

COLORADO LABOR MARKET INFORMATION WORKFORCE INFORMATION CORE PRODUCTS AND SERVICES PLAN PY 2005

- A **Statewide Workforce Information System**: The Colorado state workforce information system is managed and supported by Labor Market Information within the Division of Employment and Training of the Colorado Department of Labor and Employment. Colorado Labor Market Information (CLMI) works in collaboration with the state's Office of Workforce Development, Workforce Development Council (WDC) and local workforce investment boards (WIBs) to refine and improve information provided by the system. LMI manages and delivers a variety of products and services throughout the workforce system including, but not limited to, the following: Quarterly Census of Employment and Wages; Current Employment Statistics; Local Area Unemployment Statistics; Occupation Wages; Industry, Occupation and Skill Projections; Local Employment Dynamics; ALMIS Database, Colorado Navigator and the LMI World Wide Web site; and the Job Vacancy Survey.
1. **Ensuring Responsiveness** – CLMI collaborates closely with the Office of Workforce Development to ensure responsiveness to system needs through sharing and seeking input on product development, training processes and providing support to WDC marketing initiatives. **Additionally, CLMI provides reports at each scheduled meeting to the Workforce Development Council and the Skills Development Partnership Committee, a subcommittee of Colorado's Workforce Development Council.**
 2. **Support of the WIA/Wagner-Peyser Five-Year Strategic Plan** – Supports the strategic plan by providing Colorado's Workforce System with the most up-to-date labor market information and trends, product support and training, both for workforce professionals and end-users. (Section IV of the State Plan 2005-2007).
 3. **Strategic Vision of the Governor and Workforce Development Council** – The vision of the Governor and the WDC call for reforms of current systems and the implementation of new workforce development initiatives to meet business demands for skilled workers. The availability of a skilled workforce is critical to Colorado's recovery from a lagging economy. Education and the development of a highly skilled workforce has become the number one economic development issue facing Colorado. Sound labor market data will provide information fundamentally necessary to support system reforms. CLMI supports this vision by assisting members of the Workforce Development Council and local Workforce Investment Boards in acquiring and interpreting data necessary to guide system enhancements.
 4. **SWA and WDC Strategy for Determining Customer Needs** – In PY 2004, the SWA and WDC consulted with WIBs and stakeholders through local community forums for workforce professionals, practitioners and board members within four distinct geographic regions of Colorado that share job markets predicted for expansion due to projected industry growth patterns. The need for skills gap analysis for these industries was identified as critical for future economic growth in Colorado. This year, CLMI will produce skills projections for each MSA in Colorado with a short and long-term outlook.

5. **Delivery Strategies** – CLMI makes data and information available via the World Wide Web, hard copy and presentations.
6. **Delivery of Core Services** – CLMI delivers workforce information and services to customers through the state's One-Stop service delivery system, through the Colorado Navigator (a web based data delivery system), the Internet, publications, and on-site presentations and training.
7. **Customer Satisfaction Consultation and Assessment Methods** – A variety of research methodologies, both quantitative and qualitative, are used to assess customer satisfaction. In addition to the details provided in Section (C) below, customer input is received from workforce system delivery personnel through formal and informal visits at workforce centers, WIB meetings and other training opportunities.
8. **Concise Summary of Customer Satisfaction Findings, Impact on Planning and How the Plan Addresses Inadequacies of Gaps Identified by Users** – Despite continuing demand for more local and more current information, customers are expressing increased satisfaction with LMI through focus groups and other assessments since initiating customer focused strategies in mid-2002. Customers ask for more web based information and less print, yet a demand for specific print products remains. More emphasis on website addresses for products is requested.

Organization changes in February 2005 limited Labor Market Information's ability to complete its customer satisfaction assessment as described in the PY 2004 grant plan.

Presentation and training assessments were completed and indicate over 80% of those attending feel the events were good or excellent. More specifically:

- ✓ Over 90% of attendees felt good or excellent about the presenter's level of subject knowledge.
- ✓ Over 80% of attendees felt good or excellent about the presenter's ability to make the subject interesting.
- ✓ Three out of 4 attendees felt good or excellent about the level of relevance the presentation had to their work.
- ✓ Over 83% of attendees felt good or excellent about the information being easy to understand.
- ✓ Three out of four attendees felt good or excellent about the presentation handouts being interesting.

Labor Market Information plans to continue making improvements to product design and availability based on past focus groups and customer feedback and is looking for ways to devote resources to more in depth customer satisfaction research.

- B **Products and Services:** To provide products and services outlined in the WIC's Annual Plan, and working in conjunction with the state's Workforce Development Council (WDC), Colorado LMI developed the following work plan.

1. Continue to Populate the ALMIS Database with State Data:

- i. **Description** – Colorado is now maintaining version 2.2, of the ALMIS database. All of the core tables are populated, and regular maintenance of data is accomplished. The data are made available to the public via Colorado's Navigator web site. In PY 2005, Colorado will implement version 2.3 of ALMIS. Colorado will also broaden the scope of data in its current tables. For example, more national data will be added to the CES and LAUS tables, and seasonally adjusted data will be added.
- ii. **Customer Support** – During PY 2004, Colorado's Navigator web site, which is the principal delivery system for ALMIS data, received 1,573,323 "hits" and 814,299 "requests."¹ The growth rates for these metrics were 2.4% and 0.6%, respectively, over PY 2003. The most popular items retrieved were information on schools and education, training programs, and employer listings.
- iii. **Support of the WIA/Wagner-Peyser Five-Year Strategic Plan** – Supports the strategic plan by providing Colorado's Workforce System with the most up-to-date labor market information and trends. (Section IV of the State Plan 2005-2007).
- iv. **Principal Customers of the Deliverables** – The principal customers of the ALMIS database are workforce centers, job seekers and LMI staff.
- v. **Outcome(s) and System Impact** – The ALMIS database will be kept as current as the state's most recent publications and news releases. The system impact will be increased customer access to a wide variety of data.
- vi. **Planned Milestones** – Colorado will implement version 2.3 of the database during PY 2005. The Colorado database administrator will attend the ALMIS DBA conference in August 2005.
- vii. **Total Estimated Cost** – \$118,318. At this time there are no planned equipment purchases of \$5,000 or more per unit cost.

¹ Requests: Any *hit* that successfully retrieves content. Unlike hits, requests are related to content and user behavior. For example, if a user requests an HTML page that has three graphic files, the web server might make a log entry for the three graphic files, the HTML page, and perhaps add some lines for overhead. However, only one request is counted in this case.

2. Produce and disseminate industry and occupation employment projections:

a) Long-Term Industry and Occupation Projections:

- i. **Description** – Long-Term Industry and Occupation projections are part of the core products and services outlined in the ETA One-Stop grant. Colorado will continue to produce and disseminate State-wide and sub-state long-term industry and occupation employment projections using the methodology, software tools and guidelines developed by the Projections Consortium and the Projections Managing Partnership. This year, CLMI will produce the following 8 sets of long-term projections:

Statewide: CLMI will produce statewide long-term industry and occupation projections with a base year of 2004 and a projected year of 2014. The projections will be made available on the World Wide Web and in hard copy.

Sub-state: CLMI will produce 7 sub-state long-term industry and occupation projections with a base year of 2004 and a projected year of 2014. These projections will cover all Colorado MSAs. The projections will be made available on the World Wide Web and in hard copy.

At least one CLMI staff member will participate in the Projections Consortia and the Colorado LMI Director is a member of the Projections Managing Partnership.

- ii. **Customer Support** – During PY 2004, the long-term projections web site received 39,850 “requests”. The popularity and usefulness of projections information led the Workforce System to request expansion of the deliverables beyond the basic Workforce Information Core Products and Services grant requirements in PY 2005.
- iii. **Support of the WIA/Wagner-Peyser Five-Year Strategic Plan** – Supports the strategic plan by providing Colorado’s Workforce System with the most up-to-date labor market information and trends (Section IV of the State Plan 2005-2007).
- iv. **Principal Customers of the Deliverables** – Principal customers include the workforce development professionals, the education community and job seekers.
- v. **Outcome(s) and System Impact** – Long-term industry and occupation employment will be made available both electronically and in hard copy. The system impact will be increased data access to customers.
- vi. **Planned Milestones** – Statewide industry projections will be complete by April 30, 2006; and occupation projections complete by

June 30, 2006. The projections information will be available on the web within 30 days of compilation.

- vii. **Total Estimated Cost** – \$109,000. At this time there are no planned equipment purchases of \$5,000 or more per unit cost.

b) Short-Term Industry and Occupation Forecasts:

- i. **Description** – Short-Term Industry and Occupation forecasts are part of the core products and services outlined in the ETA One-Stop grant. Colorado will produce and disseminate state-wide and sub-state short-term industry and occupation employment projections using the methodology, software tools and guidelines developed by the Projections Consortium and the Projections Managing Partnership. This year, CLMI will produce the following 8 sets of short-term projections:

Statewide: CLMI will produce statewide short-term industry and occupation projections with a base year of 2005 and a projected year of 2007

Sub-state: CLMI will produce 7 sub-state short-term industry and occupation projections with a base year of 2005 and a projected year of 2007. These projections will cover all Colorado MSAs.

- ii. **Customer Support** – The popularity and usefulness of projections information led the Workforce System to request expansion of the deliverables beyond the basic Workforce Information Core Products and Services grant requirements in PY 2005.
- iii. **Support of the WIA/Wagner-Peyser Five-Year Strategic Plan** – Supports the strategic plan by preparing to provide Colorado's Workforce System with the most up-to-date labor market information and trends (Section IV of the State Plan 2005-2007).
- iv. **Principal Customers of the Deliverables** - Principal customers include workforce development professionals, the education community and job seekers.
- v. **Outcome(s) and System Impact** - Short-term industry and occupation employment will be made available both electronically and in hard copy. The system impact will be increased data access to customers.
- vi. **Planned Milestones** – Two sets of short-term industry and occupation projections will be completed each quarter. Short-term projections will be available via the web within 30 days of compilation.
- vii. **Total Estimated Cost** - \$109,000. At this time there are no planned equipment purchases of \$5,000 or more per unit cost.

3. Occupation and Career Information Products:

a) Targeted Industries:

- i. **Description** – Colorado currently provides a unique occupation analysis product in its Navigator Web site called Targeted Industries. This tool allows job seekers to identify growing industries in each county, and from that point list the employers in those growing industries. The data are maintained in Colorado’s Navigator database, not the ALMIS database. All of Colorado LMI’s occupation-specific products, including wage information, projections, and job vacancy surveys, are accessible to the public through its main Web site: <http://www.coworkforce.com/lmi>. One-Stop LMI funds will be used to update and maintain this data.
- ii. **Customer Support** – During PY 2004, the Targeted Industries module in Navigator received 11,931 requests. In the most recent LMI focus group concerning the Navigator web site, users expressed an interest in having more instructions on how to use Targeted Industries, and a better description of the data that the module delivers. Based on this customer feedback, CLMI will add more detailed instructions and more descriptive information to the Targeted Industries web page in PY 2005.
- iii. **Support of the WIA/Wagner-Peyser Five-Year Strategic Plan** – Supports the strategic plan by providing Colorado’s Workforce System with the most up-to-date labor market information and trends (Section IV of the State Plan 2005-2007).
- iv. **Principal Customers of the Deliverables** – Principal customers include the education community, workforce development professionals and jobseekers.
- v. **Outcome(s) and System Impact** – Industry and occupation data are updated to the web within 30 days of release. The system impact will be increased customer access to a variety of data.
- vi. **Planned Milestones** – Tables used in Targeted Industries analysis are updated quarterly. Industry tables are updated from the Quarterly Census of Employment and Wages (formerly ES-202) data set within 30 days of release.
- vii. **Total Estimated Cost** – \$5,000. At this time there are no planned equipment purchases of \$5,000 or more per unit cost.

b) O*NET database:

- i. **Description** – Colorado also provides another unique occupation analysis product called O*NET database. This tool provides job seekers with information on knowledge, skills, and abilities required for an occupation and their ranking in terms of importance in

performing the job. CLMI will continue to update this product in the coming year. The database can be accessed at <http://navigator.cdle.state.co.us/career/onet.asp>.

- ii. **Customer Support** – During Program Year 2004, the O*NET websites received 9,992“requests”. This number represented a 98% increase over last year’s number of requests.
- iii. **Support of the WIA/Wagner-Peyser Five-Year Strategic Plan** – Supports the strategic plan by providing Colorado’s Workforce System with the most up-to-date labor market information and trends (Section IV of the State Plan 2005-2007).
- iv. **Principal Customers of the Deliverables** – Principal customers include the education community, workforce development professionals and jobseekers.
- v. **Outcome(s) and System Impact** – More career decision making information is made available to customers. The system impact will be increased customer access to a variety of data.
- vi. **Planned Milestones** – Sub-sets of the tables used are updated as data become available.
- vii. **Total Estimated Cost** – \$5,000. At this time there are no planned equipment purchases of \$5,000 or more per unit cost.

c) Skills Projections:

- i. **Description** – Consultations between the SWA, WDC, WIBs and other stake holders in PY 2004, identified skills gap analysis for job markets predicted for expansion due to projected industry growth to be critical for future economic growth in Colorado. Starting in PY2005, CLMI will produce statewide and sub-state skills projections for each set of short and long-term industry and occupation projections.
- ii. **Customer Support** – N/A
- iii. **Support of the WIA/Wagner-Peyser Five-Year Strategic Plan** – Supports the strategic plan by preparing to provide Colorado’s Workforce System with the most up-to-date labor market information and trends (Section IV of the State Plan 2005-2007).
- iv. **Principal Customers of the Deliverables** - Principal customers include the education community, workforce development professionals and job seekers.
- v. **Outcome(s) and System Impact** – Quarterly skills projections are regularly updated. The system impact will be increased customer access to a variety of data.

- vi. **Planned Milestones** – Quarterly skills projections tables in Adobe Acrobat readable format will be delivered to the WDC and appropriate Workforce Center directors.
 - vii. **Total Estimated Cost** - \$88,000. At this time there are no planned equipment purchases of \$5,000 or more per unit cost.
- d) Projections Products:
- i. **Description** – Colorado produces a set of occupation analysis products for customers from the Long-term Industry and Occupation projections. These include the Colorado Occupation Employment Outlook, the Jobs in Colorado series, and brochures. These products allow job seekers to identify the fastest growing occupations in the state and in critical industries such as healthcare; jobs requiring on the job training, jobs requiring higher education for entry as well as the average wages for entry and experience levels. CLMI will continue to update these products in the coming year.
 - ii. **Customer Support** – During Program Year 2004, projection products received 7,523 “requests”.
 - iii. **Support of the WIA/Wagner-Peyser Five-Year Strategic Plan** – Supports the strategic plan by providing Colorado’s Workforce System with the most up-to-date labor market information and trends (Section IV of the State Plan 2005-2007).
 - iv. **Principal Customers of the Deliverables** – Principal customers include the education community, workforce development professionals and jobseekers.
 - v. **Outcome(s) and System Impact** – Industry and occupation data are updated to the web within 90 days of release. The system impact will be increased customer access to a variety of data.
 - vi. **Planned Milestones** – Products are updated 90 days after the release of the Long-Term Industry and Occupation data.
 - vii. **Total Estimated Cost** – \$18,000. At this time there are no planned equipment purchases of \$5,000 or more per unit cost.
- e) Other Projects:
- i. **Description** – Colorado currently provides additional occupation analysis products to customers as requested. These include special requests from the workforce centers, education communities and other state agencies. CLMI will continue to provide these services in the coming year.
 - ii. **Customer Support** – Provides the most detailed and up-to-date customized workforce information to system customers on an as-

needed basis.

- iii. **Support of the WIA/Wagner-Peyser Five-Year Strategic Plan** – Supports the strategic plan by providing Colorado’s Workforce System with the most up-to-date labor market information and trends (Section IV of the State Plan 2005-2007).
- iv. **Principal Customers of the Deliverables** – Principal customers include the education community, workforce development professionals and jobseekers.
- v. **Outcome(s) and System Impact** – Products are developed within one month after requests are received. The system impact will be increased customer access to a variety of data.
- vi. **Planned Milestones** – N/A
- vii. **Total Estimated Cost** – \$18,000. At this time there are no planned equipment purchases of \$5,000 or more per unit cost.

4. Provide Information and Support to State and Local Workforce Investment Boards and Produce other State Information Products and Services:

Timely and relevant data are the basis for executing the strategic vision of the Colorado Workforce Development Council and Colorado Local Workforce Investment Boards. Statewide implementation of a Job Vacancy Survey Report that is distributed to the council and local boards is testimony to an insatiable demand for new data. These data allow architects of the workforce system to better plan for positioning resources to more effectively respond to an ever-changing economy. In Colorado, in particular, workforce systems have been required to adapt to significant swings between labor surplus and shortage. Perhaps nowhere has the need for enhanced labor analysis been more dramatic than in a state like Colorado that has fluctuated between boom and bust over such a short period of time. While the need for analysis is critical at top layers of organizations, the need is also evident on the frontline, where job seekers are challenged to market their skills in ways that keep them competitive in a market that continues to shift quickly from one industry focus (telecommunications) to another (biotech).

a) Job Vacancy Survey:

- i. **Description** –CLMI will continue to produce the Job Vacancy Survey (JVS) for all regions in the state including products based on that data. Starting this year questions on vacancy specifics will be eliminated. A greater emphasis will be placed on getting employers who would like assistance from the workforce center in touch with the appropriate staff. Also, starting this year all JVS areas of Colorado will be surveyed twice a year.
- ii. **Customer Support** – During PY 2004, the Job Vacancy Survey

received 36,689 “requests” on the CLMI web site.

- iii. **Support of the WIA/Wagner-Peyser Five-Year Strategic Plan** – Supports the strategic plan by providing Colorado’s Workforce System with the most up-to-date labor market information and trends. (Section IV of the State Plan 2005-2007).
- iv. **Principal Customers of the Deliverables** - Principal customers include Workforce Investment Boards, businesses, Workforce Centers and the education community.
- v. **Customer Outcome(s) and System Impact** – Job Vacancy Survey reports will be produced for all regions in the state. The system impact will be increased up-to-date labor market information at the local level.
- vi. **Planned Milestones** – All JVS reports available on web the day of public release. Planned surveys during PY 2005: (New Dates required after the first trial run is complete).

Denver Metro Job Vacancy Survey, October 2005, April 2006

Pueblo Job Vacancy Survey, February 2006, July 2006

Mesa Job Vacancy Survey, August 2005, April 2006

Larimer/Weld Job Vacancy Survey, August 2005, March 2006

Pikes Peak Job Vacancy Survey, February 2006, July 2006

Northwest & Rural Resort Job Vacancy Survey, January 2006, July 2006

Western & Southwest Job Vacancy Survey, January 2006, June 2006

Upper Arkansas Job Vacancy Survey, January 2006, June 2006

Eastern Job Vacancy Survey, July 2005, March 2006

San Luis Valley Job Vacancy Survey, September 2005, April 2006

Southeast Job Vacancy Survey, July 2005, March 2006

- vii. **Total Estimated Cost – Funded through sources other than the ETA WICPS Grant.**

b) Local Employment Dynamics (LED) Data:

- i. **Description** – Colorado works in partnership with the Census Bureau to produce Quarterly Workforce Indicators (QWI) on Local Employment Dynamics. This information is provided at county and sub-county levels to enable decisions to be made in the right context. It provides NAICS based information on employment of workers by industry, age group and gender as well as earnings for those jobs. The data also provide information on where jobs are being created and destroyed as well as turnover rates by industry and long-term trends.

Colorado is currently involved in the LED Mapping Application pilot project and is trouble shooting the LED mapping tool.

- ii. **Customer Support** – In conjunction with the Workforce Development

Council, CDLE will seek input from and conduct a variety of customer assessments for business, transportation and workforce agencies on LED.

- iii. **Support of the WIA/Wagner-Peyser Five-Year Strategic Plan** – Supports the strategic plan by providing Colorado’s Workforce System with the most up-to-date labor market information and trends (Section IV of the State Plan 2005-2007).
- iv. **Principal Customers of the Deliverables** – Principal customers include workforce development professionals, employers, economic development agencies, transportation agencies, the education community, and jobseekers.
- v. **Outcome(s) and System Impact** – Quarterly Workforce Indicators are regularly updated. The system impact will be increased customer access to a variety of data.
- vi. **Planned Milestones** – Colorado data are shipped to the Census Bureau at the end of each quarter.
- vii. **Total Estimated Cost** – \$80,000. At this time there are no planned equipment purchases of \$5,000 or more per unit cost.

5. Maintain and Enhance Electronic State Workforce Delivery System:

- i. **Description** – The Colorado Navigator Web site (<http://navigator.cdle.state.co.us>.) continues to be the primary electronic information delivery system for Colorado LMI. During PY 2005, Colorado will transition to new web development software. It’s likely to be the Virtual LMI product from Geographic Solutions, Inc.
- ii. **Customer Support** – During PY 2004, Colorado’s Navigator web site, which is the principal delivery system for ALMIS data, received 1, 573,323 “hits” and 814,299 “requests”. The most popular items retrieved were information on schools and education and training programs, and employer listings.
- iii. **Support of the WIA/Wagner-Peyser Five-Year Strategic Plan** Supports the strategic plan by providing Colorado’s Workforce System with the most up-to-date labor market information and trends. (Section IV of the State Plan 2005-2007).
- iv. **Principal Customers of the Deliverables** – The principal customers of the Navigator are workforce centers, businesses, job seekers, economists, and LMI staff.
- v. **Outcome(s) and System Impact** – Improvements in the coming year will expand the public’s access to the ALMIS database through the transition to a new web tool. The system impact will be increased

customer access to a wide variety of data.

- vi. **Planned Milestones** –Colorado plans to add features to the Navigator web application that will allow retrieval of seasonally adjusted data for the BLS data series that are seasonally adjusted. Colorado is also taking the necessary steps with its financial staff to pave the way for the purchase of the Virtual LMI software from Geographic Solutions, Inc. This software will enhance the ability of Colorado LMI to display ALMIS data on the web.
- vii. **Total Estimated Cost** – \$81,000. Plans for this year include the purchase of the Geographic Solutions, Inc. Virtual LMI tool. At this time we've not been given a final quote on the cost of this web tool. Estimate given so far indicate it will cost about \$100,000.

6. Support state workforce information training activities:

a) Internal and External Training for Analysts:

- i. **Description** – Colorado provides both internal and external training to its analysts on new and existing skills to improve services to our customer base. CDLE will provide 5 - 8 analyst trainings for PY 2005. The LMI Training Institute will likely be a primary source for technical training. Possible topics include: LMI Analyst Training, Long-Term Projections, Short-Term Projections, spreadsheets, databases and soft skills classes. Additionally, one Colorado LMI staff person will attend the LMI Forum.
- ii. **Customer Support** – Consultations with the workforce centers, indicate a strong desire by customers for more training on how to use the LMI data and products. Training of analysts is key in filling this requirement.
- iii. **Support of the WIA/Wagner-Peyser Five-Year Strategic Plan** – Supports the strategic plan by providing Colorado's Workforce System by training analysts to provide the most up-to-date labor market information and trends. (Section IV of the State Plan 2005-2007).
- iv. **Principal Customers of the Deliverables** – Principal customers include workforce development staff, business professionals and the general public.
- v. **Outcome(s) and System Impact** – Improved skills and better understanding of methods used to gather and analyze LMI data. The system impact will be better data analysis and service to our customer base.
- vi. **Planned Milestones** – Colorado will provide 4 training sessions to its analysts by December 2005. Planned training will be completed by June 2006.

- vii. **Total Estimated Cost** – \$13,000. At this time there are no planned equipment purchases of \$5,000 or more per unit cost.

b) Workforce Information Training Initiatives:

- i. **Description** – CLMI currently provides training to Workforce centers and other customers on the use of LMI data and products. CLMI will provide 6 – 10 training sessions in PY 2005. CLMI is implementing a plan to change how training is provided to workforce staff. In the future, it will either be provided by a full-time trainer or a contractor.
- ii. **Customer support** – Consultations with the workforce centers indicate a strong desire by customers for more training on how to use LMI data and products.
- iii. **Support of the WIA/Wagner-Peyser Five-Year Strategic Plan** – Supports the strategic plan by providing Colorado’s Workforce System by training workforce center staff on how to use labor market information as required by the strategic plan (Section IV of the State Plan 2005-2007).
- iv. **Principal Customers of the Deliverables** – Principal customers includes workforce development staff, business professionals and the general public.
- v. **Outcome(s) and System Impact** – Better understanding and use of the LMI data and products by our customer base.
- vi. **Planned Milestones** – Colorado will complete 5 training sessions by December 2005. Planned training will be completed by June 2006.
- vii. **Total Estimated Cost – Funded through sources other than the ETA WICPS Grant.**

- C Customer Satisfaction Assessment:** (\$5,000) The Colorado Workforce Development Council is forming a task force in PY 2005 to assess LMI products and services. The LMI director will participate on this task force as co-chair. This group's work will provide LMI guidelines to enhance existing and develop future products for the workforce system.

Additionally, Colorado Labor Market Information employs a multi-faceted strategy for assessing customer satisfaction with workforce information services delivered in person, print and electronically. Methods used in customer satisfaction assessment are both quantitative and qualitative in nature: consultations, formal and informal presentation evaluations and web-based surveys are employed.

1. Electronic system delivery of workforce information (including Colorado Navigator and the Internet) is assessed by a continuous web-based survey of users of workforce information sites implementing both qualitative and quantitative question and assessment methodologies;
2. Presentations of workforce information are assessed using both qualitative and quantitative question and assessment methodologies in a presentation evaluation questionnaire. The respondent universe includes members of all three principal customer groups.
3. Customer Satisfaction Assessment as a planning tool: As new products or information are prepared for the marketplace, consultations and similar qualitative measurement techniques are used to ensure the information delivered meets or exceeds the wants, needs and desires of CLMI principal customers.