

# NEW MEXICO PROGRAM YEAR 2005 WORKFORCE INFORMATION CORE PRODUCTS AND SERVICES PLAN NARRATIVE

## A. Statewide Workforce Information System

The Economic Research and Analysis Bureau [ERA or Bureau] within the Department of Labor has focused on the timely delivery of workforce information specifically attuned to the local workforce regions throughout the State. With this goal in mind, ERA has undertaken several new initiatives to support the objectives of the Workforce Investment Act and the State's WIA strategic plan. These initiatives are the result of extensive consultations with the customers and users of economic indicators and Labor Market Information, including economic development officials, educational planners, and national, state, and local policy makers, representatives of the NM Legislature, and economists and planners. The LMI grant provides a means to package and add value to the data collection and analysis programs funded by the US Bureau of Labor Statistics. The Bureau's acting LMI Director is committed to continue ERA's initiatives that support the core products and services described in this plan.

- 1) The process used to ensure that the SWIB [Workforce Development Board in New Mexico] can exercise its responsibility for ensuring that state workforce information policy is responsive to the needs of the state and local workforce investment system.
  - a) The New Mexico Workforce Investment Act local boards have access to an ERA liaison person to identify LMI needs and provide knowledge of current regional LMI. The ERA Bureau plans to have a high level economist representative [as requested] at meetings of all four Workforce Development Board's Planning Committee and at quarterly meetings of each regional Workforce Development Board to market LMI, provide information on new projects, and solicit input on needed LMI.
  - b) New Mexico ERA staff consistently gathers customer evaluations of all staff presentations and products by requesting that customers complete feedback and evaluation of forms at the various LMI presentations that ERA carries out. The evaluation forms are closely monitored to ensure that customer needs and expectations are met and are consistent with the stated objectives of the presentation. An up coming presentation features an opportunity to conduct focus group discussions to evaluate the content and availability of some ERA products that are used within the educational community. The NM ERA LMI Internet site will implement a pop down survey in tandem with customer satisfaction activities on the NMDOL Internet site. The ERA Bureau maintains complete files of training evaluations from all efforts to develop capacity in the Workforce

- Development Centers, the One Stops and in the ERA Bureau. ERA is maintaining an archive of all customer satisfaction materials received from customers and will be acting to implement changes in our publications and Internet applications based on customer feedback.
- c) ERA Bureau personnel actively participate in quarterly meetings with the business community, economic development professionals, educational planners, state agency economists, and academic economists under the auspices of the University of New Mexico FORUNM economic forecasting service. The quality and types of Labor Market Information produced by the ERA Bureau are regularly discussed at this quarterly meeting.
  - d) ERA Bureau personnel participate actively in the State Data Center Network sponsored by the US Census Bureau. ERA Bureau personnel, including the LMI director, participate in the annual New Mexico Data User's Meeting, which draws over two hundred participants from the private and public data user community. ERA personnel also participate with economic development and State Data Center representatives in satellite training in various parts of the state on Census and Labor Market Information. ERA Bureau personnel make presentations and interact with data users as requested by teachers and educational planners.
- 2) 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.
- a) ERA produces a set of two-year employment projections by industry and occupation for the state of New Mexico and each of its four Workforce Development Boards twice a year. The occupational projections allow the state and regional WIA boards to target appropriate occupations for training and education programs.
  - b) ERA has adopted improved Geographic Information Systems software ("Mapinfo") in support of more localized Labor Market Information and the Areas of Substantial Unemployment and Labor Surplus Area designation projects. It is essential for the One-Stop, state and local WDBs to have an accurate picture of where employment is located on the ground.
  - c) LMI developed by ERA has been incorporated with attribution into the publications of the Albuquerque Chamber of Commerce, and the University of New Mexico Bureau of Business and Economic Research. Additionally, a number of web sites link to the ERA web page. ERA produced workforce information is frequently reproduced and discussed in the state and local news media. The Bureau's production of Labor Market Information enables the private sector to more widely disseminate this content in profit-making publications.

- 3) How the ERA grant activities are consistent with the strategic vision of the Governor and the SWIB.
- a) Special activities are frequently implemented in response to requests from Governor's appointees such as the Secretary of the New Mexico Dept. of Labor and members and leadership of the State and Regional Workforce Development Boards. Examples include contributions to the WIA Annual Report, the WIA State Strategic Plan, and WIA intrastate funding allocations.
  - b) ERA participates in a regional consortium of seven states in the Mountain West called 'Market Dynamics from Administrative Records' to develop a system to use wage records and other administrative data to provide focused local labor market information on job tenure, turnover, labor commutation patterns and other demographic information demanded by private business industry associations such as the construction and hospital associations. This information is utilized by business in making plant location and expansion decisions. The availability of a stable work force is crucial to the success of a business location, as is accurate wage information. Turnover is a primary measure of workforce stability. ERA staff will serve as permanent staff to a legislative committee on gender pay equity to be set up by the NM Legislature.
  - c) ERA is participating actively in the process of disseminating information from the 2000 Census and the American Community Survey as a member of the State Data Center network. ERA has joined the Local Employment Dynamics (LED) program, which is an innovative new state/federal partnership between the Census Bureau and ten states. The Bureau's participation in this program allows for the provision of another high quality local labor market information resource. This web-based tool allows customers immediate access to Quarterly Workforce Indicators, which provide in-depth information on the demographic characteristics of the local labor force.
  - d) ERA continues to utilize econometric software (Minnesota IMPLAN) to analyze the impact of positive and negative employment developments on the New Mexico economy utilizing an input-output model. The IMPLAN software has been used to estimate the impact of call center openings and closings, Wal-Mart openings and expansions, Air Force Base closures in the state, the K-Mart retail store closure and the closure of the Phelps Dodge copper smelter in southwest New Mexico's Hidalgo County. Retail businesses require information on the probable impact on their businesses of plant and mine closures.
- 4) The strategy of the State Workforce Agency and the SWIB for consulting with local workforce investment boards and stakeholders in the workforce investment system to determine customer needs for workforce information:

- a) ERA Bureau staff actively participates in quarterly meetings with the business community, economic development professionals, educational planners, state agency economists, and academic economists under the auspices of the University of New Mexico FORUNM economic forecasting service. The quality and types of Labor Market Information produced by the ERA Bureau are regularly discussed at this quarterly meeting.
  - b) ERA has implemented a set of customer satisfaction surveys for its Internet site and LMI publications, which are being used in completing the state of New Mexico's WIA plan. The customer satisfaction survey allows the ERA Bureau to understand which of its products are most utilized by the public and how to improve such products.
  - c) New Mexico ERA staff consistently gathers customer evaluations of all staff presentations and products by requesting that customers complete feedback and evaluation of forms at the various LMI presentations that ERA carries out. The evaluation forms are closely monitored to ensure that customer needs and expectations are met and are consistent with the stated objectives of the presentation. An upcoming presentation features an opportunity to conduct focus group discussions to evaluate the content and availability of some ERA products that are used within the educational community.
- 5) The broad strategic approach for workforce information delivery to principal customers:
- a) A complete report on the level of Demand for ERA Bureau print, Internet, and special reports for PY 2004 has been attached to this document as an appendix.
  - b) ERA staff has been sponsoring training sessions featuring key ERA staff and prominent representatives of the ETA Dallas Regional office to train WDC and One Stop Career Room and WIA board staff on the use and dissemination of workforce information. These training sessions are held twice annually. ERA has also leveraged America's Career Resource Network (ACRN) grant funds to obtain career facilitator certification for One Stop staff at four (4) locations. ERA personnel regularly visit Career Resource rooms in the WDCs in conjunction with visits to local workforce boards. If WDC Career Room staff have a clear and accurate picture of employment possibilities in the local economy and the character of the workforce required by employers, they are better able to serve employers by making referrals of qualified job seekers.
  - c) ERA personnel frequently provide information and customized employment and economic analysis to the NMDOL Employment Services division and to the

NMDOL Secretary and Secretary Staff as well as to staff to the State Workforce Board and the Governor's Office on Workforce Development and Training. ERA personnel also serve as a resource to other state agencies and the NM State legislature. ERA personnel served as staff to the Governor's Gender Wage Equity Task Force this year. NM ERA staff recently completed a study on the economic impact of Indian tribes and pueblos and Indian gaming on the New Mexico economy.

- 6) How workforce information and services are delivered as core services to customers through the state's One Stop service delivery system.
  - a) ERA personnel completed the implementation of a new Internet interface during the 2004 calendar year. This improvement to the NMDOL ERA Internet site provides LMI produced by the Bureau available in a user-friendly. The NMDOL Internet site has an Interface similar to the Florida, Louisiana, and Oklahoma LMI Internet presentation products. The New Mexico Internet interface is called NM LASER.
  - b) During a typical month, the NMDOL website receives about 25,000 visitors. These visitors may access LMI directly through the LASER system or within the framework of New Mexico Works, which is the state's system for delivery of core services.
  
- 7) A description of the customer consultation and satisfaction assessment methods to be used to collect and interpret customer satisfaction information and the principal customers to be consulted.
  - a) New Mexico ERA staff consistently gathers customer evaluations of all staff presentations and products by requesting that customers complete feedback and evaluation of forms at the various LMI presentations that ERA carries out. The evaluation forms are closely monitored to ensure that customer needs and expectations are met and are consistent with the stated objectives of the presentation. An upcoming presentation features an opportunity to conduct focus group discussions to evaluate the content and availability of some ERA products that are used within the educational community.
  - b) The NM ERA LMI Internet site will implement a pop down survey in tandem with customer satisfaction activities on the NMDOL Internet site.
  - c) ERA is maintaining an archive of all customer satisfaction materials received from customers and will be acting to implement changes in our publications and Internet applications based on customer feedback.

- 8) 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 2004 including how the plan addresses inadequacies or gaps identified by users.
- a) A complete report on the Level of Demand for ERA Bureau print, Internet, and special report products for PY 2004 has been attached to this document as an appendix.
  - b) ERA has instituted a periodic customer satisfaction surveyor for our flagship publication, the NM Labor Market Report. In response to comments generated by the survey, changes have been made to the appearance of the Report. The most recent survey of the Report readers indicated that cost-saving measures had degraded the overall appearance of the publication. Several hundred responses were received back from this survey. The NM Labor Market Report was revamped based on this survey.

Additionally, ERA has an ongoing satisfaction survey that monitors customer approval of our products. ERA customers who request LMI material by mail are offered an opportunity to provide feedback with each of our mailings. Accompanying each set of mailed material is a form that checks to see if the material requested was processed in a timely fashion, was understandable, was helpful, and met their needs. The NMDOL web site, which is managed by the ERA Bureau, has an online survey for customers to evaluate our on-line presentation and content.

ERA is maintaining an archive of all customer satisfaction materials received from customers and will be acting to implement changes in our publications and Internet applications based on customer feedback.

In addition, as part of the strategic goal to ‘stimulate competition and resources leveraging as a new business practice’ states are required to 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.

New Mexico ERA Bureau occasionally receives funding from Additional Activity to Maintain Currency [AAMC] research for special research projects from the US Bureau of Labor Statistics.

The publication of Labor Market Information under this heading is produced in close coordination with the New Mexico America’s Career Resource Network, which receives an annual grant of about \$120,000 from the New Mexico

Department of Education under section 118 of the Perkins Act. Labor Market Information relevant to public school students is made extensively available through contacts with the public school counseling community through ICDM workshops.

## II. Core Products and Services

The following demand-driven products, services and other planned activities are wholly supported by the Employment and Training Administration's (ETA) Workforce Information Core Products and Services Grant. As such, the following products and services seek to improve the scope, sophistication, and access to workforce information in New Mexico, while supporting the goals of:

- Generate more current and local information;
- Deliver of better analysis and more sophisticated interpretation;
- Shift to a skills focus;
- Further enhance information delivery;
- Promote, strengthen and integrate the ability to use workforce information throughout the system; and
- Stimulate competition and resource leveraging as a new business practice.

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

- a) Description: New Mexico maintains an Internet graphical database, "Workforce Connection", developed by GeoSolutions, which is currently installed and in operation. Data populations include industry & occupation projections, employment, Info-USA employers, industry and occupational wages, population, and educational sites. During PY 2003, the New Mexico Economic Research and Analysis Bureau brought up the Estimate Delivery System developed by the state of North Carolina on the New Mexico Internet web site to provide all four of the state WIA regions with occupational wage and employment data. The Workforce Connection database has evolved and proven to be a stable and robust platform for providing services to clients. The New Mexico Labor Analysis Statistics and Economic Research [LASER] ALMIS data base delivery system was up in June 2004. During PY05, the ALMIS databases will be publicized, expanded, maintained and enhanced. The state will continue to populate the Internet systems identifying state web linkages with resources of interest to customers. The state will also update and populate crosswalks to associated databases and to the Occupational Employment Statistics wage table. The state also maintains and populates a number of supplemental tables that are not identified as "Core Tables." These tables include schools, programs and completers data, MLS claims, commuting information and other items to support WIA. The maintenance contract with GeoSolutions will be continued. License information will be

updated with new information on newly licensed occupations and changes to current license procedures as information becomes available. The state has data in the version 2.3 ALMIS database format. This data will be online in the fall of 2005 when Geosolutions makes the next software revisions to the VOS and LASER systems.

- b) Customer Satisfaction: The New Mexico Labor Analysis Statistics and Economic Research [LASER] ALMIS database delivery system provides data users with tremendous access to workforce information. The Estimate Delivery System on the New Mexico's Internet web site provides occupational employment and wage information for all four of the state WIA regions. And, the Workforce Connection database has evolved and proven to be a stable and robust platform for providing services to clients, as well. During PY05, the ALMIS databases will be publicized, expanded, maintained and enhanced. The state will continue to populate the Internet systems identifying state web linkages with resources of interest to customers.

A report on the Level of Demand for ERA Bureau print, Internet, and special report products for PY 2004 has been attached to this document as an appendix.

- c) Strategic Plan: This product is specifically mentioned and required in the ETA LMI 2004 TEG. The ALMIS database is the foundation of all Internet LMI applications. All of the statistical information is tabulated, presented and formatted in the ALMIS. Information is necessary for all business and educational planning activities. Education and career planning through the Career Resource rooms and the educational counseling structure. As part of the WIA State Plan, the Workforce Development Board state and regional structure is required to perform an in-depth assessment of the New Mexico economy. The statistical information incorporated in the ALMIS database is the foundation of the statistical system that enables the state WDB to produce the material required in Part III. Assessment of the Workforce Investment Act State Plan. The WDB plan is required to "identify the implications of these [economic] trends in terms of the overall availability of employment opportunities by occupation, and the job skills necessary in key occupations." The state labor market information system identifies economic and employment trends using both Bureau of Labor Statistics data such as employment and unemployment and wage data and data produced under the ETA's LMI grant such as industry and occupational projections.
- d) Principal Customers: Employers, WDC and One-Stop career room staff, educational planners, regional Workforce Development boards, job seekers, students, employment / training officials, persons needing career guidance.



- e) Measurable Customer Outcome: Internet database. Update benchmark employment information with CES and LAUS data by March 2006 on the established benchmark cycle. Update with monthly data releases for CES and LAUS program data by the second week of the month. Employment data from the Quarterly Census of Employment and Wages program will be updated quarterly as each quarter's data becomes available [about six months after the end of the quarter]. Update annual population information by April 2006. Update long-term occupational projections information by September 2006. New section of the LMI Website for short-term projections to be updated twice each year.
- f) Milestones: Update wage data from OES in January 2006 and Mass Layoffs Statistics data in May 2006. Update employer address data from second-generation venter in December 2005 and July 2006.
- g) Cost: \$38,207.

2) Produce and disseminate industry and occupational employment projections

Part A - Long Term Industry and Occupational Projections

- a) Description: New Mexico 2004 – 2014 industry employment projections for the state and the four Metropolitan Statistical Areas (MSAs) will be developed and published in coordination with BLS national projections. Statewide and Albuquerque, Farmington, Santa Fe and Las Cruces MSAs ten year occupational and employment projections are published on the Internet site and in hard copy. This represents a permanent addition of three MSAs (Farmington, Santa Fe and Las Cruces) to the Long Term Projection program. Industry and occupational projections are provided on the Department Internet website and submitted for placement on the ALMIS state projection Internet website. There will be separate publications for the state and the four MSAs, yielding five distinct publications. The state will submit the forecasts for placement on the ALMIS State Projection Internet site and the ACI net site. Long-term projections will be linked to O\*Net products whenever possible. ERA staff participates actively on the projections technical group, which assists the work of the Projections Managing Partnership. NM projections staff are participating actively in research activities sponsored by the Projections Managing Partnership. Projections products incorporate the national forecasts produced by Global Insight [formerly DRI-WEFA].

With the recent release of the new Skills-Based Projection (SBP) system, New Mexico is working to generate information on current supply, projected demand, and skills gap by integrating long-term occupational projections with the O\*NET skills data. New Mexico's occupational projections are a principle input to the

SBP system, therefore maintaining coherence with our State's Labor Market Information. That is, there is no break in the information flow between industry projections, occupational projections and the new skills-based projections.

- b) **Customer Satisfaction:** The Long-term projections are well received by workforce development specialists, career counselors and a variety of other data users across the state. By adding more sub-state geographic areas to the projections, customers are able to discern local workforce trends.

From a Labor Market Information perspective, the SBP system will empower analysts to assess the elusive skills gap by comparing the current skill supply and projected growth in demand for certain skills. In addition, employers, educators and job seekers will have better, timelier information as New Mexico works to incorporate the SBP system products into its LMI offerings.

- c) **Strategic Plan:** Information is necessary for all business and educational planning activities, including education and career planning through the Career Resource rooms and the educational counseling structure. As part of the WIA State Plan, the Workforce Development Board state and regional structure is required to perform an in-depth assessment of the New Mexico economy. In conjunction with the other quantitative material incorporated in the ALMIS data base, the statistical information available in the long term occupational projections enables the state WDB to produce the material required in Part III. Assessment of the Workforce Investment Act State Plan. The WDB plan is required to 'identify the implications of these [economic] trends in terms of the overall availability of employment opportunities by occupation, and the job skills necessary in key occupations.' The state labor market information system identifies economic and employment trends using both Bureau of Labor Statistics data such as employment and unemployment and wage data and data produced under the ETA's LMI grant such as industry and occupational projections.

The New Mexico WIA Strategic Plan includes an extensive section in response to the question: What is the State's current capacity to deliver high quality employment statistics information to customers – both job seekers and employers – of the One Stop system. The long-term occupational projections are specified as a key component of the New Mexico Employment Statistics system, with both paper and Internet publication specified as central to the Employment Statistics system.

- d) **Principal Customers:** Principal customers include employers, educational planners, WDC and One-Stop Career room staff, Regional Workforce Development Boards, persons needing career guidance, students, employment / training program officials.

- e) Measurable Customer Outcomes: Data files produced for long-term occupational projections. The long-term projections publications will be produced on a two-year cycle. Evaluations of occupational projections products and publications are included on evaluation forms provided at workshop and training sessions. Development and publication of new Skills-based Projections for New Mexico.
- f) Milestones: Statewide Long-term Industry and Occupational projections for the 2004 to 2014 period will be completed as follows.
  - Statewide industry forecasts completed by April 2006
  - Statewide occupational projections completed by May 2006.
  - Internet/print publication of Statewide Long-term Industry and Occupational Projections by June 2006.
  - Metropolitan statistical area (MSA) projections completed by July 2006.
  - Other sub-state projections complete by August 2006.
  - Internet/print publication of MSA and other sub-state l-t projections staggered from July through September 2006.

In addition to the above milestones, the ER&A Bureau is planning on incorporating new Skills-Based Projections into the Long-term industry and occupational projections products to be published on the Internet and in various printed publications.

- g) Cost: \$50,000.

#### Part B - Short Term Industry and Occupation Projections

- a) Description: New Mexico short-term industry / occupational employment projections for the state and the four WIA regions have been developed and published in coordination with DRI-WEFA national projections. Statewide and WIA region two-year occupational and employment projections are published on the Internet site and in hard copy. Industry and occupational projections provided on the Department Internet website and submitted for placement on the ALMIS state projection Internet website. ERA will use STIP, LTIP and Micromatrix software to the extent feasible and work with the research consortia to resolve outstanding software issues. The ERA manager participates actively on the NASWA LMI Committee, which oversees the work of the newly created Micromatrix-Projections Managing Partnership. New Mexico will continue to produce short-term industry and occupational projections at least twice a year. The state will submit the forecasts for placement on the ALMIS State Projection Internet site and the ACI net site. ERA Bureau has had many requests for Internet presentation of short-term industry, occupational and wage projections from WDBs.

With the recent release of the new Skills-Based Projection (SBP) system, New Mexico is working to generate information on current supply, projected demand, and skills gap by integrating short-term occupational projections with the O\*NET skills data. New Mexico's occupational projections are a principle input to the SBP system, therefore maintaining coherence with our State's Labor Market Information. That is, there is no break in the information flow between industry projections

- b) Customer Satisfaction: The short-term projections process has received numerous accolades from forecasting and data user groups, including recognition by the *Western Blue Chip Economic Forecast* of New Mexico's "perfect" employment forecast. In addition to accuracy, New Mexico has worked diligently to expand the projections series by creating numerous sub-state forecasts. New Mexico has utilized the estimates delivery system to assist in the designation of sub-state regions to provide more localized projections for New Mexico's workforce professionals.
  
- c) Strategic Plan: Information is necessary for all business and educational planning activities. Education and career planning through the Career Resource rooms and the educational counseling structure. As part of the WIA State Plan, the Workforce Development Board state and regional structure is required to perform an in-depth assessment of the New Mexico economy. The statistical information incorporated in the short-term occupational projections enables the state WDB to produce material required in Part III. Assessment of the Workforce Investment Act State Plan. The WDB plan is required to 'identify the implications of these [economic] trends in terms of the overall availability of employment opportunities by occupation, and the job skills necessary in key occupations.' The state labor market information system identifies economic and employment trends using both Bureau of Labor Statistics data such as employment and unemployment and wage data and data produced under the ETA's LMI grant such as industry and occupational projections.

The New Mexico WIA Plan Section III B. includes an extensive section in response to the question: "What is the State's current capacity to deliver high quality employment statistics information to customers – both job seekers and employers – of the One Stop system." The short-term occupational projections are specified as a key component of the New Mexico Employment Statistics system, with both paper and Internet publication specified as central to the Employment Statistics system. In addition, all short term industry and occupational projections are produced twice each year for each of the WIA

- regions. NMDOL ERA short term industry projections are also published in the Arizona State University's Blue Chip Economic Forecast.
- d) Principal Customers: employers, educational planners, WDC and One-Stop Career room staff, Regional Workforce Development Boards, persons needing career guidance, students, employment / training program officials.
  - e) Measurable Customer Outcomes: Data base files produced for short-term occupational projections. Update the EDS system occupational wage and employment projections data (August 2005 and March 2006).
  - f) Milestones: Statewide Short-term Industry and Occupational projections will be completed semi-annually for the 2005 to 2007 period, as follows.
    - First-round Statewide industry forecasts completed by November 2005
    - First-round Statewide occupational projections completed by December 2005.
    - Internet/print publication of Statewide Long-term Industry and Occupational Projections by January 2006.
    - Local Workforce Region projections completed by February 2006.
    - Internet/print publication of regional projections by March 2006.
    - Second-round Statewide industry forecasts completed by October 2006.
    - Second-round Statewide occupational projections completed by November 2006.
    - Internet/print publication of Statewide Long-term Industry and Occupational Projections by December 2006.
    - Local Workforce Region projections completed by February 2006.
    - Internet/print publication of regional projections by March 2006.

In addition to the above milestones, the ER&A Bureau is planning on incorporating new Skills-Based Projections into the Short-term industry and occupational projections products to be published on the Internet and in various printed publications.

g) Cost: \$50,000.

### 3) Provide occupational and career information products for public use

- a) Description: Wide distribution of labor market information will continue and expand through printed reports and publications, video, and Internet media. Emphasis will be put on Internet website dissemination of LMI by expanding the amount of LMI available via the web and enhancing web-based LMI through improved graphics and user-friendly interfaces. Local LMI, including labor

supply and demand information, short and long-term industry and occupational employment projections, and occupational wage and employment data through EDS, will be provided to the state Workforce Development Board and the four regional Workforce Development Boards designated under the Workforce Investment Act. The publication of Labor Market Information under this heading is produced in close coordination with the New Mexico/America's Career Resource network, which receives an annual grant of about \$120,000 from the New Mexico Department of Education under section 118 of the Perkins Act. Labor Market Information relevant to public school students is made extensively available through contacts with the public school counseling community through ICDM workshops. O'Net and SOC are used in all NM occupational analysis products. ERA will utilize the Internet processing and delivery system called Skills Window developed by the Transactions Consortium to track and deliver information on labor exchange activity from America's Job Bank, Monster.Com and other sources.

- b) Customer Satisfaction: A complete report on the Level of Demand for ERA Bureau print, Internet, and special report products for PY 2004 has been attached to this document as an appendix.
- c) Strategic Plan: ERA publications are heavily used by the One Stop network career rooms and by the educational community. As part of the WIA State Plan, the Workforce Development Board state and regional structure is required to perform an in-depth assessment of the New Mexico economy. The statistical information incorporated in the occupational analysis products enables the state WDB to produce material required in Part III. Assessment of the Workforce Investment Act State Plan. The WDB plan is required to "identify the implications of these [economic] trends in terms of the overall availability of employment opportunities by occupation, and the job skills necessary in key occupations." The state labor market information system identifies economic and employment trends using both Bureau of Labor Statistics data such as employment and unemployment and wage data and data produced under the ETA's LMI grant such as industry and occupational projections. Where practical, ERA will shift products to a skill-based focus.

The New Mexico WIA Plan includes an extensive section in response to the question: What is the State's current capacity to deliver high quality employment statistics information to customers – both job seekers and employers – of the One Stop system. The occupational analysis products are specified as a key component of the New Mexico Employment Statistics system, with both paper and Internet publication specified as central to the Employment Statistics system.

- d) Principal Customers: employers, educational planners, WDC and One-Stop Career room staff, Regional Workforce Development Boards, persons needing career guidance, students, employment / training program officials.
- e) Measurable Customer Outcomes: Internet website access will be accomplished within 30 days of hard copy availability for each publication. Detailed localized LMI products will be produced according to the mounting demands and requirements of the four local Workforce Development Boards. Where practical, ERA will shift products to a skill-based focus. Localized information from the US 2000 Census will be provided to the local boards as part of the Economic Research Bureau's state data census affiliate role. Roughly, 200,000 copies of these publications are published each year.
- f) Milestones: A wide variety of printed LMI reports and publications will be produced and published throughout the Program Year. The following is our publication schedule:

- Internet Guide to Labor Market Information (Continuous);
- New Mexico 2014 Employment Projections (July 2006);
- New Mexico 2014 Employment Projections in Brief (Fall 2006);
- Two Area Job Market brochures (August-September 2005);
- Job Hunter's Guide (reprint February 2006);
- Annual Social and Economic Indicators (June 2006);

Publications produced in cooperation with the New Mexico SOICC;

- Jobs for Graduates (Fall 2005);
- Prospects (revise & reprint September 2005);
- Parent's Guide (reprint March 2006);

Publications produced in cooperation with the US Bureau of Labor Statistics:

- New Mexico Occupational Wage Survey (January 2006)

g) Cost: \$25,325.

4) Ensure that workforce information and support required by state and local workforce investment boards are provided

- a) Description: The Economic Research & Analysis Bureau maintains the New Mexico Department of Labor Internet site as a primary delivery system for workforce information. The ERA Web site has been and continues to be an integral part of the implementation of the Workforce Investment Act in the State of New Mexico through delivery of LMI and administrative documents. The

ERA Bureau furnished large sections of narrative and tables for the original state WIA plan and for each update to the plan. ERA is continually called on to furnish special LMI products for the State and regional Workforce Development Boards, such as a State of the New Mexico Report and a regional Economic and Demographic Profile for each Regional WIA board. The ERA Bureau also performs extensive research analysis on US Census and other data sources, such as background data sets for WIA funding formulas and the criteria for qualification for Individual Training Accounts.

The New Mexico Workforce Investment Act local boards have access to an ERA liaison person to identify LMI needs and provide knowledge of current regional LMI. The ERA Bureau plans to have a high level economist representative [as requested] at meetings of all four Workforce Development Board's Planning Committee and at quarterly meetings of each regional Workforce Development Board to market LMI, provide information on new projects, and solicit input on needed LMI. The ERA bureau also serves as staff support (especially on Internet and graphics design project) to the Job Training Division and the Office of Workforce Development and Training. ERA staff has been trained on GIS software and GIS software is being utilized to deepen our ability to provide more geographically detailed data. ERA has acquired the "Minnesota IMPLAN" econometric input-out model software and trained staff in its use to deepen ERA capacity to respond to requests for economic impact analysis feasibility of implementing such a survey. ERA personnel are also involved in research into often-demanded information for businesses and employers on job turnover, hires and separations, gender wage gap, and other information that can be obtained from UI wage records and other administrative data through data matches. NMDOL ERA is participating in joint research with Wyoming, South Dakota, Nebraska and other states that are pursuing administrative data research. NMDOL ERA has produced several articles reporting the results of the turnover research. New Mexico has applied to and been included in the Local Employment Dynamics (LED) project with the US Census Bureau. Customer satisfaction is aggressively monitored and records of this material are maintained by ERA in order to foster continuous quality improvement in LMI materials.

- b) Customer Satisfaction: A complete report on the Level of Demand for ERA Bureau print, Internet, and special report products for PY 2004 has been attached to this document as an appendix.
- c) Strategic Plan: Accurate and timely workforce information is crucial to all career and business planning. As part of the WIA State Plan, the Workforce Development Board state and regional structure is required to perform an in-depth assessment of the New Mexico economy. The statistical information provided on the NMDOL Internet site enables the state WDB to produce the material required



in Part III. Assessment of the Workforce Investment Act State Plan. The WDB plan is required to ‘identify the implications of these [economic] trends in terms of the overall availability of employment opportunities by occupation, and the job skills necessary in key occupations.’ The Internet site provides state labor market information system and identifies economic and employment trends using both Bureau of Labor Statistics data such as employment and unemployment and wage data and data produced under the ETA’s LMI grant such as industry and occupational projections. The New Mexico WIA Plan Section III B. includes an extensive section in response to the question: What is the State’s current capacity to deliver high quality employment statistics information to customers – both job seekers and employers – of the One Stop system. The products showcased on the NMDOL Internet site are specified as a key component of the New Mexico Employment Statistics system, with both paper and Internet publication specified as central to the Employment Statistics system.

- d) Principal Customers: LMI Internet presentation for NM Department of Labor Secretary staff, Office of Workforce Development and Training, NMDOL Job Training Division staff, State Workforce Development Board members, consultants and staff, and regional WDB members and regional WDB contractors.
- e) Measurable Customer Outcomes: Provide listings of fastest growing occupations and occupations with the most openings for WDB Internet sites. Provide more detailed wage data through the Wage Inquire System by WDB areas. Provide LMI data in a more user-friendly system with full implementation NM LASER.
- f) Milestones: Ability to respond to requests for more LMI on more geographically focused areas will be enhanced with the use of GIS software MapInfo as scheduled Census data becomes available. IMPLAN input-output economic analysis software, staff participation in ETA-BLS sponsored national job vacancy survey activities, and administrative data & wage records research are three new ERA initiatives that will result in an improved ability to respond to requests for LMI different from traditional products. ERA responds to at least two requests for an economic impact analysis per quarter, usually many more than that.

ERA staff will continue to meet when requested with the members of the LMI Committee of the State WIA board as our primary liaison point.

- Geographic Information System software – work to integrate demographic and Census data with workforce information is conducted on an ongoing basis.
- IMPLAN economic analyses are conducted on an as requested basis, which typically involves the analysis of at least two employment events on local areas per quarter.

- Local Employment Dynamics project data will be updated and enhanced on an ongoing basis.

g) Cost: \$100,000.

5) Maintain and enhance electronic state workforce information delivery systems

- a) Description: The New Mexico Department of Labor Web site developed and maintained by the ERA Bureau is divided into two major sections, one for job seekers, and one for employers and researchers. Job Links include America's Job Bank, as well as the New Mexico State personnel office web site. Economic links include labor force and employment statistics from the NM Department of Labor and New Mexico specific economic links. Labor Market Information includes NM LASER, the monthly Labor Market Report, and NM Workforce Connection. Both sites contain information on occupational and industry projections, employers, K-12 schools, post-secondary institutions, wages, demographics and occupational licenses. LASER is the front-end application showcasing the core tables in the ALMIS databases. The ERA Bureau is a member of the State Data Center network sponsored by the US Census Bureau and will incorporate new data from the decennial census on our Internet site as it becomes available. The NM ERA Bureau has implemented the EDS system developed by the state of North Carolina for the delivery of occupational wage and employment data. New Mexico has selected the Geo Solutions delivery system called Virtual LMI [LASER in New Mexico] and brought this delivery system up in June 2004. The state provides labor market and career decision-making information to students, parents, educators and other members of the public with the newly developed Career Prospects System. This system, developed in cooperation with the New Mexico Department of education and other partners, facilitates matching interests with careers and educational providers. The state also uses the Local Employment Dynamics (LED) program. LED is part of a state/federal partnership between the Census Bureau and ER&A that helps fulfill the mandate to provide high quality local labor market information to our customers.
- b) Customer Satisfaction: A report on the Level of Demand for ERA Bureau print, Internet, and special report products for PY 2004 has been attached to this document as an appendix.
- c) Strategic Plan: These products are the core information delivery modules between the NMDOL and the WIB structure. Accurate and timely workforce information is crucial to all career and business planning. As part of the WIA State Plan, the Workforce Development Board state and regional structure is

required to perform an in-depth assessment of the New Mexico economy. The statistical information incorporated in the NMDOL Internet site enables the state WDB to produce the material required in Part III. Assessment of the Workforce Investment Act State Plan. The WDB plan is required to ‘identify the implications of these [economic] trends in terms of the overall availability of employment opportunities by occupation, and the job skills necessary in key occupations.’ The state labor market information system identifies economic and employment trends using both Bureau of Labor Statistics data such as employment and unemployment and wage data and data produced under the ETA’s LMI grant such as industry and occupational projections.

- d) **Principal Customers:** The electronic state workforce information delivery system is a tool intended for Jobs seekers, One-Stop Career Room staff, business market researchers, private and public sector economic forecasters, employers, and Workforce Investment Act contractor staff.
- e) **Measurable Customer Outcomes:** Web sites for WIA implementation have been augmented with extensive labor market information related to the four New Mexico local Workforce Development Boards since the end of PY 2001. The Estimates Delivery System is one of New Mexico’s most heavily used Internet applications for LMI.

Data and publications for the ERA Bureau are continually updated and the Annual Social and Economic Indicators have been added to the Web site.

- f) **Planned Milestones:** Training schedule for NMDOL Web site for Workforce development professionals: Workforce Development Board user workshops (tentative dates) – Albuquerque (February 2006), Alamogordo (September 2005), Las Cruces (October 2005). Four ICDM training sessions will be held in PY2004: Santa Fe (January 2006), Alamogordo (Sept. 2005), and Las Cruces (October 2005), Albuquerque (April 2006). ERA economists will attend WDB state and regional planning committee and WDB state and regional board meetings, as requested.
  - g) **Cost:** \$100,000
- 6) Support state workforce information training activities.
- a) **Description:** NMDOL ERA-produced LMI will be systematically marketed to potential users through various seminars and training sessions such as the ICDM high school counselor meetings held several times each year. The New Mexico Workforce Investment Act local boards have access to an ERA liaison person to

- identify LMI needs and provide knowledge of current regional LMI. The ERA Bureau plans to have a high level economist representative [as requested] at meetings of all four Workforce Development Board's Planning Committee and at quarterly meetings of each regional Workforce Development Board to market LMI, provide information on new projects, and solicit input on needed LMI.
- b) Customer Satisfaction: A complete report on the Level of Demand for ERA Bureau print, Internet, and special report products for PY 2004 has been attached to this document as an appendix.
  - c) Strategic Plan: The progress of new products under research programs such as the longitudinal data base project, input-output modeling, job vacancy surveys, and administrative records research will be conveyed to primary LMI users through the NM Labor Market Review and the NMDOL Internet site. Localized LMI will be produced for the Workforce Development Boards. Ongoing training of new primary LMI users will occur in Workforce Development Board and contractor informational workshops and technical assistance on site or in the field. Accurate and timely workforce information is crucial to all career and business planning. The staff must be well trained to perform their role as in producing quality work force information The state labor market information system identifies economic and employment trends using both Bureau of Labor Statistics data such as employment and unemployment and wage data and data produced under the ETA's LMI grant such as industry and occupational projections.
  - d) Principal Customers: staff development for LMI staff, school counselors, and teachers. Workforce Development Board members and staff will be a primary audience for LMI training in the coming program year.
  - e) Measurable performance outcomes: One ERA economic analyst will attend Local Employment Dynamics program training. Four (4) Workforce Development Board user workshops will be conducted in PY2005. Career Facilitator Certification training session will be held in PY2005.
  - f) Milestones: ERA staff will be attending Census Bureau training on data use and interpretation, including training on the American Community Survey, (November 2005). The schedule for training on the NMDOL Web site for Workforce development boards: Workforce Development Board user workshops (tentative dates) – Albuquerque (December 2005), Espanola (March 2006), Alamogordo (September2005), Las Cruces (October 2005). Specific milestones are as follows.
    - Local Employment Dynamics program training, as offered in PY2005.

- Four (4) Workforce Development Board user workshops will be conducted in PY2005.
- Career Facilitator Certification training session will be held in PY2005.
- Projections staff will attend the Long-term Industry Projections training – September 2005.
- Projections staff will attend the Short-term Industry Projections training – October 2005.
- Projections staff will attend the MicroMatrix Occupational Matrix – PY2005, as offered.

g) Cost: \$50,000

### **III. Customer Satisfaction Activities**

New Mexico ERA staff consistently gathers customer evaluations of all staff presentations and products by requesting that customers complete feedback and evaluation of forms at the various LMI presentations that ERA carries out. The evaluation forms are closely monitored to ensure that customer needs and expectations are met and are consistent with the stated objectives of the presentation.

The ERA Bureau maintains complete files of training evaluations from all efforts to develop capacity in the WDCs, One Stops, and in the ERA Bureau.

ERA has instituted a periodic customer satisfaction survey for our flagship publication, the NM Labor Market Report. In response to comments generated by the survey, changes have been made to the appearance of the Report. The most recent survey of the Report readers indicated that cost-saving measures had degraded the overall appearance of the publication. Several hundred responses were received back from this survey. The NM Labor Market Report was revamped based on this survey.

Additionally, ERA has an ongoing satisfaction survey that monitors customer approval of our products. The NMDOL web site, which is managed by the ERA Bureau, has an online survey for customers to evaluate our on-line presentation and content. In a typical week, we receive two evaluations of our material from one of these sources. An evaluation form asking for feedback that is more extensive on web-based services will be implemented.

ERA is maintaining an archive of all customer satisfaction materials received from customers and will be acting to implement changes in our publications and Internet applications based on customer feedback.

