



## State of Alaska

### PY 2005 Workforce Information Grant Plan

(July 1, 2005 – June 30, 2006)

#### A. Statewide Workforce Information System

- **The process used to ensure that the 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 Alaska Workforce Investment Board (AWIB) approved Alaska's PY 2005 Workforce Information Grant plan at its August 12, 2005 meeting.

- **How the statewide workforce information system supports the goals of the state's WIA/Wagner-Peyser Five-Year Strategic Plan for state and local workforce development.**

Alaska's Strategic Plan<sup>1</sup> focuses on Governor Murkowski's *Jobs are Alaska's Future* initiative. Timely and state-specific workforce information is a key element of the Plan. The six primary workforce development goals of the Strategic Plan are noted below, including examples of how Alaska's workforce information system supports the Alaska Workforce Investment Board's (AWIB) strategic vision.

1. **Cultivate and leverage partnerships between business, industry, education, organized labor, Native organizations, and economic and workforce development entities to foster cooperation, communication, and coordination with all stakeholders:** Through outreach and data dissemination activities -- such as participation on AWIB subcommittees and staffing the Alaska Career Resource Advisory Committee (ACRAC) -- the Research & Analysis Section (R&A) of Alaska's Department of Labor

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<sup>1</sup> Alaska Strategic Two-Year State Plan for Title I of the Workforce Investment Act of 1998 and the Wagner-Peyser Act for the period of July 1, 2005 to June 2007.

& Workforce Development (AKDOLWD) fosters communication and coordination of the workforce development stakeholders.

2. **Ensure statewide access to effective employment education, training and employment services, particularly to rural areas and for the economically disadvantaged:** Each of Alaska's One-Stop resource rooms is equipped with R&A's two primary workforce information delivery systems, the Workforce Informer (WI) website and Alaska Career Information System (AKCIS). Both systems contain current and relevant workforce information that facilitates the career development/decision-making process.
  3. **Evaluate programs of the workforce investment system to optimize employability:** By tracking the employment and earnings of workforce development training program completers, R&A provides essential insight into the effectiveness of Alaska's workforce development system.
  4. **Promote the full integration of Alaskans with disabilities into all aspects of the workforce development system, placing people with disabilities into good jobs:** R&A works with the AKDOLWD's Division of Vocational Rehabilitation to ensure that Alaskans with disabilities have access to and an understanding of workforce information and career information.
  5. **Strengthen the involvement and ability of the education system to develop the workforce:** In cooperation with the University of Oregon, R&A produces Alaska's career information delivery system – the Alaska Career Information System (AKCIS). AKCIS assists students in exploring and understanding the world of work and making the connection between education and employment. AKCIS is available in the One-Stop resource rooms and in most of Alaska's school districts.
  6. **Develop succession strategies that will ensure a seamless transition as the state faces a labor shortage due to an aging workforce, with particular emphases on the construction and healthcare industries:** Working with the AWIB's Workforce Readiness Committee, R&A analyzes industry and occupational information to identify future labor shortages.
- **How the grant activities are consistent with the strategic vision of the Governor and the SWIB.**

R&A's industry and occupational analyses are central to Alaska's workforce development agenda. Consistent with Governor Murkowski's and the AWIB's vision, R&A will continue to analyze the Administration's high-priority industry sectors. The analysis will include industry employment trends, current and future occupational demand, anticipated occupational replacement needs, and indicators of occupational supply inadequacies.

- **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.**

R&A will accomplish its strategy for consulting with the primary workforce investment system stakeholders<sup>2</sup> in a variety of ways. The primary strategies, by stakeholder, include:

*AWIB:* R&A works closely with both the AWIB board and the staff to align R&A products and services with the AWIB's needs. Although informal in nature, the consultation has been productive and effective, resulting in workforce information products tailored specifically to the needs of the AWIB. R&A will continue to maintain an open communication with the AWIB during program year 2005 (PY05).

*Employers:* Private employers are both primary users of and sources for the workforce statistics system. Increasing the business community's awareness of our products and services will be a major focus for Alaska in PY05. In addition to conducting a rigorous customer satisfaction survey, Alaska will continue to solicit informal customer feedback at workforce information presentations throughout the year (e.g., chambers of commerce, Rotary, industry-specific career consortia).

*Individuals:* The workforce information needs of Alaska's career seekers (both youth and adult) are primarily met through Alaska's electronic career information delivery system, AKCIS. The satisfaction of this user group is assessed in two ways – through an annual AKCIS user survey and feedback from the ACRAC. Composed of representatives from Alaska's primary career information user groups, the ACRAC meets semi-annually. Its primary charge is to provide recommendations and feedback to R&A regarding improvements to R&A's career development products. (Committee staff is located in R&A.)

*Workforce Investment System:* Consultation with the more broadly defined workforce investment system partners will occur informally, through meetings, presentations and one-on-one conversations. These partners include, but are not limited to, state agency personnel not represented on the AWIB (e.g., the Alaska Departments of Transportation and Fish & Game), Federal agency personnel and economic consultants.

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

Alaska's workforce information delivery strategy involves a three-pronged approach including the Internet, hardcopy reports and presentations/workshops. Although the delivery method may vary by user group and product, Alaska's emphasis will remain that of turning labor market data into useful and accessible workforce information.

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<sup>2</sup> Alaska does not currently have local workforce investment boards.

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

Multiple delivery systems and products comprise Alaska's workforce information system. Because the needs of our customer groups are diverse, the focus and presentation of our products and services vary. For example, the Workforce Informer delivery system, R&A's website, reaches a broad audience of users including employers, policymakers, job seekers and researchers. Alaska's career information delivery system, AKCIS, has a narrower focus, presenting employment and career statistics in a format easily accessible to career seeking youth and adults.

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

Alaska relies on three methods to assess customer satisfaction, including user-group surveys, informal discussions and focus group feedback. Briefly described:

1. Customer satisfaction surveys: Targeted customer satisfaction surveys will be conducted and the results used for continuous product improvement. Targeted surveys will include a broad-based workforce information system user survey, an online website survey and a survey of subscribers to Alaska's career information delivery system, AKCIS.

Principal customers include employers, researchers, job seekers, career counselors, career planners (youth and adults), educators and state policymakers.

2. Informal discussions and collaboration: R&A will work closely with its primary user groups, including the AWIB, employers, and the Alaska Department of Labor & Workforce Development's Divisions of Employment Security and Business Partnerships, to ensure that data needs are being met.

Principal customers include state policymakers and all users of Alaska's workforce information system including employers, researchers, job seekers, career counselors, career planners (youth and adult) and educators.

3. Focus group feedback: The Alaska Career Resource Advisory Committee informally functions as a focus group for R&A's career development products and services. Where possible, feedback will be used for product enhancement and development.

Principal customers include job seekers, career counselors, career planners (youth and adult) and educators.

- **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.**

The results of R&A's PY04 customer satisfaction survey confirm the data collected in the R&A's PY03 broad-based customer satisfaction survey – that Alaska's workforce information system is, in general, meeting the needs of its users. In both PYs 03 and 04, customer satisfaction survey respondents identified the following areas for improvement or increased emphasis:

Data: Users expressed a desire for more geographically detailed industry and occupational data. In response to this need, R&A will:

1. Publish sub-state occupational employment estimates using the Occupational Employment Statistics (OES) data.
2. Using UI wage record data, R&A will provide more frequent updates (quarterly) of borough/census area occupational profiles and wage record transaction information by occupation including new hires, exits and turnover.

Training in data availability and usage: To improve the awareness and use of our information, R&A will:

1. Conduct regional LMI training, including overviews of both AKCIS and R&A's website.
2. Conduct hands-on AKCIS regional training.

Delivery systems improvement: R&A will continue to improve its workforce information delivery systems. Specifically, R&A will:

1. Expand its website to include a key word search feature.
2. Evaluate R&A's website for ease of use, making improvements where necessary.
3. Expand the vocational/proprietary school information contained in AKCIS to include Washington state programs. The practicality of including other Northwest vocational/proprietary school data in AKCIS will be explored.

- **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.**

Funds from the US Bureau of Labor Statistics (\$685k) are used to develop the base data from which R&A develops the analysis included in its workforce information products and services. Funds from the US Department of Education (\$117k) are used to populate AKCIS with Alaska information and to train One-Stop office staff on its use. Funds from the

Division of Business Partnerships (\$305k) are used to maintain R&A's Occupational Database, which is a key component in analyzing the performance of Alaska's training program providers and understanding the dynamics of Alaska's labor market and resident hire. Funds from the Employment Security Division (\$283k) are used to publish R&A's monthly magazine *Alaska Economic Trends* and perform local labor market analysis.

## B. Core Products and Services --State Workforce Agency Deliverables

### 1. Continue to populate the ALMIS Database with state data.

- **Description of core product, service or other demand activity**

Alaska will continue to maintain the ALMIS database, populating all of the core database tables. The ALMIS database serves as the collection point and delivery mechanism for many of Alaska's internet products and special reports that are supplied to the business community, AWIB, individuals and workforce development professionals.

- **Customer support for product or service as indicated in customer satisfaction survey results or other customer consultations**

Although the ALMIS database is important in the delivery of our information, its use is transparent to the customer groups surveyed.

- **Support goals of the state's WIA/Wagner-Peyser Five-Year Strategic Plan**

The delivery of timely and state-specific workforce information is a key component of Alaska's statewide plan.

- **Principal Customers**

Workforce information system developers and technicians.

- **Projected outcome(s) and system impact(s)**

Housing the data in a standardized database will facilitate access to Alaska workforce information. Outcome measurement will include an increase in the number of systems accessing Alaska's ALMIS data.

- **Planned milestones**

PY05 Milestones	Activity Description	Comp. Date
Use current version of the database	Alaska is currently using ALMIS v. 2.2 and v. 2.3. V 2.2 is currently used in Alaska's website, which will be converted to v. 2.3 by 10/30/05. Further updates will be installed as they become available.	Ongoing
Populate and maintain core	Alaska will populate all ALMIS core tables.	Ongoing

tables		
Timely update of database content	Alaska will update database content in a timely manner.	Ongoing
Populate and update licensing data files in database and submit data to NCSC for ACINet	Occupational licensing data will be collected and housed in the ALMIS database and coded to O*NET. Licensing data will be transmitted to the Crosswalk Data Center for inclusion in ACINet.	By 4/30/06
Full utilization of database in meeting national, state and local customer information needs	All of the ALMIS core datasets are disseminated through Alaska's website. In addition, the ALMIS datasets will be utilized in Alaska's electronic labor exchange system ALEXsys.	Ongoing
Staff training	Staff will participate in training when possible. <sup>3</sup>	By 6/30/06

- **Estimated costs (identify equipment purchases of \$5,000 or more per unit cost)**

Estimated cost: \$50,100

## **2. Produce and disseminate industry and occupational employment projections.**

- **Description of core product, service or other demand activity**

Long-term, 2004-2014, statewide industry and occupational projections will be prepared. Projection results will be disseminated through multiple publications and presentations.

Short-term, 2006-2008, industry projections will be prepared for statewide and the Southeast, Anchorage and Fairbanks regions of the state. 2006-2008 occupational projections will be completed for statewide only.

- **Customer support for product or service as indicated in customer satisfaction survey results or other customer consultations**

Current, state-specific occupational information, including occupational projections, has consistently been rated as the most valued/important component of Alaska's career information delivery system.

- **Support goals of the state's WIA/Wagner-Peyser Five-Year Strategic Plan**

The workforce information produced by R&A is critical to Alaska's workforce development system as outlined in Alaska's WIA strategic plan. By providing insight into Alaska's labor market, R&A's website, career information delivery system, and ad hoc presentations and reports all support Governor Murkowski's and the AWIB's goals of ensuring that Alaska employers have a skilled workforce and that Alaska workers have employment options.

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<sup>3</sup> Due to budget considerations, out-of-state travel will be kept to a minimum.

- **Principal Customers**

AWIB, One-Stop partner agencies, job seekers, vocational education planners and administrators, university planners and administrators, career counselors and students.

- **Projected outcome(s) and system impact(s)**

The career planning and policymaking processes will be facilitated through the production and distribution of employment forecasts. Outcome measurement will be based on an increase in data users as measured by system usage statistics.

- **Planned milestones**

<b>PY05 Milestones</b>	<b>Activity Description</b>	<b>Comp. Date</b>
Produce and disseminate statewide long-term 2004-2014 industry employment projections	Using the methodology, software tools and guidelines developed by the Long-term Projections Consortium, Alaska will produce and disseminate statewide NAICS-based projections.	By 3/31/06
Produce and disseminate statewide long-term 2004-2014 occupational employment projections	Using the methodology, software tools and guidelines developed by the Micro-Matrix User Group, Alaska will produce and disseminate statewide occupational (SOC-based) projections.	By 6/30/06
Produce and disseminate state-level short-term 2006-2008 industry employment projections	Using the Short-term Forecasts Consortium methodology, Alaska will produce and disseminate 2006 – 2008 industry projections for statewide and the Southeast, Fairbanks, Anchorage regions.	By 3/30/06
Produce and disseminate state-level short-term 2006-2008 occupational employment projections	Using the Short-term Forecasts Consortium methodology, Alaska will produce and disseminate statewide 2006 – 2008 occupational projections.	By 6/30/06
Refine sub-state historical NAICS industry database	Alaska will continue to refine the historical NAICS database.	Ongoing
Populate ALMIS database with projections data	Alaska will populate the ALMIS industry and occupational projections tables and disseminate the data to the public through R&A's website, AKCIS, published articles and presentations.	Ongoing <sup>4</sup>
Staff training	Alaska will take advantage of projections training during the program year.	Ongoing

- **Estimated costs (identify equipment purchases of \$5,000 or more per unit cost)**

Estimated Cost: \$91,000

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<sup>4</sup> Dates will vary depending on data production and publication schedules.



**B. Core Products and Services -- State Workforce Investment Board (SWIB)/State Workforce Agency (SWA) Deliverables**

**3. Provide occupational and career information products for public use.**

- **Description of core product, service or other demand activity**

As part of our commitment to the Alaska Workforce Investment Board, state and local educational entities, individuals and businesses, Alaska will continue to provide extensive occupational data analyses.

- **Customer support for product or service as indicated in customer satisfaction survey results or other customer consultations**

Occupational and career information products, including AKCIS and the Occupational Table, are some of R&A’s most widely used products as measured by usage statistics and user feedback.

- **Support goals of the state’s WIA/Wagner-Peyser Five-Year Strategic Plan**

The successful implementation of Alaska’s unified plan is dependent on occupational and career information products and services.

- **Principal Customers**

AWIB, One-Stop partner agencies, job seekers, vocational education planners and administrators, university planners and administrators, career counselors and students.

- **Projected outcome(s) and system impact(s)**

The career planning and policymaking processes will be facilitated through the production and distribution of occupational information products and services. Outcome measurement will be based on an increase in the number of occupational analysis products produced and the number of product users (as measured by system usage statistics or presentation attendees).

- **Planned milestones**

PY05 Milestones	Activity Description	Comp. Date
Products must be SOC-based	All occupational products will be SOC based and will include: <ul style="list-style-type: none"> <li>• identifying “good jobs” using the 2004-2014 forecast</li> <li>• ranking vocational education occupations based on future employment opportunity, average wage, nonresident penetration</li> <li>• determining the percentage of workers nearing retirement age</li> </ul>	Ongoing

	<ul style="list-style-type: none"> <li>analyzing youth employment patterns and job opportunities</li> <li>analyzing wage records to determine hires and separations</li> <li>assessing long-term employment patterns of particular occupational groups (e.g., operating engineers, welders)</li> <li>using enhanced wage records to define and track career ladders</li> </ul>	
Products developed in consultation with intended customers	<p>Alaska will continue to develop and disseminate customer-focused occupational and career information products. Examples include the Alaska Career Information System (AKCIS), the web-based Occupational Table and monthly occupational profiles in the Workforce Informer delivery system.</p> <p>R&amp;A will work with the Alaska Career Resource Advisory Committee (ACRAC) to ensure that its career development products meet the needs of Alaska’s career seekers.</p>	Ongoing <sup>5</sup>
Determine appropriate media to disseminate information	Although Alaska increasingly uses the Internet to distribute information, other media will be considered (hardcopy, computer desktop systems, video).	Ongoing

- Estimated costs (identify equipment purchases of \$5,000 or more per unit cost)**

Estimated cost: \$50,500

#### **4. Ensure that workforce information and support required by state and local workforce investment boards are provided.**

- Description of core product, service or other demand activity**

Alaska will continue to work with the AWIB staff and committee members to produce products and services in support of the AWIB’s strategic plan.

- Customer support for product or service as indicated in customer satisfaction survey results or other customer consultations**

Alaska’s workforce board has been uniformly supportive of the products and services R&A has provided.

- Support goals of the state’s WIA/Wagner-Peyser Five-Year Strategic Plan**

The successful implementation of Alaska’s unified plan is dependent on timely and state-specific labor market information.

- Principal Customers**

AWIB, One-Stop partner agencies, job seekers, vocational education planners and administrators, university planners and administrators, career counselors and students.

<sup>5</sup> Product completion dates will vary, depending on data availability.

- **Projected outcome(s) and system impact(s)**

Employment and training policy decisions will be consistent with labor market needs as state policy makers have access to timely and accurate information. Outcome measurement will be based on an increase in both the number of WIB-requested products/services produced and the number of product users (as measured by system usage statistics or presentation attendees).

- **Planned milestones**

PY05 Milestones	Activity Description	Comp. Date
Consistent with strategic vision of SWIB and the needs of LWIBs <sup>2</sup>	R&A will solicit AWIB feedback throughout the program year. Solicitation will include presentations and informal discussions.  New products will be developed in consultation with the AWIB. Examples include: <ul style="list-style-type: none"> <li>• presentations on topics such as geographic employment, demographics or workforce needs</li> <li>• staff and committee member training on the availability and use of workforce information</li> <li>• analyzing AWIB-targeted industry sectors</li> <li>• identifying high-wage/good employment opportunity occupations</li> </ul>	Ongoing

- **Estimated costs (identify equipment purchases of \$5,000 or more per unit cost)**

Estimated cost: \$49,025

## 5. Maintain and enhance electronic state workforce information delivery systems.

- **Description of core product, service or other demand activity**

The Internet will remain Alaska’s primary information distribution method. Alaska’s website is a user friendly, comprehensive online resource for jobs and careers, labor market research, education and training programs/providers and employer information. Alaska’s career information delivery system (AKCIS) seamlessly links state-specific occupational and educational information.

During PY05, Alaska will:

1. Improve its existing website. System functionality will be improved by simplifying data access (based on user feedback), implementing a key word search feature and updating the site’s look and feel. System content will be upgraded as additional datasets become available.

2. Provide labor market information to youth and adults through Alaska’s career information delivery system. AKCIS is available in most of the state’s secondary schools, One-Stop centers/employment service offices and university campuses. System enhancements will be based on the results of the annual user satisfaction survey.

- **Customer support for product or service as indicated in customer satisfaction survey results or other customer consultations**

Both the AKCIS and broader R&A user customer satisfaction surveys indicate strong customer support for Alaska’s electronic delivery systems.

- **Support goals of the state’s WIA/Wagner-Peyser Five-Year Strategic Plan**

The successful implementation of Alaska’s unified plan is contingent on the premise that policymakers, employers and jobseekers have access to workforce information.

- **Principal Customers**

AWIB, One-Stop partner agencies, job seekers, vocational education planners and administrators, university planners and administrators, career counselors and students.

- **Projected outcome(s) and system impact(s)**

The job search and policymaking processes will be facilitated through the distribution of easily accessible workforce information. Outcome measurement will be based on an increase in the number of product users (as measured by system usage statistics).

- **Planned milestones**

PY05 Milestones	Activity Description	Comp. Date
Provide electronic public access to Alaska’s ALMIS database	Public access to Alaska’s ALMIS database is available through R&A’s website Workforce Info. The system is available free-of-charge to users with Internet access.  ALMIS database usage will be expanded through access by users of Alaska’s new electronic labor exchange system, ALEXsys.	Ongoing
Develop systems that facilitate customer access to information across multiple states and for interstate labor market areas (encouraged)	Pilot test and make available to the public the automated interstate ALMIS data access system (ADAM) currently under development by North Carolina.	Ongoing
System activities to improve customer access to information	Access to workforce information will be continually improved through website enhancements such as the incorporation of a web-based search engine and the distribution of new or expanded datasets.	Ongoing

- **Estimated costs (identify equipment purchases of \$5,000 or more per unit cost)**

Estimated cost: \$50,127

## **6. Support state workforce information training activities.**

- **Description of core product, service or other demand activity**

Alaska will place an increased emphasis on training activities during the program year. Working with Alaska's Wagner-Peyser and WIA staff, R&A will develop a standard workforce information user workshop curriculum. The workshops will include a review of workforce information products and services and an economic overview, including both state and local highlights. Workshops will be open to One-Stop staff, community policymakers and employers.

To enhance Alaska's professional and paraprofessional staff expertise, R&A will participate in workforce information training throughout the year.

- **Customer support for product or service as indicated in customer satisfaction survey results or other customer consultations**

Results of both the PY03 and 04 surveys indicate an ongoing need for customer training and product marketing.

- **Support goals of the state's WIA/Wagner-Peyser Five-Year Strategic Plan**

The successful implementation of Alaska's unified plan is dependent on the expertise of the workforce information staff and the workforce statistics understanding of the data users.

- **Principal Customers**

All users of workforce information, including One-Stop partner agencies, job seekers, vocational education planners and administrators, university planners and administrators, vocational rehabilitation counselors and administrators, civilian and military career counselors, secondary and postsecondary students and counselors and state policymakers.

- **Projected outcome(s) and system impact(s)**

The effectiveness of Alaska's workforce information system will be increased through the professional development of both workforce information users and staff. Outcome measurement will be based on an increase in both the number of workforce statistics users attending workforce statistics training or presentations and the number of workforce statistics staff that receive labor market information training.

- **Planned milestones**

PY05 Milestones	Activity Description	Comp. Date
<p>Training activities to increase staff and stakeholders' understanding of workforce information</p> <p>Intended recipients of training</p> <p>Number of training classes planned and other delivery methods</p>	<p>Workshops, economic overview presentations and hands-on delivery system (AKCIS, Workforce Info) training.</p> <p>Workshop participation will be open to One-Stop staff, community policymakers and employers.<sup>6</sup> Economic overview presentations are conducted on request. Recipients include (but are not limited to) the AWIB, chambers of commerce, industry groups, school districts, One-Stop partner agencies (such as the Division of Vocational Rehabilitation and the Division of Public Assistance) the military and state policy makers. AKCIS hands-on training recipients include current and potential system subscribers.</p> <p>Four regional LMI (Workforce Info) workshops will be held (Juneau, Anchorage, Fairbanks and Ketchikan). Economic overview presentations will be scheduled on request. AKCIS hands-on training will be held in at least four communities.</p>	<p>By 6/30/06</p>

- **Estimated costs (identify equipment purchases of \$5,000 or more per unit cost)**

Estimated cost: \$20,000

### C. Consultation and Customer Satisfaction Assessment

The world of workforce information is continually changing. By monitoring system usage and adapting to changing customer needs, Alaska's workforce information system will remain a cornerstone of the state's workforce development vision.

During the program year, Alaska's workforce information system will be assessed through consultation with the Alaska Workforce Investment Board (AWIB), the business community, individuals and state and local education agencies.

Specific customer satisfaction efforts will include:

1. Surveying current AKCIS and Workforce Info users to assess customer satisfaction with the delivery system's features, content and support services.

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<sup>6</sup> To minimize travel costs, the LMI workshops will be held in conjunction with the Perkins Section 118-funded presentations, the dates of which will be determined by the Alaska Department of Education and Early Development.

2. Surveying a broad-based group of users to measure satisfaction in the following eight areas:
  - Relevance
  - Accessibility
  - Understandability
  - Comparability
  - Geographic Detail
  - Timeliness
  - Completeness
  - Importance
3. Soliciting feedback informally, through meetings, presentations and one-on-one conversations for all user groups, including employers, job seekers, educators, career counselors, career planners and state policymakers.
4. Reviewing website user statistics to assess website document penetration and product value.

Estimated cost: \$20,000