



**EDUCATION and WORKFORCE DEVELOPMENT CABINET
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Joseph U. Meyer
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US DEPARTMENT OF LABOR
EMPLOYMENT AND
TRAINING ADMINISTRATION
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September 2, 2011

Dr. Helen Parker
Regional Administrator
U.S. Department of Labor
Employment and Training Administration
61 Forsyth Street, S.W., Room 6M12
Atlanta, Georgia 30303

Dear Dr. Parker:

The Commonwealth of Kentucky is pleased to present you with the Program Year (PY) 2010 Workforce Information Core Products and Services Annual Report. This letter has been prepared in accordance with the Training and Employment Guidance Letter No 3-10. Kentucky is pleased that our accomplishments enabled us to meet a variety of customer needs. The Research and Statistics Branch and Kentucky Workforce Investment Board (KWIB) look forward to working closely to expand our customer base and provide an even greater variety of workforce information products and services in PY 2011.

The PY 2010 Workforce Information Core Products and Services Grant funds enabled us to improve and develop a more responsive workforce information system for our customers.

If you have questions or need additional information, please contact Tom Bowell at 502-782-3158.

Sincerely,



Joseph U. Meyer
Secretary



Ed Holmes
Chair
Kentucky Workforce Investment Board

c: Tom Bowell
Ron Crouch
William Monterosso

Commonwealth of Kentucky Workforce Information Core Products and Services Annual Report for PY 2010

Education and Workforce Development Cabinet
Department of Workforce Investment
Office of Employment and Training
Research and Statistics Branch
Workforce Information

Kentucky is pleased to present the 2010 Annual Report on the Workforce Information Core Products and Services Grant achievements.

The continuing cooperation and consultation with our customers and partners enabled the Kentucky Office of Employment and Training (OET), Research and Statistics (R&S) Branch, to meet our objectives for PY 2010. **Workforce Kentucky**, the Commonwealth's electronic labor market information delivery system, had more than 273,500 visits and approximately 81,300 electronic and print copies of Labor Market Information (LMI) publications and products were disseminated to our customers.

One of Kentucky's major accomplishments in PY 2010 was the administration and completion of the LMI Green Jobs Improvement Grant to connect target populations to career pathways in green industries. Kentucky's OET was the lead agency in this project and the R&S Branch provided background research, developed grant deliverables and timelines, and prepared grant language. The Green Jobs grant was completed and the results released June 30, 2011.

The search for an alternative workforce information delivery system began in February 2011. CIBER, the vendor and sole developer of the Workforce Informer product (the application behind **Workforce Kentucky**) discontinued product development and support. At that time, Kentucky transferred the application, all site content, and data to local servers and began hosting the site in-house. Kentucky worked extensively with in-house technology staff to implement this transfer, and to explore options for an alternate system. In June 2011, Kentucky issued a Request for Proposals to acquire a new workforce information delivery system. Kentucky will review submissions in PY 2011 with the ultimate goal of selecting a vendor and launching a replacement system.

A wide range of products was generated through the Bureau of Labor Statistics (BLS) cooperative programs. The work deliverables reflect Kentucky's commitment to provide quality information to all customers of the workforce information system.

1. Populate the Workforce Information Database (WIDb) with state and local data.

The WIDb is the primary statistical database accessed by the **Workforce Kentucky** application. In PY 2010, Kentucky transferred the database, as well as the **Workforce Kentucky** application, to local servers when the previous vendor, CIBER, discontinued product maintenance and support. The site continues to be hosted and maintained in-house while a replacement vendor is sought.

Throughout PY 2010, the database was populated with routine monthly, quarterly, and annual numbers, and was updated with historical revisions for many types of statistics. Some of the items housed in the WIDb include Local Area Unemployment Statistics (LAUS), Current Employment Statistics (CES), Quarterly Census of Employment and Wages (QCEW) data, Consumer Price Index (CPI), income data, occupational wages, industry and occupational projections, and population data.

Area long-term occupational and industry projections (2008-2018), and statewide short-term occupational and industry projections (2010-2012), were loaded on schedule in PY 2010.

Another key component in the WIDb is the Info-USA Employer Database. During PY 2010, Kentucky renewed its Employer Database License Agreement and incorporated the Second Edition 2011 Version of the database into the WIDb.

During PY 2010, Kentucky had planned to update its licensing files (license.dbf, licauth.dbf, and licxocc.dbf) but was delayed. Licensing files will be updated and submitted to the National Crosswalk Service Center for inclusion on ACINet in August 2011.

Kentucky also filled the vacant WIDb administrator position in December 2010. In addition, work was performed to enhance system content and layout. Maps detailing LAUS and other data elements were routinely created and published on **Workforce Kentucky**.

2. Produce and disseminate industry and occupational employment projections.

During PY 2010, the NAICS employment time series was updated to include the most current base year data for both long-term and short-term projections. The updated annual time-series was used to develop long-term industry and occupational employment projections at the Area Development District (ADD) level for 2008-2018. The updated monthly time-series was used to develop short-term industry and occupational projections for 2010-2012 at the statewide level. Both sets of projections were populated to the **Workforce Kentucky** web site and the short-term projections were submitted to the Projections Consortium prior to the June 30, 2011 deadline as mandated by ETA.

Printed publications were completed for the 2008-2018 statewide projections as originally scheduled. Additionally, printed publications were also completed for the 2008-2018 ADD projections, which were not scheduled for completion until PY 2011.

Projections staff also attended the 2011 Projections Managing Partnership (PMP) Summit in New Orleans, Louisiana.

3. Conduct and publish relevant economic analyses, special workforce information, and/or economic studies determined to be of benefit to the governor and state and local WIBs.

Kentucky continued to conduct special state, local, and regional studies to provide information and support to communities undergoing economic transition, implementing workforce development initiatives or experiencing major layoffs or disasters. In PY 2010, the R&S Branch received numerous requests for information caused by the continuing economic recession. In response, Kentucky utilized existing products and programs, and also sought other avenues and sources of data in an effort to provide the best information to meet the needs of each customer.

LMI Improvement Grant

One of Kentucky's major accomplishments in PY 2010 was the completion of the LMI Green Jobs Improvement Grant to connect target populations to career pathways in green industries. Kentucky's OET was the lead agency in this project and the R&S Branch worked extensively providing background research, developing grant deliverables and timelines, and preparing grant language. The Green Jobs grant was completed and the results released June 30, 2010.

Collaboration between the MLS Program and Kentucky's Rapid Response Team (RRT)

Ongoing cooperation between the MLS state program leader and Kentucky's RRT continued in PY 2010. Both entities worked together to provide support to Kentuckians prior to and after major layoffs.

Staff Training

Staff training continued to be a priority in PY 2010. R&S personnel attended several Employment and Training Administration (ETA), Bureau of Labor Statistics (BLS), and other state-sponsored statistical program trainings. Staff learned about a variety of labor market projects and initiatives, new and changing program requirements and various software applications. These trainings also afforded participants the opportunity to interact with colleagues from other states who are employed in similar positions and work with comparable workforce information products and services.

Maintain and Cultivate Relationships with Local and Quasi-Government Agencies in Kentucky

Kentucky continued to foster its relationship with local and quasi-government entities in the state, i.e., local economic development agencies, schools, and chambers of commerce. The R&S Branch provided analysis of local economic conditions, including local area projections and wage data as requested by these agencies. Kentucky continued to work with school representatives, local economic developers, and others to provide detailed research on the current employment situation and the projected outlook for a given area, industry, or occupation.

Additionally, R&S Branch staff increased LMI presentations to WIA boards, elected officials, government organizations, leadership classes, educational and training programs, business and community associations, and other organizations as requested regarding demographic, social, educational, workforce and economic trends. We continued to provide information regarding education and training, employment and workforce realities, and the general economic health of our state, its regions, and its counties. This information enabled others to formulate important decisions regarding education and training, employment and workforce realities, and the general economic health of our state, its regions and its counties.

Geographic Information Systems – Mapping

In PY 2010, Kentucky continued to expand its use of ArcGIS mapping technology, both in response to increased customer demand and in order to enhance publications and the **Workforce Kentucky** web site. Custom maps were created to meet the needs of the SWIB, LWIBs, various media outlets, and other state agencies. Numerous maps were also created for presentations on labor market information and demographics data that were conducted by the Director of the Research and Statistics Branch. Additionally, Kentucky continued to incorporate maps into each of the monthly LMI Newsletters. Approximately 15 new maps were added to the “Maps” page on **Workforce Kentucky** and several older maps were replaced with updated versions. Staff was also able to participate in several online trainings offered by the software vendor.

Cooperate and Participate with the U.S. Census Bureau as Pertains to the LED Project

Kentucky continued to participate with the U.S. Census Bureau by submitting quarterly employee and employer data for the LED project. Customers were also provided access to Census Quarterly Workforce Indicators (QWI) via the **Workforce Kentucky** web site. Staff attended the annual LED Partners meeting conducted by the U.S. Census Bureau in Washington, D.C., which included many presentations about the program, innovative uses of the product, and future developments within the LED project. QWI were also used in conjunction with Kentucky’s ArcGIS system to produce new LED-based maps for **Workforce Kentucky**.

The biennial State Plan, consisting of a detailed analysis of the Kentucky economy, the labor pool, and the labor market context was completed in PY 2010. The economic climate in Kentucky, including unemployment data, job loss statistics, layoffs and closure information, industry composition, and percent change by industry, was incorporated into the review. The study also integrated anticipated impacts on employment by sector through assimilating industry and occupational projections over the short-term and long-term, assessed demand for skilled workers by encompassing the number of current and projected jobs by skill level, and determined industries critical to the State's economy. The analysis comprised current and projected demographics of the available labor pool. Long-term projections encompassed a 10-year period.

4. Post products, information, and reports on the internet.

Kentucky Labor Market Information Newsletter

Publication of the *Kentucky Labor Market Information Newsletter* continued during PY 2010. This publication highlights Kentucky's labor market conditions and provides statistics on total employment and unemployment, industry payroll employment, hours and earnings of workers in selected industries, Metropolitan Statistical Area (MSA) employment, county employment, Consumer Price Index (CPI), unemployment insurance data, and Workforce Investment Area (WIA) unemployment rates. Hard copies were distributed monthly to 115 customers and the monthly publications were downloaded approximately 7,000 times from Workforce Kentucky.

Area Development District (ADD) Outlooks to 2018

The Kentucky ADD Occupational Outlooks to 2018 were uploaded to the site in May 2011 and were accessed 5,600 times through PY 2010.

Map Files

Kentucky continued publishing maps detailing labor market information and economic conditions. These maps were accessed 16,300 times from the site.

Hours and Earnings Tables

Monthly hours and earnings tables were uploaded to the site in conjunction with the monthly press release. These accounted for over 800 downloads in PY 2010.

Static QCEW Tables

QCEW static text files were uploaded as zip files to the site. These accounted for 470 downloads during PY 2010.

During PY 2010, Kentucky submitted a Request for Proposal (RFP) to procure a vendor for a new LMI web delivery system. The RFP was posted online for vendor proposals in June 2011, with the bidding process set to be complete by August 17, 2011. Following the selection of a vendor, R&S hopes to have the system fully implemented by the end of next program year.

Other materials and information published monthly on **Workforce Kentucky** include occupational spotlight articles, unemployment rate press releases, unemployment insurance data tables, and monthly statistical comparison. An experience rating system efficacy table for Unemployment Insurance data was added to the UI page in March 2011. Website changes were ongoing.

5. Partner and consult on a continuing basis with workforce investment boards and other key workforce and economic development partners and stakeholders.

The R & S Branch continued consultation with state and local WIA professionals and board members regarding workforce information issues. R & S also conferred with various state and local groups and other organizations involved in policy making regarding current and projected workforce information. Regular exchanges of ideas between users and suppliers of workforce information occurred through meetings, demonstrations, focus groups, and conferences. Because workforce information depicts complex conditions subject to interpretation, training was available to improve the technical skills of LWIB staff.

The primary contact between the R & S Branch and the WIA community is the business liaison/services staff of the LWIB. The R & S Branch continued to support the staff and meet their data requirements for business prospects, along with other informational requests. R & S provided these services to other organizations involved in moving Kentucky forward to ensure we have an educated and skilled workforce for the Twenty-first century.

Collaborative efforts are evidenced by direct links to **Workforce Kentucky** on both the KWIB and LWIB websites. Staff also provided maps for the quarterly KWIB meeting upon request.

Consultation and Customer Satisfaction Assessment

The R&S Branch recognizes the importance of assessing customer satisfaction and the role it plays in the improvement of products and services. Customers were afforded the opportunity to provide feedback at all meetings, presentations, and conferences. This feedback was used to improve the products and services offered to users of labor market information. Customer response has been overwhelmingly positive regarding support and cooperation received from LMI staff.

Kentucky has continued to maintain a variety of other measures to facilitate customer feedback. From any page on the **Workforce Kentucky** website, users can access the Help link for our toll-free number. A Feedback option allows customers to send comments and concerns to the website administrator. We also receive feedback from community and business leaders who attend various presentations given throughout the Commonwealth. Finally, the Kentucky LMI Directory provides contact and program information for our customers.

A key component in measuring customer satisfaction is to assess reaction to one of our main products and Kentucky's primary workforce information delivery system, **Workforce Kentucky**. Website feedback has been extremely positive and site usage continues to grow as illustrated by web traffic monitoring. In PY 2010, there were more than nine million page views.

Conclusion

Funding from the Workforce Information Core Products and Services Program is used to provide essential workforce information to Kentuckians. The Program enables the R&S Branch to publish a wide array of print and electronic products that benefit numerous customers and customer groups. Assessing and responding to the changing needs of our clientele will continue as mandated by Section 309 of the Workforce Investment Act.