Satisfaction Assessment**

The Research and Statistics Branch recognizes the importance of customer satisfaction assessment and its role in improving current products and services. The branch was more proactive than ever in PY 2005 in collaborating with customer groups. During all meetings, presentations, conferences, and demonstrations, opportunity was given for customers to provide input. This helped promote ongoing dialogues between the users and suppliers of labor market and workforce information. Feedback from customer groups is, for the most part, overwhelmingly positive in regard to support and cooperation received from LMI staff, timeliness/promptness of staff service, and usefulness of the information. Current indications are that there is not a need for new products or services, but additions to or refinements of current products and activities.

The funds from the Workforce Information Core Products and Services program provide essential workforce information to Kentuckians. The Program enables Kentucky to provide a wide array of print and electronic products to many varied customers. We will continue to assess their needs, and respond to meet them as mandated in Section 309 of the Workforce Investment Act. This commitment will be required to transform labor market and workforce information to meet customer needs more effectively.