

Kentucky One-Stop LMI Work Plan  
For Program Year 2002

Basic Goal: Kentucky's Workforce Labor Market Information, Research and Statistics System—of which **Workforce Kentucky** is the main information delivery system—is currently being developed to disseminate workforce, labor market, and career information for use by customers referenced in Section 7, Parts (a) (3) (D) and (d) and Section 15 of the Wagner-Peyser Act; Section 309 of the Workforce Investment Act (WIA); Section IV (C) (3) of the WIA/Wagner-Peyser Planning Guidance (FRN/Volume 64, No. 37/Thursday, February 25, 1999); 29 CFR Parts 93, 96, 97 and 98; OMB Circular A-87 and the Training and Employment Guidance Letter No. 18-02.

Workforce labor market information is any information that describes the labor area in terms of its jobs, workers, prevailing wages, occupational or industrial structure, employers, economic conditions, and education and training information. The main purpose for developing this information is to facilitate the match between workers and jobs.

**A. The Workforce Labor Market Information, Research and Statistics System** serves employers, job seekers, students, educators, education/training providers and other customers by providing state and local labor market information and statistics. This system will keep up with the constantly changing facts and statistics associated with Kentucky residents and their work—facts that are essential in keeping Kentuckians informed about careers, occupations, and the job market outlook for industries in the state.

The Kentucky Department for Employment Services is the governor's designated agency to house the Workforce Labor Market Information/Employment Statistics System. Kentucky's Workforce Labor Market Information, Research and Statistics activities and services are outlined below and are being integrated into **Workforce Kentucky**—a web-based information delivery system developed to be the primary medium for release of such information. The Workforce Development Cabinet, Department for Employment Services is excited about the development of this system and customers can gain access by visiting **Workforce Kentucky** at [www.workforcekentucky.info](http://www.workforcekentucky.info). Additional research, statistics, and information will appear on **Workforce Kentucky** as it is developed and ready.

A few of the components of the system that will assist the Commonwealth's customers are as follows:

- Aid employers and other customers in making decisions based on current labor market information, including prevailing wage and other occupational characteristics;

- Provide employers with a local labor market profile of statistics relating to their county;
- Enable employers to compare industry employment levels and wages for the county or Area Development District (ADD) in which their company is located with the same industry employment and wages for other counties or ADDs in Kentucky;
- Provide job seekers with information on jobs, job opportunities, and education and training programs;
- Provide displaced job seekers with the ability to match skills, acquired through their education and job history, with other potential jobs that require similarly acquired skills;
- Provide students and job seekers with information that will assist them in making career choices that match their skills, interests, and work values;
- Provide education and employment counselors with an accessible internet-based information delivery system to assist Kentucky students and job seekers in appropriate career choices;
- Provide WIA personnel and other training providers with the information needed to assist job seekers in acquiring the training to effectively and efficiently prepare them for gainful employment;
- Provide researchers and labor market analysts with an ever-expanding database of workforce labor market information and employment statistics;
- Provide economic developers with the information needed to attract businesses that will employ our skilled workers who are currently poorly matched to a job; and

All of these components of the system are currently available or possible given the current design of **Workforce Kentucky** and its modules.

With a little refinement in the design of the application behind **Workforce Kentucky**, and utilization of its current databases, additional components could also assist other workforce labor market information customers. For example, educators could be assisted in the design of occupational training curriculum based on the skills required by the occupation. With a new module that would use ALMIS and O\*NET databases, **Workforce Kentucky** could provide the basic information necessary for more effectively and efficiently educating and training students and job seekers for their chosen Kentucky careers.

It is the intent that **Workforce Kentucky** will become an integral part of the statewide Workforce Labor Market Information and Employment Statistics System. **Workforce Kentucky** and Kentucky's Workforce Labor Market Information, Research and Statistics will support the state's overall plan for assisting employers in finding the best qualified workforce applicants for their job openings and business growth needs and, at the same time, provide job seekers and other workforce customers with information about the state's workforce needs.

The Workforce Labor Market Information, Research and Statistics staff plan to consult with the state and local boards, the business community, individuals, and state and local agencies about the usefulness of **Workforce Kentucky**. Staff will also evaluate how the workforce labor market information, research, and statistics included meets or does not meet their needs as well as how it can better meet their needs. The Workforce Labor Market Information, Research and Statistics staff plans to market **Workforce Kentucky** and provide technical assistance and training in the use of this system to meet the needs of the state's workforce customers.

The two major statistical databases accessed by the **Workforce Kentucky** application are Kentucky's Americas Labor Market Information System (ALMIS) Database and the U.S. Department of Labor's Occupational Network (O\*NET). The major data sets currently included in **Workforce Kentucky** are as follows:

*Consumer Price Index (CPI—Cost of Living)* provides a U.S. Department of Labor developed index that can be used in making calculations of the cost of living. (Currently 1991-2002 index numbers are in the ALMIS database.)

*Covered Unemployment Insurance (UI) Employment and Wages (ES-202) Program* estimates detailed industry employment and wage data for Kentucky, 14 ADDs or Educational Regions, and 120 counties. This program provides the most comprehensive source for this type of data in the country and supplies employers and others users with an overview of the number of firms, type and size of industries, and the average wage rates in industries in the state. Research and Statistics is responsible for conducting this program in partnership with the U.S. Department of Labor.

*Current Employment Statistics (CES) Program* provides timely and current estimates of industry employment, hours worked, and earnings information on the wage and salary sector of Kentucky and the Louisville, Lexington and Owensboro Metropolitan Statistical Areas (MSAs). CES information provides employers with more current industry employment and wage information for Kentucky and MSAs than the ES-202 database mentioned above. Research and Statistics is responsible for conducting this program in partnership with the U.S. Department of Labor.

*Income* database currently has per-capita personal income from 1990 to 2000 for the U.S., Kentucky, MSAs, and 120 counties. The Bureau of Economic Analysis develops the per-capita personal income statistics in **Workforce Kentucky**.

*Industry Employment Projections (Future Job Growth)* currently provides industry employment estimates for 1998 and industry employment projections to 2008 for the state of Kentucky. Similar projections are

being developed to provide industry employment estimates for 2000 and industry projections to 2010 for Kentucky and all Kentucky ADDs (except Buffalo Trace and Gateway ADDs which will be combined). All data is presented in three-digit Standard Industrial Code (SIC). Workforce Labor Market Information, and Research and Statistics is responsible for the development of these statistics and information.

*Local Area Unemployment Statistics (LAUS—Unemployment Rates) Program* develops monthly estimates of the labor force, employment, unemployment, and unemployment rate for Kentucky and its 120 counties. Work is underway to determine ways to release on **Workforce Kentucky** similar labor force, employment, unemployment and unemployment rates for the ADDs, ten Workforce Investment Areas, six Congressional Districts, and 28 Department for Employment Services Local Offices. Employers use the number of unemployed to evaluate the availability of labor in a local area and the unemployment rate to evaluate the health of the local labor force. Research and Statistics is responsible for conducting this program in partnership with the U.S. Department of Labor.

*Occupational Employment Statistics (OES) Wages* provides occupational wages for wage and salary workers for Kentucky, seven MSAs, and 14 ADDs or combinations thereof. The OES program provides customers with the prevailing wage rates in Kentucky's various labor markets by publishing such rates as the mean, median and entry-level wages. The web site currently has OES based wage rates but will soon have Standard Occupational Coding (SOC) structure wage rates. Research and Statistics is responsible for conducting this program in partnership with the U.S. Department of Labor.

*Occupational Projections (Future Job Growth)* currently provides occupational employment estimates for 1998 and occupational employment projections to 2008 for the state of Kentucky. Similar projections are being developed to provide occupational employment estimates for 2000 and occupational projections to 2010. All occupational data is currently presented by OES code, but when the occupational projections to 2010 are made available on **Workforce Kentucky** the occupational data will be classified by the O\*NET codes or SOC structure. Workforce Labor Market Information, Research and Statistics is responsible for the development of these statistics.

*Population Statistics* currently provides total population estimates for Kentucky and its counties. Work is ongoing to expand the population data accessible on **Workforce Kentucky** to include more detailed population estimates and to expand the number of areas to include ADDs, MSAs, etc. The U.S. Census Bureau and the Kentucky State Populations Estimates Program are responsible for the development of the population statistics

currently on **Workforce Kentucky**; however, additional population statistics from the U.S. Census Bureau and other producers of population data are being collected for inclusion in the population data series.

**B. Kentucky's Workforce Labor Market Information, Research and Statistics** will utilize the One-Stop Labor Market Information funds for conducting a wide variety of workforce labor market information, employment statistics, and other research including developing long-term employment projections, occupational outlook, and job openings information. Examples of publications and research that the One-Stop LMI funds will support are:

*Kentucky Occupational Outlook to 2010* will provide projections of occupational trends and job openings in Kentucky. Employers may use this report to identify availability of labor in the various occupations in Kentucky, and the projected growth rate and estimates of annual job openings in each of these occupations. Job seekers, students, and other workforce customers may use the information in this report to assist in their career and training decisions. This report will be completed and published, both in the traditional format and on the **Workforce Kentucky** web site, in PY 2002.

*Kentucky Area Development Districts Occupational Outlooks to 2010* will provide projections of occupational trends and job openings for 14 areas defined by Kentucky's ADDs. Employers may use this report to identify availability of labor in the various occupations in their local labor market area and the projected growth rate in each of these occupations. The job seeker and other customers can determine the occupations that are fastest growing, will have the most annual job openings, pay the most, and/or provide the best career opportunities—all classified by education and training usually required to qualify for employment in the occupation. This report will be released on **Workforce Kentucky** in PY 2002, and then published in the traditional format in PY 2003.

*Kentucky Career Profiles* provides one-page profiles of career information on each of the top 250 occupations in Kentucky. This report indirectly assists employers in getting the trained workforce needed in the future by providing guidance information for students and job seekers concerning skills, education levels, wages, places and location of employment, and other descriptive characteristics of Kentucky occupations. This publication will be updated as soon as the state and ADD outlooks are completed and available, and will be published in PY 2003.

*Kentucky Labor Market Information Newsletter* highlights the labor market conditions for the state of Kentucky and provides additional statistics that are of interest to employers and other customers. This report will incorporate graphs, pictures and other aides to help the customer

understand the statistics and information included. This newsletter will be published monthly in PY 2002.

Labor Area Summaries provide newsletters highlighting labor market conditions for each of the Louisville, Lexington, and Owensboro MSAs. These newsletters will also be reviewed with the intent to give them a more contemporary look with graphs, charts, and other aides to assist the customers absorb the contents. These newsletters continue to provide the essential statistics such as unemployment rates, industry employment levels, other trends and data on the labor force, employment, and unemployment characteristics for Kentucky's MSAs. At a minimum, the following newsletters will be published in PY 2002: Louisville MSA, Lexington MSA, and Owensboro MSA. Additional labor force profiles for each of the ADDs or Education Regions, and Employment Services Local Office areas, are planned if resources and staffing permit.

Kentucky Total and Nonwhite Population and Labor Force Data by County 2001 will provide affirmative action data that is used with other statistical data from the Kentucky State Data Center to complete employers' Equal Employment Opportunity (EEO) reports. This report will be completed in PY 2002 as census data becomes available.

Kentucky Labor Market Information Directory will provide more details about these publications and a complete list of the Workforce Labor Market Information, Research and Statistics products, publications, and information currently available. Kentucky plans to provide a major revision of this publication and release it on business card CD at some point during PY 2002.

All of the above reports will be released though **Workforce Kentucky** and business card CD's, with a limited supply of paper copies for customers that do not have access to a computer, the internet, and/or a CD ROM.

A description of other activities and products that One-Stop LMI funding will provide: Kentucky's Workforce Labor Market Information, Research and Statistics staff also plans to work on the following activities/products during 2002-2003 for the One-Stop and other LMI customers:

ALMIS Database: The population of the ALMIS Database will continue during PY 2002. The goal is to populate all the tables necessary to maintain the labor market and career information that is required to support the uses of **Workforce Kentucky**, the new workforce information delivery system.

One of the priorities during PY 2002 is to populate the occupational projections to 2010, that are developed during PY 2002, and the occupational wages based on the SOC structure.

Kentucky will also continue work on collecting occupational licensing data and populating the ALMIS database with license database files (license.dbf, licauth.dbf and lichist.dbf). Licensing data will then be submitted through the National Crosswalk Service Center for placement on the DOL-ETA sponsored America's Career Information Network (ACINet) site. The licensed occupations information will be collected based on the O\*NET SOC taxonomy. Kentucky also plans to update the license database files every two years, at a minimum.

Kentucky is hoping to send new staff to Basic ALMIS Database Training through the LMI Institute.

*Long-Term Projections:* Kentucky plans to produce and disseminate long-term industry and occupational projections to 2010 using 2000 as a base for Kentucky statewide. Kentucky also plans to develop industry and occupational estimates and projections for 14 sub state (ADD) areas. It is Kentucky's goal to complete these projections during PY 2002. Kentucky plans to use the basic methodology, software tools, and guidelines developed by the Projections Consortium and the Projections Managing Partnership. Transmission of these projections to the consortium includes permission to transfer data to the ETA national office for inclusion into state sites on ACINet.

Once the process is complete, the projections will be populated in the ALMIS database for release on **Workforce Kentucky**. They will also be published as part of a Career Information Kit as well as in the traditional Kentucky Occupational Outlook format. The publication in the traditional formats will likely extend into PY 2003.

During PY 2002, the One-Stop LMI staff will begin review of the new North American Industry Classification System (NAICS) database provided by the Bureau of Labor Statistics (BLS) for future long-term projections and short-term forecasts.

*Short-Term Forecasts:* Kentucky plans to participate in any training offered for the use of the Utah developed Short-Term Forecasting software. Kentucky is considering doing short-term forecasts for the major industries in Kentucky's labor force as defined by the NAICS data received from BLS.

The actual forecasts will not begin until PY 2003. Whether or not Kentucky will try to convert these short-term forecasts to occupations remains to be seen. Kentucky will pilot doing occupational forecasts and then evaluate the results before determining whether to release such occupational forecasts.

Occupational Analysis Products: During PY 2002, Kentucky is planning to update similar information found in Kentucky Career Profiles, convert all occupations to the SOC only, and continue to improve and disseminate customer focused occupational and career information products.

Kentucky will look to other products developed by the U.S. Department of Labor (i.e., ACINet, O\*NET, etc.) and by other state LMI agencies to improve on the information. The updated Kentucky Career Profiles and any additional career information will be distributed mainly as a Kentucky Career Kit by business card CD and through a link on **Workforce Kentucky**.

Employer Database: Kentucky plans to incorporate during PY 2002 any InfoUSA employer database updates into Kentucky's ALMIS Database. This employer database is accessible to the general public through **Workforce Kentucky** on the internet. The ALMIS Employer Database also resides on the ACINet site.

Workforce Investment Boards' (WIBs') LMI Needs: During PY 2002, Kentucky will examine ways in which to tailor the Labor Market Information, Research and Statistics products currently produced to better meet the WIBs' needs. Kentucky will obtain feedback from WIBs through a variety of means including surveys and the possible creation of focus groups. Kentucky staff will solicit opinions of products/services based on factors such as quality, usefulness, problems, and suggested improvements. Kentucky staff will field suggestions or requests for additional products/services, weigh the benefits of the suggested product/service, and, as resources permit, consider developing additional LMI related information and analysis that may be critical to local needs.

Kentucky will start with the document "Local Data Needs Work Group", developed by a Joint Project of the Workforce Information Council and the National Association of State Workforce Agencies, and the data gaps recently identified by Kentucky focus groups throughout the state. Kentucky staff will also review any surveys or questionnaires submitted to WIBs in Illinois and other states. Kentucky staff, while not limiting their inquiries to these identified needs, will try to build on the local needs research that is already available.

Workforce Information Delivery System: Kentucky plans to use the internet-based **Workforce Kentucky** to electronically deliver Kentucky's labor market and occupational information to its various customers. This system also meets the technical standards of the nationwide Workforce Labor Market Information or Employment Statistics System.

The goal is to make **Workforce Kentucky** an ever-improving, high-quality, customer-focused, web-based information system that focuses on

the Commonwealth's labor supply, workforce, labor markets, industries, occupations, employers, training institutions, and other information important to citizens' informed decision making concerning career choices in the state, ADDs, Educational Regional Areas, MSAs, and counties. Content development such as articles, publications, analysis of data, tables, graphs, and charts will be an ongoing part of making **Workforce Kentucky** a dynamic and interesting web site for all types of customers to visit and find career and workforce labor market information. The **Workforce Kentucky** web site will go live in PY 2002.

*State Workforce Information and Workforce Kentucky Training:* During PY 2002, Kentucky plans to develop a training plan for **Workforce Kentucky**. Much of this will be ongoing throughout PY 2003 and will involve presentations throughout the state to help familiarize One-Stop personnel, resource center attendants, Workforce Investment Area board members, students, job seekers, economic developers, and education and training providers with the features of **Workforce Kentucky**.

Kentucky also plans to continue sending Labor Market Information, Research and Statistics staff to training offered by the Labor Market Information Institute and others. Kentucky also believes a valuable component of the LMI training experience will be the opportunity to interact with other LMI professionals from around the nation. A portion of PY 2002 funds will be allocated to each of the ten Workforce Investment Areas in order to maintain liaisons serving to build capacity on the WIBs and One-Stop Centers. LMI Institute training will be offered to the ten Workforce Investment Area liaisons and WIB members or staff who would be valuable in assisting the local boards in the use of Workforce Labor Market Information, Research and Statistics products and services.

While funds from the One-Stop LMI program will be used to support the costs of training presentations and related travel expenses, they may also be needed to support facility rental, training delivery, and other associated costs necessary to provide workforce labor market information, research, statistics and **Workforce Kentucky** training.

**C. The Workforce Labor Market Information, Research and Statistics Customer Satisfaction Efforts:** The need to have a state strategy for assessing customer satisfaction with state produced workforce information has grown in recent years. Kentucky has in the past only solicited feedback on a product at the time of release and used that feedback to help redesign and restructure the focus of any revised information. Recently, two pieces of federal legislation, the Workforce Investment Act and the Carl Perkins III Reauthorization, have brought performance measurement systems and outcome-based follow-up to the forefront. Also since the early 1990s, the employment and training programs have stressed the need for program evaluation and customer satisfaction to assess services offered to customers.

**Workforce Kentucky** is planned to be the career and workforce labor market information system that will be used by all Kentuckians to assist in any job-related decision, whether it be employers, workers, educators, or other Kentuckians who want to make or assist someone in a job-related decision.

The customer satisfaction strategy will measure the satisfaction of the traditional customers of the Department for Employment Services such as employers and unemployed job seekers. The strategy will also involve assessing how we can go beyond the traditional customer of Employment Services. The strategy will also measure customer satisfaction of the usefulness of **Workforce Kentucky** in matching workers who are poorly placed in a job to a more meaningful, rewarding career and/or job.

Through a strategic planning process and an information system evaluation of the benefits of **Workforce Kentucky** to the nontraditional customers, we hope to learn how workforce labor market information and **Workforce Kentucky** can reach other potential workers. Some of the other potential Kentucky workers that may possess special needs or barriers to employment are:

- Workers who do not earn a wage sufficient to support their families;
- Women including TANF (Temporary Assistance for Needy Families) recipients;
- Minorities
- Veterans, including veterans with disabilities;
- Individuals with disabilities;
- Individuals with addictions;
- Individuals with educational limitations including school dropouts;
- Older adults;
- Job Corps eligible youth;
- Youth;
- Immigrants and individuals with limited English-language proficiency;
- Migrant and seasonal farm workers; and
- Offenders and ex-offenders.

Because most of these individuals require assistance from other government and nonprofit agencies, this strategy will also measure customer satisfaction of secondary providers of services such as workforce professionals providing workforce development and employment services to all Kentuckians.

The cumulative success of the workforce development activities and workforce employment services depends not only on the ability to develop quality statistics and information for various decision makers, but on the ability to provide strategic guidance on how to use the quality statistics in a meaningful way in order to make effective and efficient job-related decisions. Therefore, the customer satisfaction strategy will also encompass measuring customer satisfaction to determine how **Workforce Kentucky** and the Workforce Labor Market Information, Research and Statistics System can better meet the needs of the customers of these agencies.

Kentucky's Workforce Labor Market Information, Research and Statistics staff plans to lay the groundwork for a customer satisfaction strategy while marketing **Workforce Kentucky**. Kentucky plans to use some One Stop LMI funds to develop an in-depth strategy for measuring customer satisfaction with the effectiveness, functionality and content of **Workforce Kentucky**. Kentucky also plans to develop a strategy for evaluating customer satisfaction with the statistical programs supported by the U.S. Department of Labor and conducted by Workforce Labor Market Information, Research and Statistics.

Kentucky sees marketing, used in this sense in reference to its efforts to maximize the access of labor market information as a public service, as a vital part of its management plan. Marketing is the best way to reach many of our customers and to solicit responses concerning customer satisfaction and customer needs. In the past, private sector organizations have used LMI to sell their products to our customers, mainly because we have not been able to meet the demand for our own statistics or information, or we have not effectively presented them. If the competition sells LMI, then there is a market for Labor Market Information that has not been addressed by the Workforce Labor Market Information, Research and Statistics System.

Kentucky sees marketing as an important way to introduce our customers to **Workforce Kentucky** and the associated statistics and information contained therein. Workforce Labor Market Information, Research and Statistics hopes to illustrate that it can efficiently and effectively produce the information needed to address the workforce needs of the state by increasing customer awareness of its efforts and activities. Therefore, Kentucky plans to use some of the One-Stop LMI funds to promote **Workforce Kentucky** and the research efforts that it reflects, in order to meet the needs of its various customers.

The target groups of customers that we plan to initially address are as follows:

- Employers;
- Workforce Investment Area board members;
- Students;
- Job seekers;
- Economic developers; and
- Education and training providers.

Through marketing and customer satisfaction efforts, Kentucky plans to bridge the gap between the Workforce Labor Market Information, Research and Statistics organization and its customers. Kentucky plans to change the way it does business from a passive to a proactive marketing approach. Kentucky plans to emphasize customer service—measured by customer feedback—to identify and outline ways Labor Market Information, Research and Statistics can best meet the unmet needs of our customers.

Goals of the Workforce Labor Market Information, Research and Statistics Marketing Plan are outlined below:

Focus on customers and their needs-

- 1) Give customers personal attention by listening to feedback as well as sharing with them the various ways Labor Market Information, Statistics and Research can assist them.
- 2) Analyze the value of current LMI products.
- 3) Perform cost/benefit analysis on any new data, statistics, or information requested.
- 4) Develop the products that will best meet customer needs and utilize our resources and time.
- 5) Place products in areas where they are most easily accessible to customers (Local Offices, internet, schools, etc.)
- 6) Promote our products by stressing to our customers the quality, accuracy, and benefits.
- 7) Continually gather feedback and revise products to best meet customer needs.

While the Workforce Labor Market Information, Research and Statistics Marketing Plan will continue into PY 2003, the strategy for the plan will be fully developed during PY 2002. The planned process has many components that are outlined below:

- I. Formulating the plan
  - A. Select a team to execute the plan for promotion
    1. Identify needs for promotion and establish goals
    2. Establish a methodology to enact throughout the promotion
    3. Conduct literature search regarding research question, obtaining information already available and using it as a general foundation
    4. Develop customer focus groups
- II. Information collection and organization
  - A. Specify the type of effort that best suits your research
  - B. Assess the research team's skills in relation to the sought information
  - C. Compare and contrast the costs versus the benefits
  - D. Segment groups into research teams
    1. Draft a strategy for implementation of prospective research
    2. Schedule an itinerary for research activities
  - E. Conduct research activities based on schedule
- III. Dissemination of information
  - A. Emphasize the benefits of the product (in this instance, **Workforce Kentucky**)
  - B. Demonstrate the usefulness to the customer
- IV. Evaluation of Customer Satisfaction
  - A. Examine customer feedback
    1. Surveys through:

- a. Mail
  - b. Internet
  - c. Fax
  - d. Telephone
- B. Assess customer satisfaction
  - C. Make contact with focus groups for product betterment
  - D. Qualify the product based on customer feedback

Through implementing the Marketing Plan outlined above and marketing the information and statistics subsequently developed by the Workforce Labor Market Information, Research and Statistics System, and through marketing **Workforce Kentucky** as the main medium for accessing this information, Kentucky can make great strides in the coming years toward achieving the Labor Market Information goals that the U.S. Department of Labor and Kentucky share such as:

- Develop more customer-friendly LMI;
- Customer driven focus of LMI;
- Extensive training in use of LMI; and
- Internet and electronic LMI systems.

The U.S. Department of Labor and Kentucky have already identified many areas where LMI can help our customers. For example, expanding LMI beyond what is now available could be used to help identify:

- Information on emerging occupations;
- Changing skill sets in existing occupations;
- Better information on how the labor market functions;
- Growth industries and occupations to help identify and avoid potential shortages;
- Programs and curriculums to expand training in occupations;
- Effective ways to allocate funds for training and employment activities;
- Information needed to make informed employment and economic decisions;
- Industries, occupations, and training programs Kentucky needs; and
- Skill requirements of employers.

Emily Stover DeRocco, Assistant Secretary for Employment and Training Administration, expressed her vision for workforce information in a recent letter:

“My vision for workforce information is built on a strong foundation of traditional labor market information, but encompasses a broader and different kind of information that we need to find and develop and then blend into our ‘product lines’.”

Though propagation of the available labor market information and learning more about what our Kentucky customers need, we should be able to contribute to this quest to identify additional statistics and research in which Kentucky and other states in the nation should develop and customize to meet each of their individual state’s customer needs.