

**State Of Hawaii
PY 2005 Workforce Information Grant Plan**

Section 1. Workforce Information System

- ***The process used to ensure that the State Workforce Investment Board (SWIB) can exercise its responsibility for ensuring that state workforce information policy is responsive to the needs of the state and local workforce investment system.***

The Research and Statistics (R&S) Office maintains formal and informal contacts with the Workforce Development Council (WDC), which provides staff support to the SWIB, and the Workforce Development Division (WDD), which is a partner in all One-Stop Job Centers, as we all fall under the jurisdiction of the Hawaii Department of Labor and Industrial Relations (DLIR). Our proximity and close working relationships with the WDC and WDD allowed us to participate in the development of the WIA/Wagner-Peyser strategic plan. The Labor Market Information (LMI) components of the plan were reviewed and accepted by all stakeholders.

The R&S also attends WDC meetings and planning committee/workgroup discussions to gain insight into workforce information issues. In early 2005, the WDC conducted a series of workshops on workforce development challenges and best practices that served as input to the strategic planning process. In March 2005, the R&S coordinated informational sessions on changes in the unemployment estimation methodology and overview of labor force statistical programs and employment surveys.

To ensure that the PY 2005 LMI Plan is responsive to the needs of the state and local Workforce Investment Boards (WIB), the R&S presented the proposed work statement to the WDC Planning Committee for review and recommendation for approval by the full WDC. All issues and concerns were addressed and resolved to our mutual satisfaction.

- ***How the statewide workforce information system supports the goals of the state's WIA/Wagner-Peyser Strategic Plan.***

The reauthorization of the Workforce Investment Act (WIA) sets goals and strategies to create a demand-driven labor market and workforce information system. The system must develop and deliver quality labor market information (LMI) to support workforce investment boards in their strategic planning and investments, as well as provide tools, products and services that support business growth and economic development.

Revisions to State WIA/Wagner-Peyser Plan reflect various LMI components. It describes the approach to be used in disseminating accurate and timely workforce information to businesses, job seekers, and employment counselors, in easy-to-use formats that are readily accessible within One-Stop Career Centers and remote locations such as libraries, schools,

worksites, and at home. It also describes the core LMI products and services that support the overall strategic direction of the State WIA/Wagner-Peyser Plan. It further describes how LMI products and tools are coordinated with the national electronic workforce information tools, including the America's Career Information Network and Career Voyages.

The R&S supports the goals of the WIA/WP strategic plan by providing core LMI products and services. Examples are: the Hawaii Workforce Informer (HIWI) website, www.hiwi.org; brochures on Hawaii's Hot 50 Jobs and Biotechnology Industry; and implementation of the Local Employment Dynamics (LED) program.

- ***How the grant activities are consistent with the strategic vision of the Governor and the State WIB.***

LMI activities, as part of the WIA/Wagner-Peyser strategic plan, are consistent with the statewide vision of, "A globally competitive and skilled workforce that promotes and nurtures a diverse and prosperous economy that preserves the special quality of life in Hawaii." Furthermore, the LMI plan fits under the umbrella of the Governor's broad economic and workforce development goals to support "the continued momentum of Hawaii's economy." The envisioned workforce system includes: 1) higher quality jobs; 2) adequate worker supply; 3) qualified workers; 4) a network of One-Stop Job Centers; 5) a component that focuses on youth; and 6) an effective communication and coordination network.

In 2005, one of the major recommendations of the SWIB to the Governor is to endorse the expansion of local workforce-related data collection and research, and Hawaii's participation in the Employment and Training Administration (ETA) and Census Bureau sponsored LED program.

- ***The strategy of the SWA and the SWIB for consulting with local workforce investment boards and stakeholders in the workforce investment system to determine customer needs for workforce information.***

On-going consultation with the Local Workforce Investment Boards (LWIBS) is maintained through regularly scheduled meetings convened by the Workforce Development Council (WDC). To facilitate communication between and among partners and customers of the workforce development system, various committees and workgroups are set-up, such as the Planning Committee and Communications Workgroup. These working groups serve as a forum to discuss workforce development issues and initiatives.

The R&S plans to continue meeting with the LWIBS, WDC and One-Stop Job Center staff to discuss LMI products and services, survey readers of various publications, and users of the HIWI system. Anyone who has access to the system, including state and local boards, businesses, individuals, and workforce development agencies, will be able to provide input on our products or the system.

- ***The broad strategic approach for workforce information delivery to principal customers.***

Hawaii's primary means of disseminating labor market information is through the HIWI, www.hiwi.org, which is the Internet delivery system of labor market information. The HIWI is customized to reflect local workforce area information and is the standard delivery method of LMI. Information that can assist with job search, career decisions, business planning, research and much more are provided. Pages on business, industry, local areas, occupations, and wages have been set-up.

The R&S also continues to produce hard copy publications, which are also downloadable from the HIWI. Upon request, the R&S also provides training to workforce development staff and partners. R&S staff members also participate in workshops as presenters, panel members, and/or exhibitors.

- ***How workforce information and services are delivered as core services to customers through the state's One-stop service delivery system.***

Resource centers of all One-stop centers provide internet access to the HIWI. Counselors also provide workforce information to customers.

- ***A description of the customer consultation and satisfaction assessment method(s) to be used to collect and interpret customer satisfaction information and principal customers to be consulted.***

The R&S will use a combination of methods to assess customer satisfaction of LMI products and services. We continue to survey readers of our publications and users of the HIWI system. Anyone who accesses the system, including state and local boards, businesses, individuals, and workforce development agencies will be able to provide input on our products or the system. A quick on-line feedback form was posted on the HIWI to allow users to let us know if they found the information they were seeking. If not, we are able to immediately respond and assist them in accessing the needed information. An on-line rating feature has been added to the HIWI to allow users to rate various articles, whether they are worth recommending to others. We will continue our meetings with the WDC and One-Stop Center staff to discuss their needs for products and services, and will ask participants of our training sessions for feedback on evaluation forms. We will also monitor the types of information being requested by tracking phone calls, e-mails, and the count of internet visits to the various pages of our HIWI system, quarterly and annually, using Web Trends.

- ***A concise summary of customer satisfaction findings for the most recent survey of products and services and the effect those findings had on the planned products and services for PY 2005 including how the plan addresses inadequacies or gaps identified by users.***

Feedback from our customers indicates that there is wide support of our products and services. Overall, customers found them useful and timely for their needs. An example is the customer satisfaction feedback we received from 49 employers, counselors, and students who attended our training sessions on labor market information. An overwhelming majority indicated that they understood the information presented, the length of the session was appropriate, the materials were useful, and the speaker knew the subject matter. About 55 percent were very satisfied with the training. The WDC staff also found that our materials were useful for their needs. At their request, the R&S is reprinting 19,400 copies of previously issued brochures and posters, which will be sent to all of our One-Stop centers. The consultation and feedback process provided us with suggestions for this year's planning grant. Customers want to see more occupational wage information – by industry and area, as much local data as possible, and more brochures, as opposed to long reports that integrate occupational wages, projections, education and training, and skills information. We have addressed their information needs in our core products and services work statements.

- ***Identify funds leveraged or matched from funding sources other than these grant funds and how these funds will enhance delivery of products and services as part of the state's workforce information system.***

To enhance the delivery of our products and services, the R&S will work closely with the Career Kokua Program, which is the state-funded career information delivery system in Hawaii. Career Kokua provides localized career and related educational and training information that is utilized by more than 230 schools and agencies statewide. Subscribers are able to use career assessment tools, job search aids, and are able to access information on local schools, community resources, programs of study and training, industries, and occupations. Career Kokua information is delivered through hard copy publications, computerized software, and the internet. The Career Kokua's internet system, www.careerkokua.org, is also supported by the Career Resource Network (CRN), with funding from Carl Perkins through the Department of Education.

Contents of the HIWI website, particularly the Career Center portal page, will be coordinated with the Career Kokua information to deliver value-added products that customers and partners need for effective career planning and exploration. Non-proprietary career assessment tools and universally accessible labor market information are available through HIWI. Career directions, occupational profiles, and industry reports will be produced collaboratively. Collaboration will increase the ability of the system to address needs especially with respect to “high skills, high wage industries” and “emerging industries.” For example, the Biotechnology industry report and brochure were prepared by a team of staff members from Career Kokua and two other sections in the R&S. The folder of Construction Career Expo information was produced with the combined expertise and research data among the WDD, Career Kokua, and other LMI sections.

The R&S will also team up with the WDC, WDD, local WIBs and One-Stop Job Centers to share a booth at future career expos and seminars. Customized brochures and flyers will be designed and distributed.

Unfortunately, drastic cuts in LMI funding, particularly from the Wagner-Peyser allocation, will make it difficult to maintain our level of operations. As a result, three (3) permanent positions will not be funded in PY 2005. In past years, the state government also funded a position to collect occupational employment and wages and produce county occupational employment estimates, wages, staffing patterns, and occupational projections. However, this position is vacant and more funds are required to perform the activities of the position.

The PY 2005 LMI plan has been scaled back due to funding cuts from Wagner-Peyser, which decreased by over \$100,000. The following LMI products and services will be discontinued: WIA Allocation Data (no survey, data collection and computation of ratios, but raw data are still available from various sources); Applicants Profile (no posting of information on HIWI); Alien Labor Certification (no staff support to help with wage determinations and resolving challenges from employers); and Labor Area News (no hard copy publications of monthly newsletter). Some local area profiles, occupational brochures, industry reports, affirmative action information, and HIWI contents will also be scaled back.

The funding situation is further aggravated by staffing changes. A program supervisor, with over 30 years of experience, will be retiring by the end of June 2005. Technical expertise will also be lost, as staff members move when their positions are no longer funded.

Section 2. Core Products and Services

A. State Workforce Agency (SWA) Deliverables

1. **ALMIS Database:** The R&S staff will continue to populate and maintain all tables designated as core tables, in accordance with guidance issued by the ALMIS Database consortium for the areas and time period required, within a month of its availability. By the end of the program year, Hawaii will populate the database beyond the minimum requirements by including county, state, and national data, providing additional years of data for the specified tables, and populating other non-core tables. We will also collect occupational licensing information, which has been re-coded to the O*NET/SOC taxonomy, update the three files, and submit the data to the National Crosswalk Service Center for placement on the ACINet site. Currently we are using ALMIS Database version 2.3, but are also maintaining version 2.2

Hawaii will also make the ALMIS Employer Database provided by InfoUSA available to its customers within a month of its receipt. In accordance with ALMIS Workgroup guidelines, we will integrate the most current version of the Employer Database with the ALMIS Database. The ALMIS Employer Database also resides on the ACINet site, and the public can access it through HIWI, which has a link to ACINet.

We will take advantage of informational materials, tools, and training opportunities provided by the ALMIS Workgroup. We will incorporate enhancements that are identified, to continue improving the database to meet national, state, and local customer information needs.

The number of visitors to our HIWI web site, which uses the ALMIS Database, is the primary measure of customer support of the ALMIS Database. From July 2004 to March 2005, the HIWI had 24,056 unique visitors who made 66,458 visits.

The ALMIS Database supports the WIA/WP strategic plan by providing to all customers the most timely state and local demographic, economic, and workforce data, as well as easy access to a public database of all businesses in the state, which are important for program planning, career exploration, and job search activities.

Principal customers include: Education community, WIB and planners, businesses and economic development, One-Stops/One-Stop partners, Workforce Development professionals, job seekers, individuals, students, special populations, and parents.

The outcome and system impact is that the ALMIS Database provides a standardized structure and data source for the HIWI, our labor market information Internet delivery system. The HIWI allows a quick upload of the ALMIS database, providing

customers access to more timely state and local LMI. Since every state follows the same standard to populate the database, customers could also make data comparisons across states or within local labor markets.

Milestones:

Populate and maintain all core tables for the areas and time period required	Within a month of availability
Collect, update, submit occupational licensing information to NCSC	Nov. 2005
Populate the database beyond the minimum requirements	June 2006

Estimated cost: \$40,372. We will request approval from the ETA Regional Office for equipment purchases of \$5,000 or more.

2. **Projections:** The primary activity for PY 2005 will be the production of statewide long-term and short-term industry and occupational projections, using the methodology, software tools, and guidelines developed by the Projections Workgroup and the Projections Managing Partnership. Long-term projections for the State of Hawaii will be developed with 2004 as the base year and projections to year 2014. Short-term projections for the State of Hawaii will be developed using 2nd quarter 2005 as the base period and projected to 2nd quarter 2007. Upon completion of the statewide long-term and short-term projections, data will be incorporated into the ALMIS Database and submitted for dissemination in accordance with procedures established by the Projections Workgroup and the Projections Managing Partnership. Data will also be put on the HIWI for public use.

Staff will be given the opportunity to attend training that will build technical and forecasting expertise.

A survey of One-Stop Job Centers and Workforce Development Council staff indicated that occupational projections are important. Projections were also widely distributed, with over 4,000 customers receiving copies of the 2002-2012 industry and occupational projections reports for the state and counties or other reports and brochures, such as Hawaii's Hot 50, Biotechnology Industry, and Career Directions, which contained projections data. Over 22,000 files containing projections were also downloaded from our HIWI site.

The data supports the WIA/WP strategic plan by providing current and projected long- and short-term industry and occupational data for education and training program planning, career counseling, and job search activities.

Principal customers include: Education community, Workforce Investment Board and planners, businesses and economic development, One-Stops/One-Stop partners, Workforce Development professionals, jobseekers, individuals, students, special populations, and parents.

The outcome and system impact is that these long- and short-term occupational estimates will identify expanding and declining occupations at the state and local levels. Planners will be able to offer training programs that match occupational opportunities in the state so employers will be provided with skilled workers. Job seekers will be able to assess the availability of jobs that match their skills.

Milestones:

Develop 2004-2014 industry projections, State of Hawaii	April 2006
Develop 2004-2014 occupational projections, State of Hawaii	June 2006
Complete 2005/Q2 to 2007/Q2 industry forecasts, State of Hawaii	April 2006
Complete 2005/Q2 to 2007/Q2 occupational forecasts, State of HI	June 2006
Populate ALMIS Database with projections data	June 2006
Submit projections to Projections Consortium and Projections Managing Partnership	June 2006

Estimated cost: \$84,255. We will request approval from the ETA Regional Office for equipment purchases of \$5,000 or more.

B. State Workforce Agency (SWA) / State Workforce Investment Board (SWIB) Deliverables

- Occupational and Career Information Products:** Staff will continue to produce a variety of occupational and career information products. The products to be developed will be based on customer surveys, feedback from users, and an evaluation of customer needs. All products will be SOC-based and available in printed hard copy publications or downloadable from the HIWI.

We will publish the results of the 2002-2012 industry and occupational projections for Honolulu MSA and results of the Occupational Employment Statistics (OES) survey. Projections and occupational wages are two of our most requested information. Other products that are planned include occupational profiles, which

will incorporate related information such as industry and occupational projections, OES wages by occupation, typical tasks, knowledge, skills, abilities, work activities and work context information from O*NET, and educational and training requirements.

The primary means of obtaining career information, however, will be from HIWI. The HIWI uses the information contained in the ALMIS Database, and the ALMIS database has a wealth of occupational information: wages, employment projections, industry employment, O*Net skills and tasks for the job, employment and training, and job openings. Customers can access the occupational information through the HIWI and tailor it to their needs.

The career and occupational information pages had over 18,000 visits last year. Additionally, there were over 174,000 downloads for various LMI reports.

The WIA/WP strategic plan depends on occupational and career information for education and training program planning, job search, and career counseling activities.

Principal customers include: Education community, WIB and planners, businesses and economic development, One-Stops/One-Stop partners, Workforce Development professionals, jobseekers, individuals, students, special populations, and parents.

The outcome and system impact is that customers will see more meaningful and understandable career information products, with analysis and graphics, in print and electronic formats. Customers will also have access to more sub-state long-term industry and occupational forecasts so they can assess opportunities that match their skills in their local areas.

Milestones:

Publish 2002-2012 industry/occupational projections, Honolulu MSA	December 2005
Publish results of OES survey	June 2006
Produce occupational profiles	On-going

Estimated cost: \$68,600. We will request approval from the ETA Regional Office for equipment purchases of \$5,000 or more.

2. **Provide workforce information and support required by the State, the state Workforce Development Council, and local workforce investment boards:** The state WDC and the local WIBs need labor market information to meet their planning requirements. To obtain some idea of their information needs, we plan to meet

annually with the WIB staff and One-Stop Job centers. This on-going communication will ensure that our products and services are in line with their needs. Staff is also available to provide training or make presentations, and upon request, we will provide ad hoc research addressing the state and the local WIB needs.

Hawaii is making more county information available via the HIWI, which is the primary way for the local WIBs to access local labor market information. The HIWI uses the information in the ALMIS database, and most of the data in the ALMIS database is collected at the county level, which matches our LWIB geography. Through HIWI, the state and local WIBs will be able to access the most up-to-date local data and all of our publications, which can be downloaded and printed, to support their mission and strategic plans. The HIWI also features customized web pages for the local WIBs, which display selected information that are relevant to their local area. This year we will also update county profiles, which are available on the HIWI.

“Hawaii’s Hot 50 Jobs” and “Biotechnology Related Jobs in Hawaii” are new brochures that integrate occupational employment, wages, job openings, and education and training information. We plan to produce similar brochures for other targeted industries, which will be determined in consultation with the WDC staff. These brochures are extremely popular as handouts at One-Stop Centers and job fairs.

Preparations are underway to provide more localized information on Hawaii’s workforce through the Local Employment Dynamics (LED) program. The LED will produce Quarterly Workforce Indicators such as detailed demographic, geographic and economic information on workers. It supports the Governor’s plan to expand localized workforce data. The initial report is planned for the fourth quarter of 2005.

The R&S is also gearing up to learn a newly developed skills-based employment projections (SEP) system that provides a combination of occupational projections and occupational-related skills for determining current skill supply and projected skills required. The system’s ability to provide insight about the skill gaps that currently exist or are projected to occur within the state and local areas is instrumental in directing workers to training and targeting workforce services to business. Actual implementation of the system will be based on availability of staff and resources. As of May 2005, the R&S has participated in a webcast that showed an overview of the system. We were also provided temporary access to a test site to familiarize ourselves with the system. The R&S still needs more training and join other states in learning how to install and maintain the system. Until then, we are not able to determine the exact workload and resource requirements for the SEP.

Continuous and informal contacts, through verbal and/or written communication are maintained between the R&S and the WDC, as well as the WDD, which is a partner in all One-Stop Job Centers, as we are all part of the Hawaii Department of Labor

and Industrial Relations (DLIR). The WDD acts on behalf of the DLIR as the state administrative entity for WIA formula funds allocated to the State of Hawaii.

No quantitative survey data is currently available to measure customer satisfaction for our state and local WIB's support services and products. Most of the feedback was qualitative and collected through one-on-one interviews.

This activity supports the WIA/WP strategic plan by providing products and services to enhance the workforce information system that are based on feedback and collaborations with the WIBs.

Principal customers include: Education community, WIB and planners, businesses and economic development, One-Stops/One-Stop partners, Workforce Development professionals, jobseekers, individuals, students, special populations, and parents.

The outcome and system impact is that customers will see new and improved products, which have been prepared in collaboration with the WIB, and are based on customer needs. There will also be an increase in the amount of local area information available to make informed choices.

Milestones:

Maintain local pages on HIWI	Ongoing throughout the program year
Confer with LWIB and One-Stop Center staff	Ongoing throughout the program year
Prepare brochures on targeted industries	Various throughout the program year
Implement Local Employment Dynamics (LED) program	June 30, 2006

Estimated cost: \$72,800. We will request approval from the ETA Regional Office for equipment purchases of \$5,000 or more.

3. **Maintain and enhance the state electronic workforce information delivery system:** Hawaii's primary means of disseminating labor market information is through our HIWI (www.hiwi.org), our electronic delivery system of labor market information.

The R&S Office is committed to maintaining and supporting the HIWI. Hawaii is a member of the Workforce Informer consortium and participates in conference calls, suggests improvements, tests the system for reliability, functionality, and usability,

and incorporates enhancements identified by the consortium states. This web-based system undergoes continuous improvements, including providing more explanations and background information, providing new articles and more up-to-date data, thus changing the format to make it easier to navigate, and making the site more user-friendly. We have included a satisfaction survey on the HIWI, which allows customers to evaluate the products provided. The HIWI uses the ALMIS Database and also has linkages to other systems such as O*NET, America's Job Bank, and the Employer Database. Because it uses the ALMIS Database, which is a standardized database populated by each state, customers can make data comparisons across states or within local labor markets. The HIWI provides anyone with access to the internet with timely, accurate, and relevant state and local workforce information to make informed decisions.

The number of visitors to our HIWI website is the primary measure of customer support. From July 2004 to March 2005, the HIWI had 24,056 unique visitors who made 66,458 visits.

The HIWI supports the WIA/WP strategic plan by providing anyone with access to the Internet with more timely, accurate, and relevant state and local labor market information to make decisions.

Principal customers include: Education community, WIB and planners, businesses and economic development, One-Stops/One-Stop partners, Workforce Development professionals, jobseekers, individuals, students, special populations, and parents.

The outcome and system impact is that all customers will have easy access to an array of state and local workforce information on a timely basis to make informed decisions.

Milestones:

Maintain, support, and improve the Workforce Informer system	Ongoing throughout the program year
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Estimated cost: \$92,572. We will request approval from the ETA Regional Office for equipment purchases of \$5,000 or more.

4. **State workforce information training initiatives:** The quality of our workforce information is dependent on the knowledge and skills of staff. To ensure that our labor market information staff have an understanding of LMI, are able to produce timely and accurate statistics, and quickly respond to questions by phone or e-mail, the Hawaii R&S Office will take advantage of training to enhance the skills of the staff.

The R&S staff will also conduct training for LMI users, and will undertake at least five training activities to increase staff and stakeholders' understanding of workforce information. The methods of education will be in the form of workshops as presenters, panel members, and/or exhibitors; participation in career fairs; attendance at meetings to provide input and respond to questions; and individual technical assistance.

An evaluation of feedback from our customers indicate that training, tailored to the needs of the customer, should be provided to state and local boards, individuals, businesses, and the workforce development system when requested. Suggested topics include increasing awareness of our products and services, using our labor market information to make decisions, using our HIWI delivery system, and understanding our industry and occupational projections.

This activity supports the WIA/WP strategic plan by providing customers with access to training and technical support in using workforce information.

Principal customers include: LMI staff, education community, WIB and planners, businesses and economic development, One-Stops/One-Stop partners, Workforce Development professionals, jobseekers, individuals, students, special populations, and parents.

The outcome and system impact is that program delivery staff, state and local WIBs, and other customers will increase their knowledge and understanding of the workforce information available and will be able to provide better planning, counseling, and service delivery.

Milestones:

Attend training	Ongoing throughout the program year
Undertake various training initiatives	Various throughout the program year

Estimated cost: \$14,300. We will request approval from the ETA Regional Office for equipment purchases of \$5,000 or more.

Section 3. Consultation and Customer Satisfaction Assessment

During PY 2005, the Hawaii R&S Office will monitor customer satisfaction in various ways. Efforts will include: surveys, personal interviews, track requests and usage. The information that we receive will be tabulated and used as input to ensure that the products we develop address customer needs and are meaningful.

Each time we mail a publication, we will enclose an evaluation form, which will ask for feedback on usefulness, format, and timeliness. Comments will be reviewed, and if feasible, we will incorporate the suggestions and redesign future reports.

At the end of each training session, we will also ask participants to complete a customer satisfaction feedback evaluation. We will tabulate and evaluate the results and address deficiencies.

Quarterly and annually we will monitor usage of the HIWI system using Web Trends, especially the pages that were visited most often and the files that were downloaded most often. The statistics will provide us with some idea of the information that is being accessed most often by our customers, including businesses, individuals, and the workforce development agencies.

In addition, we will gather feedback through our meetings with One-Stop center professionals and managers, and WIB staff; informal conversations with employers and jobseekers at job fairs; and phone calls and e-mails from customers requesting information.

Feedback from our customers indicates that generally our workforce information system is meeting the needs of our customers. Employers, counselors, and students who attended our training sessions consistently rated our training satisfactory to very satisfactory. About 55 percent were very satisfied with our training. Our WDC staff also found our materials useful for their needs. At their request R&S is reprinting 19,400 copies of previously issued brochures and posters, which will be sent to all of our One-Stop centers.