

**WORKFORCE AND LABOR MARKET INFORMATION (LMI) GRANT  
ANNUAL REPORT FOR HAWAII  
PROGRAM YEAR 2005**

The following report describes Hawaii's accomplishments during the July 2005 to June 2006 program year, as required by the Training and Employment Guidance Letter (TEGL) No. 33-04. (Note: Hawaii's Workforce and LMI grant covers the period July 2005 to September 2006. We recently submitted a request to extend (i.e. a no-cost extension) the performance period to June 30, 2007.)

**A. Core Products and Services**

**1. ALMIS Database:**

Staff continued to populate and maintain all core tables for the areas and time periods required within a month of their availability. By June 2006, the database was populated with items that went beyond the core requirements, such as including county data, providing additional years of data for the required tables, and filling in other tables. We also collected occupational licensing information, updated the three (3) files, and submitted the data to the National Crosswalk Service Center for placement on the ACINet site in August 2005. Staff also made available on the Hawaii Workforce Informer (HIWI) website, a list of the Top 100 Employers in the state and local areas from the ALMIS Employer Database provided by InfoUSA.

<b>Milestone</b>	<b>Planned</b>	<b>Actual</b>
Populate and maintain all core tables for the areas and time period required	Within a month of availability	Ongoing
Collect, update, submit occupational licensing information to NCSC	November 2005	August 2005
Populate the database beyond the minimum requirements	June 2006	Ongoing
<b>Expenditure</b>	<b>\$40,372</b>	<b>\$40,582</b>

**2. Industry and Occupational Projections:**

With calendar year 2002 as the base year and 2012 as the projected year, and using the methodology, software tools, and guidelines issued by the Projections Consortium and the Projections Managing Partnership (PC&PMP), staff completed the development of sub-state industry and occupational projections for Honolulu MSA, Hawaii County, Maui County, and Kauai County in October 2005. The projection data for the counties were incorporated into the ALMIS Database and made available on the HIWI website about a month later. County analyses were also made available on the HIWI website in November 2005. During the same period, staff revised the statewide occupational projections to be consistent with the county data. Shortly thereafter, these estimates were incorporated into the ALMIS Database and appeared on the website. Staff also produced state industry and occupational projections for 2014 based on 2004 data according to the methodology, software, and directions of the PC&PMP. Projections data for the period was submitted to the PC&PMP in June 2006. The occupational projection data was one of the most frequently downloaded tables on the HIWI website, according to WebTrends, a site that tracks the activities of various websites.

During the program year, staff completed short-term industry and occupational employment projections for the State. The data was based on 2005/Q2 for 2007/Q2 using the methodology, software tools, and guidelines developed by the PC&PMP. The data was submitted to the group for review in June 2006, and upon their approval, will be incorporated into the ALMIS Database and made accessible to the public through HIWI. In the meantime, the short-term forecast for 2004/Q2 to 2006/Q2 was placed in the ALMIS Database for access on HIWI early in the program year.

<b>Milestone</b>	<b>Planned</b>	<b>Actual</b>
Complete sub-state industry/occupational projections, 2002-2012	June 2005	October 2005
Revise State Industry/Occupation Matrix for 2002-2012; Post on HIWI website	Fall 2005	November 2005
Populate ALMIS Database, sub-state projections data, 2002-2012	October 2005	November 2005
Complete 2004/Q2 to 2006/Q2 industry and occupational forecasts for State	June 2005	July 2005
Produce 2005/Q2 to 2007/Q2 industry and occupational forecasts for State	June 2006	June 2006
Develop state industry and occupational projections, 2004-2014	June 2006	June 2006
Submit projections to Projections Consortium and Projections Managing Partnership	June 2006	June 2006
<b>Expenditure</b>	<b>\$84,255</b>	<b>\$84,390</b>

### **3. Occupational and Career Information Products:**

Hawaii's Research and Statistics (R&S) Office continued to produce a variety of occupational analysis products. They included: "20 Top Jobs in Hawaii" (August 2005), an article based on occupations with both strong growth and many job openings in the state; and a modified version of Hawaii's Hot 50 (April 2006), a poster of the top 50 occupations in the state with the most annual openings by educational/training level that received excellent reviews from job counselors statewide.

During the course of the program year, three (3) new Career Directions brochures on biotechnology, education, and social assistance were created and made available on HIWI. By April 2006, we redesigned all eight (8) Career Directions brochures, including earlier copies, focusing on computer and data processing, construction, healthcare, retail trade, and travel and tourism. We also updated four (4) county profiles in March 2006. All materials were disseminated on the HIWI website throughout the program year. With funding assistance from the Workforce Development Council, we were able to produce 12,400 hard copies of popular publications such as Hawaii's Hot 50 poster, Career Directions, LED, Best Job Opportunities, and the HIWI pamphlet for several educational conferences; college, community school, high school, and prison job counselors; and our one stop centers.

Early in the program year, state short-term projections for 2004/Q2 to 2006/Q2 were completed and published on the HIWI website. Long-term projection data tables covering the 2002-2012 period for the state were revised in November 2005 and also posted on the

website. Long-term state industry and occupational projections for 2004 to 2014, and short-term state forecasts for 2005/Q2 to 2007/Q2 were completed by June 2006. We are still awaiting approval from the PC&PMP before disseminating the data on HIWI. Occupational employment and wages for the state and Honolulu MSA covering the results of the 2005 OES wage survey was available through HIWI via a link to the Bureau of Labor Statistics in May 2006.

<b>Milestone</b>	<b>Planned</b>	<b>Actual</b>
Publish results of 2004/Q2 to 2006/Q2 forecasts for the State on HIWI	July 2005	September 2005
Publish revised results of 2002-2012 occupational projections for the State on HIWI	November 2005	November 2005
Revise, redesign, and produce more than five reports featuring selected occupations, industries, areas	Ongoing to June 2006	August 2005, March 2006, April 2006, June 2006
<b>Expenditure</b>	\$68,600	\$68,650

**4. Provide workforce information and support required by the State, the State’s Workforce Development Council (WDC) and local Workforce Investment Boards (WIBs):**

Through periodic meetings, phone contacts, and joint projects, the R&S Office provided information and ongoing support to the WDC, One-Stop Centers, and Workforce Investment Boards (WIB). R&S staff also conducted informational sessions on various survey and projections programs and participated in technical workgroup meetings, some on a monthly basis, during PY 2005.

The HIWI, our Internet delivery system of labor market information, is the primary means of providing local LMI data and support to the local WIBs. The ALMIS Database drives HIWI, and most of the data is collected at the county level, which matches our LWIB geography. LWIBs have access to the most current labor market information available. Staff also has pages for each county on HIWI for easy one-stop access to data focused around geographical areas rather than by subject matter. With the addition of Local Employment Dynamics (LED) information linked through HIWI, we are able to offer more labor data, particularly for the counties. Additionally, state and county brochures focusing on LED were produced in June 2006. We will also continue to provide special reports based on LED data.

In conjunction with a WDC request, accompanied with funding, we conducted a special survey to ascertain where occupational shortages existed within the state’s defense and dual-use industry sector. This is an area that WDC is interested in developing for the state’s economic diversification. We developed a written survey that was mailed to over 100 employers and followed-up with phone contacts to the larger employers. A report that included the number of defense and dual-use related jobs and identified hard-to-fill positions was produced and is available on our HIWI website. A follow-up to this report will include occupational employment, wages, job openings, and education and training information for defense and dual-use occupations identified in the survey.

A report on a targeted industry is expected, which will be determined in consultation with the WDC staff. The Film, Television & Digital Media industry has been considered, due to that industry's growth potential in the state.

In December 2005, at the request of our labor department's director, we conducted an informal telephone survey of nursing recruiters at the ten largest hospitals in the state to assess their difficulties in hiring nurses. The recruiters readily responded to our inquiries and were eager to share their trials and tribulations in finding workers with appropriate skills, both locally and nationally. The results pointed to the workforce's lack of specialized skills, rather than a pay issue.

Coordination with and funding assistance from the WDC allowed the R&S Office to provide hard copy publications of all printed reports to the Council, One-Stop Centers, job counselors, and other information seekers. Publications are also available on the HIWI website.

<b>Milestone</b>	<b>Planned</b>	<b>Actual</b>
Maintain local pages on HIWI	Ongoing throughout the program year	Ongoing throughout the program year
Confer with LWIB and One-Stop Center staff	Ongoing throughout the program year	Ongoing throughout the program year
Implement the Local Employment Dynamics (LED) program	December 2005	December 2005
Publish brochures on state and local area LED data	June 2006	June 2006
Other special reports from LED data	Ongoing throughout the program year	Ongoing throughout the program year
Identify defense and dual-use occupations and hard-to-fill positions	February 2006	February 2006
Additional report on defense and dual-use occupations and hard-to-fill occupations	Ongoing throughout the program year	Ongoing throughout the program year
Report on a target industry	Ongoing throughout the program year	Ongoing throughout the program year
<b>Expenditure</b>	\$72,800	\$52,377

(Note: Actual expenditures do not reflect work performed on future reports for LED and targeted industries upon consultation with WDC.)

**5. Maintain and enhance the state electronic workforce information delivery system:**

Updates for the ALMIS database and the workforce information are accessible through our Internet delivery system, HIWI ([www.hiwi.org](http://www.hiwi.org)), on a continual basis.

As a member of the Workforce Informer Consortium, staff continues to be involved in the maintenance of the Workforce Informer (WI) system. Staff participated in conference calls

with the contractor and other consortium states regarding issues pertinent to the system and also attended a Workforce Informer Users Group meeting in Denver, Colorado. We participated in the testing of enhancements to the WI system and compiled feedback for acceptance of its functionality.

Staff contributed ALMIS database information to the development of a new segment of the State Department of Labor and Industrial Relations' website, called HireNet Hawai'i, and ensured that the HIWI site was properly linked.

We continue to make enhancements to the HIWI system by adding more content and information on a regular basis. Amid increasing competition, HIWI strives to provide current and reliable labor market information to our customers (job seekers, employers, workforce development planners, and the general public) through a user-friendly system. There were over 94,400 visits to the website during the program year.

<b>Milestone</b>	<b>Planned</b>	<b>Actual</b>
Maintain and support the Workforce Informer system	Ongoing to June 2006	Ongoing to June 2006
<b>Expenditure</b>	\$92,572	\$52,500

(Note: Actual expenditures exclude pending payments for the hosting and maintenance of the HIWI website.)

## **6. State Workforce Information Training Initiatives:**

This past program year, staff continued to market HIWI, our LMI website, and were responsive to customers' requests for training. We displayed LMI materials at a community college job fair and spoke at several events, informing attendees of our projections data and citing our HIWI website as a useful labor market data source. Such events involved presentations at the Hawaii State Center for Nursing, with a staff member actively participating in the center's Workforce Data Collaborative Workgroup. Another training encounter related to healthcare job projections consisted of a meeting with the Hawaii Health Workforce Collaborative (Workforce Hui).

We have also met with university personnel associated with the travel industry management program, and requested an explanation of how our forecasts and projections are developed, to support their budget request. In an effort to increase staff capacity, one of our employees provided OES training to fellow workers.

Various staff members were sent to training sessions during the program year. These included the Workforce Informer Users Group Meeting in Denver, Colorado and the Estimates Delivery System in Boise, Idaho. Some attended a Census workshop on the latest Census data, and an annual local bank's business outlook forum to keep abreast of the state's economy.

<b>Milestone</b>	<b>Planned</b>	<b>Actual</b>
Undertake various training initiatives	Ongoing throughout the program year	See below
Kapiolani Community College Job Fair LMI Display		November 2, 2005
Hawaii State Center for Nursing, Workforce Data Collaborative Workgroup		Ongoing throughout the program year
Health Worker Projections Informational Session for Hawaii Health Workforce Collaborative (Workforce Hui)		February 8, 2006
Community Colleges Job Counselor Training at Windward Community College		March 10, 2006
Informational Projections Session with University of Hawaii School of Travel Industry Management personnel		March 29, 2006
Building Staff Capacity - OES Training		May 19, 2006
Attend training	Various throughout the program year	See below
Census workshop on latest Census data		November 8, 2005
First Hawaiian Bank Business Outlook Forum		November 14, 2005
Workforce Informer Users Group Meeting in Denver, Colorado		April 26-27, 2006
Estimates Delivery System Training in Boise, Idaho		June 6-8, 2006
<b>Expenditure</b>	\$14,300	\$18,400

(Note: Actual expenditures include customer satisfaction assessment and outreach.)

## **B. CUSTOMER SATISFACTION ASSESSMENT**

During PY 2005, the Hawaii R&S Office used the following methods to solicit customer feedback on our products and services: informal interviews, training evaluations, and a tracking system of requests and usage. The information will be considered for the future development of products that address our customer's needs.

Comments received from persons familiar with our published products, indicate that customer satisfaction is quite high. In particular, our "Hot 50" poster of occupations grouped by skill level, received many compliments for displaying a lot of information in one concise product. Educators, job counselors, and One-Stop Centers found it to be very useful along with the Career Directions pamphlets featuring various industries.

Although a large percentage of our customers have access to our reports through our HIWI website, there has always been a strong demand for hard copies of the publications. Persons using our publications as reference materials preferred hard copies of reports such as the Employment Outlook for Industries and Occupations and our Best Job Opportunities, both involving job projections and the latter, integrating skill levels and wages with projections data.

Participants of our training sessions were also asked for feedback on evaluation forms to assess their level of satisfaction. Overall, attendees were satisfied or very satisfied with our presentations, having found them understandable and appropriate in length.

In PY 2005, staff participated in one career fair and four training sessions to improve awareness of our LMI products. These events afforded us the opportunity to ascertain what our clients were interested in and to see if we were able to "give them what they wanted." The feedback obtained from our meetings indicated which publications were useful, and what data were lacking. Suggestions from consumers were incorporated where appropriate into our revised publications. Our public forays also gave us an opportunity to indicate individuals about the abundance of information available upon request. The consultation and feedback process also provided us with suggestions for this year's planning grant. Overall, customers found our products useful and timely for their needs and were very satisfied with our HIWI website. Our ALMIS database is also in demand, as it is now being linked to another segment of our department's website called HireNet Hawai'i.

In general, customers want to see a more detailed breakout of occupational wage information – by industry and area, and as much local data as possible. Customers were pleased to see our integration of multiple data items, such as wage and projections, as well as skills and training all in one report. They appreciated the consolidation and presentation of information that helped them make sense of the data rather than just producing reference tables. They found the brief, concise brochures to be very user friendly.

We constantly monitor the types of information being requested by keeping a log of phone calls and mail/email received from job seekers, employers, workforce development agencies, and the general public. Over the years, the number of calls has declined since the implementation of our website. The overwhelming majority of requests were for occupational wages followed by job projections.

Staff also monitored the usage of our HIWI website, using Web Trends and HIWI's own tracking method.

Based on quarterly Web Trends statistics for PY 2005, the HIWI had about 38,850 unique visitors per year, a 16 percent jump over the previous program year. Visits amounted to 94,400, a 2.5 percent increase from a year earlier. The files most frequently downloaded concerned industry and occupational employment and wages; recent jobs in demand; and career information on construction, nursing, and caregivers.

Although our online survey asked about the content, navigation, and usefulness of the HIWI system, we did not receive any responses this program year. We did, however, have a section that asked the question, "Did you find what you are looking for?". This generated emails from user which told us the types of data they either were interested in, or needed help in locating. From the ratings gathered some of the more popular topics viewed were the covered employment and wages, average hourly earnings, job count by industry, and unemployment and labor force estimates. Reports receiving the most votes to be recommended were those concerning job projections – "Best Job Opportunities" and "Employment Outlook for Industries & Occupations 2002-2012" for all areas; followed by 2005 Quarterly Employment and Payrolls in Hawaii; and Local Employment Dynamics Data.