

## COLORADO LABOR MARKET INFORMATION (CLMI) WORK PLAN AND SCHEDULE FOR ONE-STOP-LMI FUNDS PY 2002

- A. **Statewide Employment Statistics System**: The Colorado state employment statistics system is managed and implemented by Labor Market Information within the Division of Employment and Training of the Colorado Department of Labor and Employment. LMI manages and delivers a variety of products throughout the workforce system including Industry Employment and Wages (ES-202), Current Employment Statistics, Local Area Unemployment Statistics, Occupation Wages, Occupation Projections and the Job Vacancy Survey.
- 1) The establishment of a communications strategy within LMI to determine workforce information needs and customer satisfaction is Colorado's key element in consulting with state and local workforce investment boards, the business community, individuals and workforce development professionals. This will be accomplished through two exhaustive batteries of focus groups (print and web based products), online product satisfaction surveys, presentation evaluations and individual meetings with workforce center directors and business leaders. Additionally, a new outreach program to the education community will be initiated with an objective of building a customer database and establishing regular communications.
  - 2) The need for customer friendly, readily available labor market information is referred to extensively throughout the Colorado WIA/Wagner-Peyser Five Year Strategic Plan. Colorado LMI meets the need through continuing product development and improvement and delivery of information through a variety of publications and electronic applications. Existing print and web-based products (Job Vacancy Survey, Occupation Outlook, OES Wages, Colorado Navigator) will be reviewed in the aforementioned focus groups. Recommendations for product revision and creation will be reviewed and acted on where appropriate and as budget allows.
  - 3) The communications strategy was created within Colorado LMI to implement and expand workforce information delivery to the system's three principal customer groups - the business community, individuals and the state's workforce development system. Part of this strategy is to develop and maintain a database of key LMI clients to establish regular communications, product distribution and opportunities for training.
  - 4) LMI delivers workforce information and services to customers through the state's One-Stop service delivery system through the Colorado Navigator (an electronic data delivery system), the Internet, publications, posters, and on-site presentations and training.

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 (WIB), Colorado LMI developed the following work plan, an outline of which can also be found on pages 43 and 44 of the state's WIA/Wagner-Peyser Act Five-Year Strategic Plan:

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

- i. **Description** – The ALMIS database is part of the core products and services outlined in the ETA One-Stop grant. It functions as a data warehouse that is continually updated to serve LMI analysts, workforce centers, schools and the general public. Colorado is currently maintaining version 1.1 of the database. The core tables of this database are updated regularly. Colorado's ALMIS database administrator has built the structure of ALMIS version 2.2 and is currently populating it with data.  
**Focus** – The focus of the ALMIS database in Colorado is warehousing of economic data, data sharing, and systems development.
- ii. **Consultation** – N/A
- 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. (Page 43, State Unified Plan)
- iv. **Measurable Customer Outcome(s)** – Will have 50% of core tables populated by June 30, 2003 and 100% populated by June 30, 2004.
- v. **Milestones** – Colorado will recode their license files to O\*NET-SOC codes by June 30, 2003, as required by the One-Stop LMI guidelines. Colorado's license files are updated on an ongoing basis. Major licensing authorities in Colorado were contacted in March and April of 2002, and many of them returned data in varying degrees of completeness. The license files were updated accordingly. ALMIS version 2.2 is expected to be completely populated by December 31, 2003.
- vi. **Total Estimated Cost** - \$50,000. At this time there are no planned equipment purchases of \$5,000 or more per unit cost.

2) 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-level, long-term industry and occupation employment projections using the methodology, software tools and guidelines developed by the Projections Consortium and the Projections Managing Partnership. Principal customers include

the education community, workforce development professionals and job seekers.

Statewide: CLMI will continue work on statewide long-term industry and occupation projections with a base year of 2000 and projected year of 2010. The projections will be made available on the World Wide Web and in hard copy. Also, CLMI will develop a statewide NAICS based historical industry employment series. The series will be tested with the long-term projections model pending the release of NAICS based long-term projections software.

Sub-state: CLMI will produce sub-state long-term industry and occupation projections with a base year of 2000 and projected year of 2010. The projections will be made available on the World Wide Web and in hard copy. Also, CLMI will develop sub-state NAICS based historical industry employment series. These series will be tested with the long-term projections model pending the release of NAICS based long-term projections software.

One CLMI staff member will participate in the Projections Consortia and the Projections Managing Partnership.

- ii. **Focus** – This product is intended to further develop workforce information available from CLMI.
- iii. **Consultation** – See attachment A for focus group report on end products developed from industry and occupation projection data.
- iv. **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 (Page 43, State Unified Plan).
- v. **Measurable Customer Outcome(s)** – The projections information will be available on the web within 30 days and in hard copy within 90 days of compilation.
- vi. **Milestones** – Statewide industry projections complete by June 30, 2002; sub-state industry projections complete by June 30, 2003; statewide occupation projections complete by June 30, 2003; sub-state occupation projections complete by December 31, 2003 and NAICS historic time-series analysis complete by June 30, 2003 barring issues with the timely release of LTIP software.
- vii. **Total Estimated Cost** - \$150,000. At this time there are no planned equipment purchases of \$5,000 or more per unit cost.

### 3) 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-level, short-term industry and occupation employment projections using the methodology, software tools and guidelines developed by the Projections Consortium and the Projections Managing Partnership. Principal customers include the education community, workforce development professionals and job seekers.
- ii. **Focus** – To develop NAICS-based historical industry employment series for state and sub-state areas. This will increase data available to LMI analysts and allow them to produce short-term occupation forecasts once NAICS based occupation files are produced by the Bureau of Labor Statistics.
- iii. **Consultation** – Testing for new products based on short-term industry and occupation analysis will be included in a battery of focus groups planned for the fall of 2003.
- iv. **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 (Page 43, State Unified Plan).
- v. **Measurable Customer Outcome(s)** – Not published products based on short-term analysis at this time. This analytical need is filled through the Job Vacancy Survey. But, the data are captured to develop a historical series for future product development.
- vi. **Milestones** – Historical NAICS based time-series for short-term forecasting at the statewide and sub-state level will be complete by June 30, 2003.
- vii. **Total Estimated Cost** - \$150,000. At this time there are no planned equipment purchases of \$5,000 or more per unit cost.

4) Develop Occupation Analysis Products:

- 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 occupation staffing patterns, wages, projections, and employers in those growing industries. CLMI will update this product to use NAICS codes instead of SIC codes in the coming year. The data are maintained in Colorado's Navigator database, not the ALMIS database.

Colorado now has a large portion of the O\*NET database integrated into its Web-based Navigator application. As the

O\*NET database is updated, Colorado will integrate the updates into Navigator.

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.

Principal customers include the education community, workforce development professionals and jobseekers.

- ii. **Focus** – These products are intended to further develop workforce information available from CLMI.
- iii. **Consultation** – Focus groups on Targeted Industries are planned for the spring of 2003.
- iv. **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 (Page 43, State Unified Plan).
- v. **Measurable Customer Outcome(s)** – Industry and occupation data are updated to the web within 90 days of release.
- vi. **Milestones** – Tables used in Targeted Industries analysis are updated quarterly. Industry tables are updated from the ES-202 data set within 30 days of release.
- vii. **Total Estimated Cost** - \$50,000. At this time there are no planned equipment purchases of \$5,000 or more per unit cost.

5) Provide an Employer Name and Address List that can be Accessed by the Public:

- i. **Description** – The ALMIS employer database is part of the core products and services outlined in the ETA One-Stop grant. Colorado provides access to the ALMIS employer database through its Colorado navigator Web site at: <http://navigator.cdle.state.co.us>. The data are displayed according to the strict criteria that are specified in the agreement between InfoUSA and the states.

The ALMIS database administrator in Colorado also responds to ad hoc requests, primarily from Workforce Centers, for custom lists of employers.

Primary users are job seekers, colleges, and Workforce Centers.

- ii. **Focus** – One-stop service delivery as required in the ETA One-Stop Grant.
- iii. **Consultation** – N/A
- iv. **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. (Page 43, State Unified Plan)
- v. **Measurable Customer Outcome(s)** – Employer locator data updated within 30 days of receipt from vendor.
- vi. **Milestones** – Expect updated information from vendor in November 2002 and May 2003.
- vii. **Total Estimated Cost** - \$15,000. At this time there are no planned equipment purchases of \$5,000 or more per unit cost.

6) Provide Information and Support to State and Local Workforce Investment Boards and Produce other State Information Products and Services:

a. Area Experts:

- i. **Description** – CLMI provides “Area Experts” to Colorado’s State and Local Workforce Investment Boards. With additional funding provided by the state, CLMI has increased staff and assigned specific geographic areas for those staff to serve. A working relationship has been developed with all of the state’s Workforce Investment Boards and Colorado’s LMI Director serves in an advisory capacity to the state’s Workforce Investment Council as a sitting member on the “Skills Development Partnership” subcommittee.

Over the next year staff from CLMI will continue reaching out to the Workforce Investment Boards providing information and expert advice on the local labor market and economy through products, presentations, training, and participation in meetings.

- ii. **Focus** – WIA partner support.
- iii. **Consultation** – Feedback through the Colorado Workforce Development Council has been positive and regularly solicited.
- iv. **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. (Page 43, State Unified Plan)
- v. **Measurable Customer Outcome(s)** – Historically, contact between LMI and WIBs was minimal. Objective is to increase

frequency of measurable contact with each WIB from once a year to at least once a quarter.

- vi. **Milestones** – At least three WIB meetings shall be attended per quarter. Attend 10 WIB Meetings by July.
  - vii. **Total Estimated Cost** - Funded through sources other than the ETA One-Stop Grant.
- b. Job Vacancy Survey:
- i. **Description** – With additional funding from the state of Colorado, CLMI will continue to produce its highly successful Job Vacancy Survey for all regions in the state.  
  
Principal customers include Workforce Investment Boards, businesses and One-Stop Career Centers.
  - ii. **Focus** – WIA partner support.
  - iii. **Consultation** – Job Vacancy Surveys are conducted in cooperation with and are partially funded by the Colorado Workforce Development Council.
  - iv. **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. (Page 43, State Unified Plan)
  - v. **Measurable Customer Outcome(s)** – All JVS reports available on web the day of public release.
  - vi. **Milestones** – Planned surveys during PY 2002:  
  
Denver Metro Job Vacancy Survey, November 2002, April 2003  
Pueblo Job Vacancy Survey, August 2002, March 2003  
Mesa Job Vacancy Survey, October 2002, April 20022003  
Larimer/Weld Job Vacancy Survey, October 2002, March 2003  
Pikes Peak Job Vacancy Survey, August 2002, February 2003  
Northwest & Rural Resort Job Vacancy Survey, July 2002, January 2003  
Western & Southwest Job Vacancy Survey, July 2002, January 2003  
Upper Arkansas Valley Job Vacancy Survey, July 2002, January 2003  
Eastern Job Vacancy Survey, September 2002  
San Luis Valley Job Vacancy Survey, September 2002  
Southeast Job Vacancy Survey, September 2002

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

7) Improve and deploy electronic state workforce information delivery system:

- i. **Description** – Colorado LMI’s primary workforce information delivery system is called the Colorado Navigator. It can be reached on the Web at <http://navigator.cdle.state.co.us>. It has proven to be a very popular and heavily used system by workforce professionals and the public. Partly as a result of the heavy use, users have suggested numerous enhancements. Some examples are:

- Enhancement of the data download feature, with clearer specifications about the file that is downloaded.
- The ability to download multiple periods of data, e.g., multiple quarters of data as opposed to just one quarter.
- Improving Navigator’s compatibility with Macintosh operating systems.
- Modifying the Targeted Industries feature to use NAICS codes instead of SIC codes.
- Updating the resume writing and interview tips pages.
- Update occupation projections page to display data in SOC vs. OES codes.

These enhancements and others will be prioritized and implemented as funds allow.

- ii. **Focus** – Systems development and improving self-service for workforce professionals and the public.
- iii. **Consultation** – A Web site focus group is planned for the spring of 2003.
- iv. **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. (Page 43, State Unified Plan)
- v. **Measurable Customer Outcome(s)** – Enhancements selected will be implemented by December 31, 2003.
- vi. **Milestones** – Decision on which enhancements to implement, Summer 2003. Testing complete by Winter 2004. Enhancements in place by Summer 2004.
- vii. **Total Estimated Cost** – \$15,000. At this time there are no planned equipment purchases of \$5,000 or more per unit cost.



8) Workforce Information Training Initiatives:

- i. **Description** – Colorado currently provides training to Workforce centers and other customers on the use of LMI data and products.  
  
CLMI will be providing 8 to 11 training sessions in PY 2002. Possible topics include: Consumer Reports, Job Vacancy Survey data, and LMI Products. However, no dates have been set.
- ii. **Focus** – Training of workforce development staff, business professionals and the general public.
- iii. **Consultation** – Feedback through the Colorado Workforce Development Council has been positive and regularly solicited. A Web site focus group is planned for the spring of 2003.
- iv. **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. (Page 43, State Unified Plan)
- v. **Measurable Customer Outcome(s)** – Increased requests for Web pages in the Colorado Navigator system.
- vi. **Milestones** – See attachment B.
- vii. **Total Estimated Cost** – \$77,000. At this time there are no planned equipment purchases of \$5,000 or more per unit cost.

- C. **Customer Satisfaction Assessment:** Colorado Labor Market Information employs a multiple approach strategy for assessing customer satisfaction with workforce information services delivered in person, in print and electronically. Methods used in customer satisfaction assessment are both quantitative and qualitative in nature: presentation evaluations, focus groups, mail questionnaire and web-based survey.
- 1) Publications (including the OES Wage Survey; regional Job Vacancy Survey reports, Highlights brochures, and posters; the LMI Directory; and Occupational Employment Outlook and projections related brochures) are assessed with two different mechanisms:
    - a. An annual series of 10 focus groups conducted in three locations. The respondent universe includes members of all three principal customers in every workforce development region in Colorado. Assessment is qualitative in nature and presented in a report delivered within 6 weeks of the conclusion of the annual focus group series.
    - b. An annual postal mail questionnaire implementing both qualitative and quantitative question and assessment methodologies is used to assess customer satisfaction from the business community and the service and training providers within the workforce system.
  - 2) Electronic system delivery of workforce information (including Colorado Navigator and the Internet) is assessed with two different mechanisms:
    - a. A continuous web-based survey if users of workforce information sites implementing both qualitative and quantitative question and assessment methodologies;
    - b. Annual focus groups series of 10 focus groups conducted in three locations. The respondent universe includes members of all three principal customers in every workforce development region in Colorado. Assessment is qualitative in nature and presented in a report delivered within 6 weeks of the conclusion of the annual focus group series.
  - 3) 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.
  - 4) Direct customer service is assessed with an annual postal mail questionnaire implementing both qualitative and quantitative question and assessment methodologies.