

KENTUCKY WORKFORCE INFORMATION CORE PRODUCTS AND SERVICES PLAN

PROGRAM YEAR 2015

JULY 1, 2015 TO JUNE 30, 2016

Workforce Information Goals and Strategies

The Kentucky Office of Employment and Training (OET) has prepared the following work plan in response to the Training and Employment Guidance Letter (TEGL) No. 39-14 for PY 2015. This proposed plan will enable us to meet all five required deliverables with the PY 2015 funding. Output from this plan will help drive the workforce and education strategies set forth by the Commonwealth of Kentucky leadership.

The accomplishment of the goals set forth in TEGL No. 39-14 requires strong cooperation between state workforce agencies (SWAs), the Kentucky Workforce Innovation Board (KWIB), and local workforce development boards (LWDBs) to support the planning for long-term economic growth and stability. This grant provides the means for Kentucky to identify, develop, and maintain sustainable and competitive regional economies capable of addressing short and long-term employment needs. The agency responsible for the oversight of the KWIB, LWDBs, and SWAs is the Education and Workforce Development Cabinet. A working level of coordination between the KWIB, LWDBs, and the SWAs will continue in PY 2015.

The Kentucky Office of Employment and Training has formed the Labor Market Information Data Advisory Committee to further identify our various users' needs in terms of economic, career, labor market and occupational information. The purpose of the Advisory Group is to help identify information requirements, guide product development and services, and provide customer feedback.

In accordance with 29 U.S.C.A. §491-2(e)(1), the Governor has designated OET as the agency responsible for the overall management of the Employment Statistics/Workforce Information Program. The Workforce Intelligence Branch (Branch), within OET, is responsible for developing and maintaining a comprehensive system of labor market and workforce data for Kentucky. A wide range of products is generated through the Bureau of Labor Statistics (BLS) cooperative programs. Kentucky also expects to deliver additional information designed around customer needs and feedback through this Workforce Information Core Products and Services Grant. The work deliverables summarized in this plan outline Kentucky's commitment to provide quality information to all customers of the workforce information system. Principal groups served include employers, workforce investment boards, trainers, educators, students, economic developers, job seekers, and government agencies. In PY 2015 the Branch will also

seek to assist in WIOA transition planning by providing information, analysis, and technical support to aid the state in meeting its goals.

Informational products and services are delivered to customers primarily through Kentucky's Labor Market Information (KYLMI) website, www.KYLMI.ky.gov, a comprehensive workforce information website. One key way to determine the value of such a site is to track website usage. KYLMI had nearly 52,000 visits and over 670,000 page views to date in PY 2014.

In addition to the website, workforce and labor market information is distributed via printed publications, correspondence, and personal interaction. The Branch is a consistent provider of workforce information, economic analysis, and other relevant tools that empower employers, students, job seekers, workers, and policy makers in decision making and planning. Workforce Intelligence staff has the ability and expertise to create tools and products for users, and to translate and analyze the resulting data into economic and workforce intelligence.

Frequent communication between the Branch and groups such as the LWDBs and Kentucky Career Centers, enables us to provide economic data and analysis needed by these key customer groups and policy makers. This information is vital as Kentucky creates and develops economic growth strategies.

This PY 2015 Workforce Information Core Products and Services Grant plan depicts a workforce information system consisting of strategic partnerships that meet the ever growing and changing demands of all customer groups. It also addresses the power of information technology and dissemination of data in a discerning manner.

Statement of Work Deliverables

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

In August 2012, Kentucky launched its new Labor Market Information website www.KYLMI.ky.gov. Since that time, Kentucky has populated the WIDb with both current and historical data. During PY 2015 Kentucky will continue to populate, maintain, and update all of the designated core tables in the WIDb, including licensing files, projections, and wage data.

Kentucky will continue to use the infoGroup, Inc. Employer Database to provide customers with employer information. All infoGroup Employer Database updates will be incorporated into Kentucky's WIDb. Geographic Solutions as our partner has taken the initiative to update the employer database as it becomes available.

Kentucky will also implement and maintain the most recent version of the WIDb.

The tasks to meet this objective are:

- Perform routine data updates on an ongoing basis;
- Add historical data and expand available data series;
- Incorporate infoGroup, Inc. Employer Database updates into the WIDb and provide electronic access to the public;
- Update occupational licensing files and submit to the National Crosswalk Service Center;
- Upgrade to the most recent version of the WIDb (Version 2.6);
- Populate the WIDb with the current projections cycle data;
- Work with Geographic Solutions on site updates and improvements and;
- Perform and develop new site content, layout, and design.

Estimated Cost: \$123,370

2. Produce and disseminate state and local industry and occupational employment projections.

During PY 2015, statewide long-term industry and occupational projections for the period 2014-2024 will be produced. Kentucky will also produce statewide short-term projections to 2017, using 2015 as a base year. Both statewide long-term and statewide short-term projections will be made available on our website, www.KYLMI.ky.gov, as well as submitted to ETA. Projections staff will attend any essential training.

The tasks for this objective are:

- Update NAICS time-series to include the most current base year data for both long-term and short-term projections;
- Develop statewide short-term industry projections (2015-2017) using Projections Suite by February 29, 2016;
- Develop statewide short-term occupational projections (2015-2017) using Projections Suite by February 29, 2016;
- Submit ETA file for 2015-2017 statewide projections to Projections Consortium by February 29, 2016;
- Develop statewide long-term industry projections (2014-2024) using Projections Suite by June 30, 2016;
- Develop statewide long-term occupational projections (2014-2024) using Projections Suite by June 30, 2016;
- Submit ETA file for 2014-2024 statewide projections to Projections Consortium by June 30, 2016;
- Populate the www.KYLMi.ky.gov website with both sets of projections by June 30, 2016;
- Utilize 2014-2024 statewide long-term occupational projections to produce the Kentucky Occupational Outlook to 2024 publication and;
- Attend projections training as offered.

Estimated Cost: \$83,891

3. Conduct and publish a statewide economic analysis report and relevant economic analyses, special workforce information, and/or economic studies of benefit to the Governor, Kentucky General Assembly and state and local Workforce Development Boards.

Kentucky will produce a comprehensive statewide economic analysis report every three years. In the two years in between the comprehensive economic report, Kentucky will conduct state, local, and/or regional studies and economic analyses to provide information support for state and sub-state workforce development initiatives, including WIOA strategic planning, and in response to major layoffs or disasters. In PY 2015 Kentucky will conduct state, local, or regional studies and economic analyses. The Branch receives numerous requests for specific information and researches all available data sources to retrieve accurate and updated information for each request. Kentucky has many products and programs that can meet those needs, and will continue to develop and enhance those products to provide the necessary information.

In addition to the state, local and sub-state data and publications mentioned above, Kentucky will use the following projects to provide additional data or enhance current

programs in the agency. These initiatives will further enhance the state's ability to provide user-specific data and analysis.

- Continue staff training and interaction with personnel from other states to increase the expertise in analyzing the data. This should also improve Kentucky's ability to translate data and analysis into economic and workforce intelligence;
- Maintain and expand direct relationships with the local workforce development areas to provide data, information, analyses, and training. Local data will be produced as necessary in response to immediate or special circumstances;
- Continue to expand relationships with other Kentucky state government agencies and private businesses by providing critical workforce and labor market information and expertise in the pursuit of expanding the "green" workforce in Kentucky;
- Continue and enhance production of information and products that will serve job seekers and those searching for career information and guidance;
- Maintain and cultivate relationships with local government and quasi-government agencies such as economic development, schools, and chambers of commerce. Exploration and analyses of local economic conditions will be provided;
- Continue use of thematic mapping software (ArcGIS) in conjunction with location-specific economic indicators. Expand mapping applications in all publications and on KYLMI "Maps" page. This will allow for visual geographic comparisons of statistical data, such as employment, wages, and demographics;
- Continue cooperation and participation with the U.S. Census Bureau as pertains to LED. All 50 states have now joined the LED project, which will allow analyses and linkages across states and labor market areas to examine employment trends. Turnover, hiring trends, and commuting pattern LED data will be particularly useful in analyzing local area economies. The Census Bureau's "OnTheMap" Version 6 tool, which utilizes LED data, will also be used to analyze geographic trends. It will allow the Branch to provide reports on age, earnings, industry distributions, race, educational attainment, and sex and;
- Labor Market Information Advisory Group will provide information on what our various users need in terms of economic, career, labor market and occupational information. The purpose of the Advisory Group is to help identify information requirements, guide product development and services, and provide customer feedback.

Estimated Cost: \$113,500

4. Other economic and labor market products, information, and reports on the Internet.

Kentucky will continue to maintain and utilize the Kentucky Labor Market Information website to ensure that all workforce and labor market information, electronic publications, and statistical reports are available to our customers. The Branch will continue to conduct and publish special studies and economic analyses as needed, and produce and release traditional workforce and labor market information. The tasks to meet this objective are:

- Continue to maintain and publish all reports, products, and information on KYLMI;
- Publish 2013 Total and Nonwhite Labor Force and Population Data by April 2016;
- Publish the Kentucky Career Profiles by June 2016;
- Publish the Kentucky Occupational Outlook by June 2016 and;
- Publish current trend and economic analysis tables and detailed maps;

Estimated Cost: \$54,283

5. Consult on a continuing basis with local workforce development boards and other key workforce and economic development partners and stakeholders.

The Branch will continue to consult with state and local WIOA professionals and board members regarding workforce information issues. The Branch will also consult with other organizations at the state and local level providing education and/or training, as well as organizations involved in policy making regarding current and projected workforce information. Regular exchanges of ideas between users and suppliers of workforce information will also occur through meetings, demonstrations, focus groups, and conferences. Because workforce information depicts complex conditions subject to interpretation, training will be available to improve the technical skills of LWDB staff.

The Branch will continue to produce and update ARC/GIS county level maps on our Homepage, KYLMI.ky.gov showing the demographic, educational, workforce and economic status and trends for each of our 120 counties. The primary contact between the Branch and the WIOA community is the business liaison/services staff of the LWDB. The Branch will continue to support these staff and meet their data requirements for business prospects, along with other informational needs. The Branch will also provide these services to other organizations involved in moving Kentucky forward in providing an educated and skilled workforce for the 21st century through presentations and training workshops.

Estimated Cost: \$78,957

Consultation and Customer Satisfaction Assessment

The Kentucky OET recognizes the importance of customer satisfaction. One of the main tools for assessment is personal interaction with our customers and their continuous feedback. During PY 2015, OET staff will consult with customers about the usefulness of the current information available. Staff will provide labor market information presentations to state policy makers, workforce development boards, economic development organizations, and Kentucky Career Center staff, organizations providing education and/or training, guidance and career counselors, and other new and established customer groups. Staff will also assist in WIOA transition planning by providing information, analysis, and technical support to aid the state in meeting its goals. In PY 2014 Branch staff began facilitating training through the Workforce Academy venue to educate state workforce agency employees about the various types of LMI available and its uses. This training will continue in PY 2015.

In addition, the Labor Market Information Advisory group will provide information on what our various users need in terms of economic, career, labor market and occupational information. The purpose of the Advisory Group is to help identify information requirements, guide product development and services, and provide customer feedback.

Kentucky LMI staff has integrated a variety of measures to facilitate customer contact. From any page on the existing Workforce Kentucky site, customers can access the "Help" link for our toll-free number, or the "Feedback" link for a form post that will forward questions, comments, or concerns to the website administrator. The Kentucky LMI Directory, also available online, provides contact information for outlets throughout the Commonwealth.

Site visits and page views on Workforce Kentucky are tracked by Webtrends software. The website had nearly 52,000 visits and over 670,000 page views to date in PY 2014.

Estimated Cost: \$39,478

Total Grant: \$493,479

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