

State of Minnesota  
Department of Employment & Economic Development  
Labor Market Information Office

PY 2005 Workforce Information Core Products  
And Services Grant Plan

Statement of Work

**Purpose of Grant**

The purpose of the grant is to develop core labor market information (LMI) and career information products and services in support of the state's overall plan for workforce development.

**Performance Period**

July 1, 2005 – June 30, 2006

**Budget**

ALMIS Database	80,142
Long-term projections	158,601
Occupational analysis and career information products	176,247
Support state and local WIBs	129,616
Electronic information delivery systems	119,744
Workforce information training	50,000
<b>Total</b>	<b>714,350</b>

**Plan Narrative**

This plan narrative includes a description of each core product, service and other activity, a description of customer support for the deliverable, a description of how the deliverable supports the goals of Minnesota's WIA/Wagner-Peyser Unified Plan, principle customers for each deliverable, outcomes and system impacts for each deliverable, planned milestones for each deliverable, and total estimated costs for each deliverable including a description of any other funds available or any other funds that have been requested to meet the costs of the deliverable. This narrative also includes a description of Minnesota's strategy for; consulting with major audiences, delivering LMI through Minnesota's One-Stop service delivery system, and our customer consultation and satisfaction assessment method and continuous improvement strategy.

## **Strategy for consulting with key stakeholders**

DEED/Labor Market Information Office employs a continuous outreach-and-feedback strategy for consulting with its key stakeholders:

Most importantly, office managers and lead analysts contribute to State Workforce Board (SWIB) quarterly meetings and sub-committee meetings, serve on standing committees, and maintain regular contact with SWIB staff. LMI managers have intensive conversations with SWIB members and staff in the process of setting priorities for this grant. Conversations will continue throughout the year. As a result, the LMI Office is prepared to ensure that Core Products and Services deliverables are consistent with the strategic vision of the Governor and the SWIB. The SWIB will participate in the final assessment of the performance of the LMI Office through approval of the Core Products and Services Annual Report.

Beyond the State and Local WIBs, the customers of LMI are broad and diverse. The Office's Regional Analysis Unit has conducted focus group discussions with jobseekers and workforce development professionals and now plans to expand those discussions to include a much broader group of stakeholders, including businesses, educational institutions and trade associations, among others. Throughout the year, analysts deliver presentations, briefings, seminars and training to both external audiences (professional and trade associations, regional groups, conferences and "economic summits") and internal audiences (local WIBs and partner agency staff). The office uses these in-person engagements to collect feedback on the packaging, content, usability and usefulness of LMI products and services.

Audience consultations and the monitoring of feedback guide adjustments to the office's research agenda, business plan, and marketing activities. Over the last few years, these adjustments have included improved data download access and the addition of new research products. When major adjustments are proposed, these are vetted with SWIB members, Workforce Service Area directors, and/or WFC managers at regularly scheduled meetings.

## **In Support of the WIA Unified Plan**

Minnesota's 2005 Unified Plan for the Workforce Investment Act guides the work outlined in this Workforce Information Core Products and Services grant. The overarching mission of DEED under the Unified Plan is to "Increase Jobs and Economic Opportunities: We will support the economic success of individuals, businesses, and communities by improving opportunities for growth." Specifically, the Unified Plan is designed to:

- Focus on business as the primary customer of workforce development
- Expand local control
- Target resources on high-demand occupations and industries
- Use new technology to deliver services for less
- Increase the visibility of the public workforce system

Minnesota's LMI system supports the WIA Unified Plan by:

- Providing information for career and business planning to students, job seekers, workforce system professionals and, LMI's primary customer, businesses;
- Providing local labor market information to enhance decision making at the local level
- Providing information on the labor market, including high demand industries, occupations and skills so that career seekers, workforce development professionals, educational planners and policy makers can make better strategic decisions
- Utilizing new technologies to continually improve and expand our electronic delivery of labor market information.
- Continuing and enhancing LMI marketing efforts

As an agency that combines economic and workforce development functions, DEED recognizes the tremendous potential of integrating functions to respond in a unified fashion to broad customer groups. As of July 2005, LMI will be joined with DEED's marketing and economic analysis functions to build on each unit's respective strengths in production, analysis and distribution to meet the needs of customers. LMI's Regional Analysts will play a critical role in this organization, as they will be working alongside the economic researchers to meet ETA deliverables. As a result, this workplan will be evolving and changing throughout the year.

DEED's Regional Analysts are stationed at WorkForce Centers across the state. The Regional Analysts will continue to provide a vital connection between local WIBs and the LMI Office and are able to address local information and research requests by accessing central office data and resources. They also serve as outreach agents, trainers and experts on Minnesota's LMI system. Since passage of the Workforce Investment Act, the Regional Analysts have worked with local WIBs to promote market-responsive service planning. The LMI Research Director is a frequent presenter to the state WIB providing LMI to address analytic, research design, and fact-finding requests.

### **Strategy for workforce information delivery**

DEED's LMI Office has an outreach strategy to extend awareness, access, and use of LMI. As a result, stakeholders are aware of our competitive advantage, which is that we produce the official employment and unemployment statistics and we have access to the microdata underlying these official statistics.

Pursuant to this strategy, new workforce information products and services are communicated to the general public through proactive contact with news media; to workforce development professionals through electronic communications, training sessions, presentations, and published materials distribution; to the business community through presentations, briefings, and seminars offered throughout the year; and to all audiences through referral to the LMI and ISEEK websites and the LMI Analyst HelpLine (888/234-1114).

**Table 1. Minnesota Workforce Information Delivery Measures**

<i>Measure</i>	<i>CY 2002</i>	<i>CY 2003</i>	<i>CY 2004</i>
Requests handled	3,501	4,141	2,844
Website visits (user sessions) to LMI	437,700	713,100	1,554,600
Website pages viewed on LMI site + data.mnwfc.org + mncareers.org	3,248,300	4,002,100	4,677,700
Presentations, trainings and briefings	136	182	224
Half-day trainings for workforce dev and econ dev professionals	33	46	43

Minnesota's labor market information collection is available online through the DEED website. Most of the statistical products and reports can be found at [www.deed.state.mn.us /lmi/](http://www.deed.state.mn.us/lmi/). LMI packaged for career decision-making can also be found at the Minnesota Careers site ([www.MNCareers.org](http://www.MNCareers.org)) and the interagency ISEEK site ([www.ISEEK.org](http://www.ISEEK.org)). In CY 2004, DEED's LMI website handled 1,554,600 visits (or user sessions). Table 1 provides evidence of the success of our LMI outreach efforts and of the improvements to our electronic delivery of information – user sessions more than doubled from 2003 to 2004, and are up over three and a half-fold over 2002.

In CY 2004, the LMI Analyst HelpLine and Regional Analysts responded to 2,844 questions and requests for information. While this was down over the previous year, this appears due to improved capacity for self-service on our website, thus reducing the need for analyst guidance. The Regional Analysts delivered 43 half-day LMI trainings and 181 other presentations, briefings and seminars. The majority of presentations were delivered to external audiences (professional and trade associations, regional groups, conferences and “economic summits”).

The LMI Office also has measures of overall customer satisfaction through the DEED survey of customers who have recently used WorkForce Center services. Of the random sample that was surveyed, a combined 640 businesses and jobseekers said they had used an LMI product or service during CY 2004. A solid majority of all customers gave positive responses regarding LMI products and services, and overall businesses tended to respond more favorably than jobseekers. Over 90 percent of the respondents said they were satisfied overall with the services they received. Almost the same percentage said the services met their expectations. Ninety-four percent felt that the information they received from LMI met their needs.

### **LMI Delivery through State One-Stop System**

Minnesota WorkForce Center staff are notified of new online tools and resources through electronic communications and presentations from DEED's Regional Analysts. Printed reports and resources from Minnesota's LMI collection are required materials in the career resource areas of Minnesota WorkForce Centers. Centers may replenish materials as needed. Materials are also distributed, on request, to other employment service providers that are external from the WorkForce Center System.

Since 2002, DEED's LMI Office has used a drawdown system to rationalize demand for these materials. The LMI Office establishes an annual allocation for each Workforce Center to draw-down during the year. Purchase "prices" reflect production costs thereby ensuring an efficient allocation of resources. The amount of the allocation is proportional to local area population.

In October of each year, annual allocations available for all WorkForce Centers, affiliate sites, and local WIBs are reset. From October 2003 through September 2004, more than \$28,800 in products was ordered using these allocations.

Customized analysis and internal consulting services are also available to WorkForce Center staff through the Regional Analysts. Regional Analysts collaborate with local stakeholders and other researchers to develop new research and information resources. Recent projects include local labor market assessments and economic impact analyses requested by Dislocated Worker projects and economic development agencies.

Finally, DEED provides workforce development and economic development professionals with training on access and use of LMI resources. The half-day "Labor Market Intelligence for Decision-Making" and "LMI for Employer Services" trainings have been offered for six years by DEED's Regional Analysts; 40 sessions of these trainings were offered in CY 2004. In addition, "Data Analysis for Economic Developers" was offered 3 times.

## **ALMIS Database**

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Continue to populate the ALMIS Database with Minnesota data.

### *Description*

Work done on the ALMIS database includes system maintenance, usability improvement, and development for One-Stop service delivery.

### *Results of consultation with customers*

Data access was discussed at the state WIB's Spring Institute. WIB members, WSA directors and partner agency representatives support DEED/LMI's development of query-driven data access through the LMI website. Proposed enhancements included providing access to data that is scalable – regional statistics as well as small-area detail - where the data source allows.

### *Support of WIA/Wagner-Peyser*

This product supports the Unified Plan's goals by making information accessible in the most efficient way possible. It provides the core for web-based data-access tools as well as the base for labor market data analysis.

### *Specifics*

Populate and maintain the core and other pertinent ALMIS Database data tables according to the structure and rules defined by the ALMIS Resource Center. Updates to selected data tables will reflect changes in the original source data. Upgrade the database in accordance with guidelines issued by the ALMIS Resource Center. Continue to suggest usability improvements to the database structure. Build capacity of LMI analysts to use the database as source research data.

### *Principal customers*

This database will be used by LMI analysts and other interested parties; disclosable components of the ALMIS Database are available online for economic research analysts and government analysts. The database provides a foundation for new data access tools available for use by job seekers, students, employers, state and local WIBs, educational institutions, career counselors, DEED program managers, WorkForce Center System partners, ISEEK, and the general public. Microdata can be accessed by LMI Office analysts to address special requests.

### *Customer outcomes projected*

- ALMIS-format tables with OES, LAUS, CES, Projections, Unemployment Insurance and QCEW statistics provide the basis for viewing, querying or downloading data from DEED's LMI website. In CY 2004, the site ALMIS-based data server handled 105,362 visits (or user sessions) and provided 313,461 user views.
- Of employers and jobseekers that have used DEED's LMI website in CY 2004, 55 percent gave it a very favorable rating for meeting their needs.
- In PY 2005, DEED/LMI will maintain or improve this level of satisfaction.

*Estimated cost:*

\$80,142

*Milestones:*

Monthly:	Update LABFORCE, CES, UICLAIMS
Quarterly:	Update INDUSTRY, OESWAGE
Semi-annually:	Update EMPDB
Continuous:	Update lookup, crosswalk, and administrative tables as required. Work with web developer to facilitate data extraction.
As needed:	Training as required on ALMIS database and database structure.
September 2005:	Update IOMATRIX with short-term projections
June 2006:	Update LICENSE, LICAUTH, LICXOCC
July 2006:	Update POPULATION, INCOME
August 2006:	Update IOMATRIX with long-term projections

## **Employment Projections**

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Complete long-term employment projections to 2014 for the state; begin development of 2014 projections for the regions. Complete short-term employment forecast for 2005-2007. Develop and disseminate state and regional projections of skills, abilities and knowledge based on Skills-Based Employment Projections tool.

### *Focus*

Data and economic analysis as well as career information.

### *Results of consultation with customers*

The state WIB and local WIBs are supportive of projections as one approach to identifying potential market needs and gaps. State Colleges and Universities System institutions and other audiences are using long-term projections as supporting evidence in service planning, and education and training program planning. WIA and Dislocated Workers training providers also use these data to guide eligibility decisions. However, there is awareness of limitations of the projections and these audiences have appreciated DEED's presentation of additional supporting evidence; for example, Minnesota's Job Vacancy Survey findings.

### *Support of WIA Unified Plan*

This product supports the Plan's goals by developing key data and economic analysis needed to identify high pay high growth occupations and industries. High quality employment projections support efforts to keep Minnesota businesses competitive. This is accomplished by accurately identifying shortage occupations, requisite skills, and emerging competencies. Additionally, employment projections provide information to:

- Identify and support critical occupations and industries.
- Promote career awareness and facilitate informed choices.
- Improve awareness of what services and support are needed by Minnesotans for long-term employment success and by businesses for long-term competitiveness.

### *Specifics*

Complete development and dissemination of long-term industry and occupational employment projections to 2014. Begin regional long-term industry and occupational employment projections to 2014. Complete brochures and website update for statewide projections to 2014. Produce short-term 2007 employment forecasts for state and regions. Publish 8-page analysis for print and web.

### *Principal customers*

Job seekers, students, businesses, state and local WIBs, educational institutions, career counselors, economic research analysts, DEED program managers, WorkForce Center System partners, economic developers, government analysts, policymakers, and the general public.



### *Customer outcomes projected*

- Long-term projections are available on DEED's LMI website. In the first six months of CY 2004, the site's projections directory handled 3,202 visits (or user sessions) and 7,348 user views.
- Of employers and jobseekers who used DEED's projections reports in CY 2004, 33 percent gave the collection a very favorable rating meeting their needs and 58 percent gave it a favorable rating; 70 percent gave a very favorable rating for overall satisfaction.
- In PY 2005, DEED/LMI will maintain or increase this level of satisfaction.

### *Estimated cost to LMI One-Stop:*

\$158,601

### *Milestones*

July 2005:	Begin data analysis for skills, abilities and knowledge projections
August 2005:	Publish short-term 2005-06 forecast on web and in <i>Minnesota Employment Review</i>
May 2006: brochures	Publish statewide projections to 2014 on web and publish
June 2006:	Begin developing regional projections to 2014

## **Develop Occupational Analysis and Career Information Products**

Continue to produce the Job Vacancy Survey and other occupational and skill-based information products and analysis. Work with MNSCU to incorporate labor market information into the career information website, the Internet System for Education and Employment Knowledge (ISEEK), and the annual career information publication, *MnCareers*.

### *Focus*

Mitigate data gaps in occupational information by providing information on job vacancies and support the production of career information.

### *Results of consultation with customers*

The state WIB and local WIBs are supportive of the job vacancy survey as one approach to identifying market needs and gaps. State Colleges and Universities System institutions and other audiences are using job vacancy data as supporting evidence in service planning, and education and training program planning. WIA and Dislocated Workers training providers also use these data to guide training eligibility decisions.

### *Support of WIA Unified Plan*

These products support the Unified Plan's goals by developing key data and economic analysis needed to identify high paying and rapidly growing occupations of the future. High quality occupational and career information supports efforts to keep Minnesota businesses competitive. This is accomplished by accurately identifying shortage occupations, requisite skills, and emerging competencies. Additionally, occupational and career information products provide information to:

- Identify and support critical occupations and industries.
- Promote career awareness and facilitate informed choices.

### *Specifics*

- Implement two planned rounds of the Job Vacancy Survey. Produce statewide summary and regional highlights for publication on web and in printed brochures. Incorporate findings into other products and services, including ISEEK.
- Continue to use the EDS system to produce and update regional OES wage estimates for Minnesota's LMI web site and Regional Salary Survey Brochures.
- Provide data and analytical support towards the production of *MnCareers 2006*. Provide technical support and host MnCareers.org.
- Develop and make available a list of fast growing, high paying industries, occupations and skills and make this list widely available to customers.
- Continue to maintain general career information, including information on the demand for and supply of skill sets where possible, on DEED's web site and link users to ISEEK, *MnCareers* and other state career information resources.

- Provide LMI data and information as well as analytical support toward the development of ISEEK.org.
- Share new query system components with our interagency partner, ISEEK. Ensure contractual agreements are met when enhancing electronic delivery mechanisms of the Employer Database.

*Principal customers*

Education and curriculum planners, training program developers or managers, job seekers, students, employers, media, state and local WIBs, educational institutions, career counselors, economic research analysts, DEED program managers, WorkForce Center System partners, employers, economic developers, government analysts, policymakers, and the general public.

*Customer outcomes projected*

- Of counselors and teachers who have used *MnCareers* in PY 2004, 89 percent gave it a very favorable rating for meeting their needs; 91 percent gave a very favorable rating for overall satisfaction.
- Of employers and jobseekers who have used the Job Vacancy Survey in CY 2004, 55 percent gave a very favorable rating for it meeting their needs; 77 percent gave it a very favorable rating for overall satisfaction.
- In PY 2005, DEED/LMI will maintain or increase this level of satisfaction.

*Estimated cost:*

\$179,615

*Milestones:*

July 2005:	Finalize data estimation for second quarter 2005 JV survey, publish results on web and in printed brochures and press release findings
September 2005:	Complete <i>MnCareers</i> 2006 website
December 2005:	Finalize data collection and estimation for fourth quarter 2005 JV survey
January 2006:	Use EDS system to produce regional occupation and wage estimates and publish these estimates on the LMI web site.
January 2006:	Produce fourth quarter JVS Executive Summary and Regional Highlights
February 2006:	Produce Regional Salary Survey Brochures
February 2006:	Share new query system components with DEED's interagency partner, the ISEEK website.
June 2006:	Use EDS system to produce regional occupation and wage estimates and publish these estimates on the LMI web site.

## **Provide Information and Support to WIBs and Produce Other State Information Products and Services**

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Consult with local WIBs, the state WIB, education and training providers, the employer community and other key customer groups on their LMI needs and continue to produce and develop products and services in alignment with these needs. These products and services include *Minnesota Economic Trends*, *Minnesota Employment Review*, wage detail analysis and industry profiles.

### *Focus*

Data and economic analysis and One-Stop service delivery

### *Results of consultation with customers*

Previous regional breakout discussions considered how LMI impacts decisions or helps in strategic planning. Participants say they use LMI to identify market-specific needs, understand gaps, and provide a “reality check” on their own thinking. The main suggestions for improvement were: connections between all the reports, conclusions, and insight into “big picture” trends. DEED LMI now produces “Regional Profiles”, updated twice a year as new data become available, to provide consolidated information on 13 sub-state areas. Many participants suggested additions to the LMI research agenda; DEED’s LMI Office considers these as resources allow.

The local WIBs and agency leadership find the work of the Regional Labor Market Analysts important enough to allocate \$350,000 out of WIA 10 percent set aside to maintain the current staffing levels and service.

### *Support of WIA Unified Plan*

These services support the Plan’s goals by providing information on Minnesota’s labor market to businesses, policy makers and career seekers. This information will highlight high wage, high growth industries and occupations and provide local information for better local decision making and local control.

### *Specifics*

DEED’s Regional Analysts and office leadership serve as outreach agents and experts on the state’s LMI system. Throughout the year, analysts deliver presentations, briefings, seminars, and trainings to both external audiences (professional and trade associations, regional groups, conferences and “economic summits”) and internal audiences (local WIBs and partner agency staff). Since passage of the Workforce Investment Act, DEED’s Regional Analysts have worked with local WIBs to promote market-responsive service planning. Regional Analysts attend regularly scheduled meetings of all 16 local WIBs and are available to provide analytic, research design, and fact-finding services.

Audience consultations and the monitoring of feedback guide adjustments, as necessary, to the office’s research agenda, business plan, and marketing communications activities.

Over the last few years, these adjustments have included improved data download access and the addition of new research products. When major adjustments are proposed, these are vetted with Workforce Service Area directors or WorkForce Center managers at regularly scheduled meetings.

Following is a list of products and services that will be produced.

- Update 13 regional labor market profiles twice per year
- Convert labor market profiles to navigable webpages integrated into the LMI website. This effort is partly funded out of WIA 10 percent set aside allocated to the Regional Analysts.
- Attend regularly scheduled WIB meetings to determine council needs, insure proper dissemination of available information, and fulfill requests originating from local WIB meetings. This effort is partly funded out of WIA 10 percent set aside allocated to the Regional Analysts.
- Conduct statewide LMI presentations.
- Continue to produce *Minnesota Economic Trends*, a three-times-a-year publication aimed at providing useful economic and labor market analysis in accessible, non-technical language.
- Continue to produce *Minnesota Employment Review*, a monthly publication disseminating core labor market information, and incorporate monthly supplements which focus on critical labor market information issues. Migrate this from a primarily print publication to a primarily web based publication. This effort is partly funded out of WIA 10 percent set aside allocated to the Regional Analysts.
- Continue to support State College & Universities (MNSCU) System to develop a regional planning software package. This effort has been funded jointly by DEED/LMI and MNSCU.
- Produce and disseminate Employee Benefits survey report (print and electronic) in collaboration with the Minnesota Society for Human Resource Management.
- Collaborate with University of Minnesota, partly funded through a grant from the U.S. Department of Commerce in the development of a GIS-based tool for economic and community development. Look for other partners (for example, the National Governor's Association) in this effort.
- Expand wage records and LED based analysis of state and regional economic dynamics.
- Develop and disseminate industries, occupations and skills in demand lists for local regions.

### *Principal customers*

Job seekers, students, employers, state and local WIBs, educational institutions, career counselors, economic research analysts, DEED program managers, WorkForce Center System partners, economic developers, government analysts, policymakers, and the general public. The ability of DEED's LMI Office to produce information products and services that are useful and relevant to local WIBs and other customers will be enhanced by the integration of the office with DEED's economic analysts and marketing staff.

### *Customer outcomes projected*

- Excluding LMI trainings, analysts delivered 181 other presentations, briefings and seminars in CY 2004. Numbers will remain similar in CY 2005. Most WIB members are directly exposed to LMI through these presentations.
- Of employers who have used LMI publications –including *Minnesota Economic Trends* and *Minnesota Employment Review* – in CY 2004, 97 percent gave the collection a very favorable or favorable rating for meeting their needs; 83 percent gave a very favorable rating for overall satisfaction.
- In PY 2005, DEED/LMI will maintain or increase this level of satisfaction.

### *Estimated cost:*

\$129,616

### *Milestones*

July 2005:	Update Regional Labor Market Profiles
September 2005	Complete the Employee Benefits Survey final report
October 2005	Compare and analyze LED data
November 2005	Complete alpha version of GIS economic and community development web tool
December 2005	Make industries, occupations and skills in demand list available on website and in printed brochure
January 2006:	Update Regional Labor Market Profiles and convert into navigable website
March 2006	Complete testing of GIS based web tool
Monthly:	Production of <i>Minnesota Employment Review</i> Attend local WIB meetings Monthly WIB services tracking through internal reports Update Regional Labor Market Profiles
Ongoing:	Production of <i>Minnesota Economic Trends</i> Support and facilitate labor market information requests for local WIBs, WorkForce Centers, and business community Conduct presentations Produce and publish industry profiles Provide data and analysis for MNSCU regional planning software

## **Support the Development of State Information Delivery Systems**

Expand access to labor market and career information through the continuation of successful methods of dissemination and further develop electronic delivery mechanisms to enhance and facilitate self-service access to the information contained in the ALMIS Database as well as labor market and career information publications. Continue to provide and improve public access to electronic information through improved content management and better marketing of information.

### *Focus*

One-Stop service delivery and system development

### *Results of consultation with customers*

LMI delivery systems were discussed at the state WIB's Spring Institute. Discussion focused on analysis services offered by Regional Analysts and on online LMI resources. WIB members, WSA directors and partner agency representatives support the LMI Office's development of query-driven data access through the LMI website. They are also interested in connections between the statistical "silos" – that is, connections between the various reports and products. They expressed interest in access to data that's scalable – regional statistics as well as small-area detail, where the data sources allow. Priorities for website upgrade were guided by these consultations. Further development based on these consultations will continue.

Local WIBs and WorkForce Centers expressed appreciation for the availability of firm-level contact information that is publicly shareable – not subject to Minnesota data practices restrictions – from the Employer Database. They support the current measures for making the data available, through online query or through a special request for records from LMI Office analysts. They would like to have access through a more visible web location.

The LMI Office will pursue further input throughout the program year via focus groups with broader customer and stakeholder groups and implement changes accordingly as resources allow. LMI products and delivery systems should benefit from the integration of the office with DEED's economic development analysts and marketing staff.

### *Support of WIA Unified Plan*

These products and services use new technology to make more and better information available to LMI customers. Specifically, enhanced access to the ALMIS database can help business customers better understand their local markets. Further, better access to local information can improve decision making over local resources and enhance local control.

### *Specifics*

- Continue to enhance the regional page of the LMI website to provide easy access to a cross-section of LMI customized to Workforce Service Areas and other regional divisions using the ALMIS Database – see <http://www.deed.state.mn.us/lmi/regional/>. A portion of the funding for this is provided by the WIA 10 percent set aside allocated for the Regional Analysts.
- Continue to provide and enhance server-run charts and tables of key datasets to improve graphical interpretation of time-series datasets.
- Continue to upgrade the primary LMI website to provide improved appearance and increased ease of navigation for diverse customers including upgrades to the salary survey and QCEW tools.
- Continue to produce the online version of *Minnesota Economic Trends*.
- Continue to produce the online version of *Minnesota Employment Review*.
- Continue the outreach campaign to increase awareness of electronic labor market information.
- Continue to provide customer feedback mechanisms on the website and analyze customer feedback data to guide website improvement planning.
- Enhance access to the ALMIS Employer Database through continued development and enhancement of the online query system.
- Provide technical and informational support via the LMI Analyst Helpline, and LMI email account.

### *Principal customers*

Job seekers, students, businesses, state and local WIBs, educational institutions, career counselors, economic research analysts, DEED program managers, WorkForce Center System partners, economic developers, government analysts, policymakers, and the general public.

### *Customer outcomes projected*

- In CY 2004, DEED's LMI website handled a total of 1,554,600 visits (or user sessions).
- Of employers and jobseekers who have used DEED's LMI website in CY 2004, 55 percent gave it a very favorable rating for meeting their needs.
- In PY 2003, the LMI Analyst HelpLine handled 55 requests for query and compilation of employer records from the ALMIS Employer Database.
- In PY 2005, DEED/LMI will maintain or increase this level of support and satisfaction.

### *Estimated cost:*

\$119,744



### *Milestones*

- July 2005: Complete annual review of the LMI website to be sure that all is current and accurate.
- September 2005: Complete the reprogramming of the LMI data tools to be compatible with the new Content Management System.
- October 2005: Complete enhancements to, and linkages for, Regional Profiles
- January 2006: Complete ALMIS Employer Database query tool.
- February 2006: Test ALMIS Employer Database query tool
- Monthly: Continue to publish *Trends* and *Review* on the web  
Continue to upload new monthly data to website
- Ongoing: Electronic publication of all Career and LMI products  
Maintenance/analysis of current web presence  
Continue to enhance LMI website and data access tools  
Continue to distribute electronic “LMI Data Watcher” and “LMI Press Release” e-newsletters.

## **Support State Workforce and Career Information Training Activities**

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Increase customer knowledge and use of labor market and career information by updating, marketing and providing training in LMI and the use of career information products.

### *Focus*

System development and One-Stop service delivery

### *Results of consultation with customers*

LMI training of front-line workforce development professionals has been discussed in credentialing workgroup meetings convened by the WorkForce Center System. Discussions have focused on the value of the information: as a tool for jobseeker client guidance, as “reality check” evidence for advising employers, as content for seminars and Creative Job Search workshops, and as supporting evidence in preparing grant proposals. Two recommendations resulted from the discussions: First, DEED/LMI should continue offering at least 30 LMI training sessions per year; demand is strong and growing. Second, LMI content should be a larger component of the career development facilitator certification curriculum now used in Minnesota.

### *In Support of WIA Unified Plan*

These services support the plan by providing the tools needed for local decision making and control over workforce and economic development issues.

### *Specifics*

Update curriculum for new-analyst training with information on new wage records analysis and LED data and analysis. Hold Creative Conversation Forums for LMI staff on program changes and new analysis, products and services.

Make special training available to build analyst skills in the following areas: production of industry and occupation projections and wage records analysis, GIS, Content Management System, SAS, Access and other software and content areas as needed. Support the LMI Institute so that it continues to perform the function of organizing trainings for our staff and the staff of other states.

Provide 30 classes of “Labor Market Intelligence for Decision-making” and “LMI for Employer Services” for job counselors and other WorkForce Center staff and partners. Hold “LMI for Employer Services” and “Data Analysis for Economic Developers” as demand requires. These workshops are very popular.

Distribute training materials related to the use of career information products. This includes O\*NET and Career One-Stop as well as state career information products.

### *Principal customers*

State and local WIBs, educational institutions, career counselors, economic research analysts, DEED program managers, WorkForce Center System partners, economic developers, government analysts, policymakers and the general public.

### *Customer outcomes projected*

- In 2004, DEED's Regional Analysts delivered 43 half-day LMI trainings and 181 other presentations, briefings, seminars. Training satisfaction averaged 8.1 (on a scale of 1 to 10). DEED expects similar evaluation results from 2005 training participants.
- LMI staff have the training and skills necessary to effectively do their work.

### *Estimated cost to LMI One-Stop:*

\$50,000

### *Milestones*

As needed:	Hold in-house new-analyst training Hold in-house "Creative Conversation" Forums Send staff to special training offered by BLS, ETA, and LMI Training Institute
Quarterly:	Hold 5-7 "Labor Market Intelligence for Decision-making" and "LMI for Employer Services" classes for WorkForce Center and partner agency staff Hold 1-2 "Data Analysis for Economic Developers" classes
Ongoing:	Collaborate with other career products to deliver statewide training Continue to refine and deliver curriculum for "Labor Market Intelligence for Decision-making", "LMI for Employer Services", and "Data Analysis for Economic Developers." Provide financial support (0.5 percent of the LMI One-Stop Grant) for the LMI Institute

## Approach to customer satisfaction assessment

Survey-based assessments of market penetration and customer satisfaction are being undertaken to improve understanding of LMI uses and usefulness. During PY 2002, DEED/LMI launched an on-going customer feedback system, designed to measure the reception and satisfaction of the Office’s two largest customer segments. These segments include employers and job seekers. (See Table 2)

The customer feedback system involves several modes of data collection: telephone surveys of these key segments, mail-in surveys of publications readers, as well as an online survey form. Importantly, all surveys utilize a common set of customer satisfaction elements.

**Table 2. Customer satisfaction survey segments and primary survey method**

Target audience	Source for sampling	Primary survey method	Start date
Employer community	WINS administrative data on employers receiving WFC or JobBank services	Phone survey (by DEED/PPM and DEED/Job Service)	PY 2002
Job seekers	WINS administrative data on job seeker registrants	Phone survey (by DEED/PPM and UConn)	PY 2003

Results are as follows:

- *Employers.* DEED’s Policy, Planning and Measures Office (DEED/PPM) manages a quarterly telephone survey of employers who have used any of 12 employer services available through the Minnesota WorkForce Center System. This survey includes questions on employers’ use of labor market information. Of the employers surveyed, 230 indicated they had used some LMI product or service in the past 12 months.
- *Jobseekers.* DEED/PPM also manages a quarterly telephone survey of jobseekers served through WIA and the Minnesota WorkForce Center System. Started in PY 2003, the survey includes a question about LMI use and whether LMI met jobseekers’ needs. Of the jobseekers surveyed, 400 indicated that they had used some LMI product or service in the past 12 months.

**Table 3. Common set of customer satisfaction elements**

<i>Data element</i>	<i>Employer survey</i>	<i>Jobseeker survey (started PY 2003)</i>
What products or services	Asked	Asked
• Purpose in using?	Asked	
• Met user’s needs?	Asked [Started November 2003]	Asked
• How information was accessed?	Asked	
• Ease of access?	Asked	
• Clear presentation?	Asked	

Survey results over the past year indicate that, overall, employers and jobseekers rate LMI products and services as “favorable” or better in accessibility and understandability. These audiences are very likely to continue using the LMI resources available through DEED/LMI. Moreover, on average, LMI-using employers give better evaluations of the overall public workforce development system than employers who did not use LMI.