EDUCATION and WORKFORCE DEVELOPMENT CABINET
OFFICE OF THE SECRETARY

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Thomas O. Zawacki
Secretary

January 27, 2015

Mr. Les Range
Regional Administrator
U.S. Department of Labor
Employment and Training Administration
61 Forsyth Street, S.W., Room 6M12
Atlanta, Georgia 30303

Dear Mr. Range:

The Commonwealth of Kentucky is pleased to present you with the Program Year (PY) 2013 Workforce Information Core Products and Services Annual Report. This letter has been prepared in accordance with the Training and Employment Guidance Letter No 29-12. Kentucky is pleased that our accomplishments enabled us to meet a variety of customer needs. The Workforce Intelligence Branch and the Kentucky Workforce Investment Board look forward to working together to expand our customer base and provide a variety of workforce information products and services in PY 2014.

The PY 2013 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,

Thomas O. Zawacki
Secretary

Hugh Haydon
Chair
Kentucky Workforce Investment Board

c: Lori Collins
Buddy Hoskinson

Commonwealth of Kentucky
Workforce Information Core Products and Services
Annual Report for PY 2013

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

Kentucky presents the 2013 Annual Report on the Workforce Information Core Products and Services Grant achievements.

The continuing cooperation and consultation with our customers and partners enabled the Workforce Intelligence (WI) branch, Kentucky Office of Employment and Training, to meet our objectives for PY2013. KYLMI, www.kylmi.ky.gov, the Commonwealth's electronic labor market information delivery system, had more than 510,919 visits during PY 2013.

A wide range of products were generated through the Bureau of Labor Statistics cooperative programs. The work deliverables reflect Kentucky's commitment to provide quality information to all customers of the workforce information system. Material and information published each month on KYLMI include occupational spotlight articles, unemployment rates press releases, monthly hours and earnings charts, unemployment insurance data tables and monthly statistical comparison.

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

   The KYLMI website is the new home for all workforce information. The database continued to be populated with routine monthly, quarterly, and annual numbers, and was updated with historical revisions for various types of statistics. Some of the information housed in the WID 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.

   Data revisions were completed in PY 2013. Most notably, LAUS data was revised to 2010. CES data was also benchmarked as it is annually. These changes were incorporated into Kentucky's WID and are accessible through KYLMI.

   Statewide long-term projections for 2010-2020 were added to the KYLMI site.

   Licensing data was also update and provided to the National Crosswalk Center.

We continue to work with our vendor to maintain all WID data.

Another key component in the WID is the Info-USA Employer Database. During PY 2012, Kentucky renewed its Employer Database License Agreement and incorporated the Second Edition 2013 Version of the database into the WID.

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

During PY 2013, 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 utilized to develop Long-term industry and Occupational employment projections at the statewide level for 2012-2022.

The updated monthly time-series was used to develop short-term industry and occupational projections for 2012-2014 at the statewide level.

The Short-term industry and Occupational projections were submitted to the Projections Consortium prior to the June 30, 2014 deadline. Due to staff turnover, the Long-term sub-state 2012-2022 projections are being developed. The Long-term sub-state projections will be populated to the KYLMI website upon completion.

Several other data tables were developed at state and sub-state levels (Area Development Districts – ADD's, Workforce Investment Areas – WIA's and the 5th Congressional District). These included Transfer of Payments, Components of Population Change, and Educational attainment data for the state, and counties at the ADD and WIA levels. These datasets are in the process of being published on the KYLMI website.

Furthermore, the 2013 Demographic, Educational and Economic County profiles were updated for all 120 counties in the state. Two new projection analysts attended training sessions in Tallahassee, FL and the Projection Managing Partnership conference in Pittsburgh, PA. Both trainings provided insight to current projections methodologies and basic concepts. The analysts learned how to use the Projection Suite (PS) software to develop Long-term industry, Short-term industry and Occupational employment projections.

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 who are undergoing economic transition, implementing workforce development initiatives, or experiencing major layoffs or

disasters. In PY2013, the WI branch received numerous requests for information caused by the continuing economic recession. In response, Kentucky utilized existing products and programs, and sought other avenues and sources of data in an effort to provide the best information to meet the needs of each customer.

Staff Training

Staff training continued to be a priority in PY 2013. WI personnel attended several Employment and Training Administration, Bureau of Labor Statistics, 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. The training trips 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. WI worked with the Kentucky Association for Economic Development at their spring conference in April 2014 to provide information on state employment and conducted a survey with the group members to ascertain how our data can be packaged to meet their needs..

The WI branch provided analysis of local economic conditions, including local area projections and wage data as requested by multiple agencies. We 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.

The WI branch has organized a Labor Market Information Advisory Group to focus on user needs in terms of economic, career, labor market, and occupational information. The group is comprised of state and local government LMI data users, as well as those from higher education and the private sector. The Branch is collaborating to provide a systemic approach for identifying information needs, i.e., developing tools that communicate economic health by providing information to help people understand Kentucky's economy and labor market conditions, producing, analyzing, and delivering labor statistics to improve economic decision-making, and providing better information on current employment trends and career advice.

Additionally, WI 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. WI 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 Kentucky.

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

The transition to KYLMI at https://kylmi.ky.gov is complete. All data and information are now hosted on KYLMI. We continue to track KYLMI usage using Google Analytics.

Kentucky Career Profiles
The *Kentucky Career Profiles* for the 2010–2020 projection set were completed and added to KYLMI in March 2014.

Kentucky Total and Nonwhite Labor Force and Population Data
The 2011 *Kentucky Total and Nonwhite Labor Force and Population Data* was completed and added to the website in April 2014. This publication provides useful data for employers with regard to conformance with Equal Employment Opportunity hiring guidelines.

2013 Economic Report for Kentucky
This data report was prepared for the Governor and the Local Workforce Investment Boards. It details labor force and unemployment, nonfarm employment, per capita income and GDP, unemployment insurance, demographic trends, QWI and LED OnTheMap, and educational attainment.

Links were added to all ETA grant related material. Presentations given to our client base during PY2013 are also listed.

Other materials and information published monthly on KYLMI include unemployment rate press releases (including county and ADD tables), unemployment insurance data tables and monthly statistical comparison, various dataset tables, educational and economic county profiles, and quarterly economic analyses.

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

The WI branch continued consultation with state and local WIA professionals and board members regarding workforce information issues. The Branch 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 WI branch and the WIA community is the business liaison/services staff of the LWIB. The WI branch continued to support the staff and meet their data requirements for business prospects, along with other informational requests. WI provided these services to other organizations involved in moving Kentucky forward to ensure we have an educated and skilled workforce for the 21 century.

The WI branch continues to partner with the Office of Employment and Training in writing the Workforce Innovation Fund grant as well as the Economic Development Strategic planning report.

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

The WI branch has collaborated extensively with the state's Division of Unemployment Insurance in reviewing and expanding their database and analytical capabilities. This is a natural alliance since the Division of Unemployment Insurance relies on OES, CES, LAUS, and QCEW data in making their policy decisions

Workforce Intelligence Presentations – July, 2013 to June 2014

Date	Organization	Attendees	Number
July			
07/11/2013	Muhlenberg County Chamber	Elected Officials and Community	80
07/13/2013	KY Governors' Scholars	High School Student Leaders	90
07/15/2013	Career and Technical Educators	Career and Technical Teachers	55
07/25/2013	WKU Strategy Planning Session	Western KY University	25
07/25/2013	Jeffersontown Rotary Club	Community Leaders	15
07/26/2013	Boating Law Administrators	State Boating Law Officers	15
August			
08/13/2013	Maysville Rotary Club	Community Leaders	50
08/14/2013	UK Dental Students Public	UK Dental Students	70
08/15/2013	Leadership Christian County	Community Leaders	35

08/21/2013	KY Gov. Communicators	Government Communicators	25
September			
09/23/2013	KY Library Regional Conf.	Regional Librarians	25
09/25/2013	KY Human Resource Conf.	KSHRM HR Directors	75
October			
10/10/2013	Leadership Northern KY	Community Leaders	55
10/14/2013	Georgetown/Scott Co. Chamber	Business Leaders	120
10/15/2013	Georgetown/Scott Co. Rotary	Community Leaders	20
10/28/2013	KY Library Regional Conf.	Regional Librarians	25
10/29/2013	KY Library Regional Cont.	Regional Librarians	25
November			
11/01/2013	Bellarmine Univ. MBA Class	MBA Business Students	20
11/05/2013	Leadership Louisville	Community Leaders	40
11/13/2013	Southeast Kentucky SHRM	HR Directors	20
11/20/2013	Leadership Shelby County	Community Leaders	25
December			
12/04/2013	Veterans Employment	Vets. Employment Staff	35
12/10/2013	West KY Economic Conf.	Business and Local Leaders	120
January			
01/14/2014	UL Public Health Grad Class	MA and Ph.D Students	20
01/27/2014	UL Marketing Class	Business Students	120
February			
02/03/2014	LRC Interns	Legislative Interns	25
02/07/2014	Leadership Owen County	Community Leaders	20
02/12/2014	EKU Criminal Justice Exec.	Law Enforcement Leaders	25
March			
03/06/2014	Minority Executive Inst.	Minority Leaders	20
03/13/2014	Council on Postsecondary	Higher Education staff	20

03/21/2014	Southern Reg. Med. Assoc.	Physicians and Spouses	45
03/27/2014	Leadership Grayson County	Community Leaders	15
April			
04/19/2014	KMA Leadership Academy	KMA Physicians	40
04/22/2014	Leadership Henry County	Community Leaders	15
04/23/2014	SE KY Eco. Dev. Corp	Eco. Dev. Officials	30
04/24/2014	SOAR Conference	East Ky. Business Leaders	120
04/25/2014	Leadership East KY	Community Leaders	90
May			
05/08/2014	Central Bank Leadership Class	Banking Officials	35
05/14/2014	Leadership Kentucky	State Leaders	65
05/20/2014	Fayette Alliance and Planning	Community Leaders	25
June			
None			

Consultation and Customer Satisfaction Assessment

The WI 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 KYLMI 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 our various presentations given throughout the Commonwealth.

A key component in measuring customer satisfaction is to assess user comments and suggestions regarding KYLMI, which is one of our main products and Kentucky's primary workforce information delivery system. Website feedback has been extremely positive and site usage continues to grow as illustrated by web traffic monitoring. In PY 2013, the website had more than 510,919 visits.

Conclusion

Funding from the Workforce Information Core Products and Services Program is used to provide essential workforce information to Kentuckians. The Program enables the WI branch to publish a wide array of print and electronic products that benefit our 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.