KENTUCKY WORKFORCE INFORMATION CORE PRODUCTS AND SERVICES PLAN

PROGRAM YEAR 2014

JULY 1, 2014 TO JUNE 30, 2015

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. 23-13 for PY 2014. This proposed plan will enable us to meet all five required deliverables with the PY 2014 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. 23-13 requires strong cooperation between state workforce agencies (SWAs), the Kentucky Workforce Investment Board (KWIB), and local workforce investment boards (LWIBs) 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, LWIBs, and SWAs is the Education and Workforce Development Cabinet. A working level of coordination between the KWIB, LWIBs, and the SWAs will continue in PY 2014.

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 Section 309(e) of the Workforce Investment Act of 1998, the Governor has designated OET as the agency responsible for the overall management of the Employment Statistics/Workforce Information Program. The Workforce Intelligence Branch (WIB), 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.

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 over 28,000 visits and 330,758 page views in PY 2013.

In addition to the website, labor market information is distributed via printed publications, correspondence, and personal interaction. The WIB 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 WIB Branch and groups such as the LWIBs 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 2014 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.

During PY 2013 Kentucky was able to secure a new vendor for the prospective new site at www.kylmi.ky.gov. Since the site's launch in August 2012 Kentucky has continued to populate the WIDb with the required data, including licensing files, projections data, and new OES wage data.

Kentucky will continue to use the infoGroup, Inc. (formerly InfoUSA, 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.

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;
- 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: $125,308

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

During PY 2014, statewide short-term industry and occupational employment projections for the period 2015-2017 will be produced. Statewide short-term industry and occupational projections to 2017, using 2014 as a base, will also be developed. Both statewide long-term and statewide short-term projections will be made available on our website, Workforce Kentucky, 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;

- Utilize 2012-2022 statewide long-term occupational projections to produce Kentucky Occupational Outlook to 2022 publication;
- Develop statewide short-term industry projections (2015-2017) using Projections Suite by June 2014;
- Develop statewide short-term occupational projections (2015-2017) using Projections Suite by June 2015;
- Submit ETA file for 2015-2017 statewide projections to Projections Consortium by June 30, 2015;
- Populate Workforce Kentucky with both sets of projections by June 30, 2015 and;
- Attend projections training as offered.

Estimated Cost: $86,438

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 and state and local Workforce Information Boards (WIBs).

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, and in response to major layoffs or disasters. In PY 2014 Kentucky will conduct state, local, or regional studies and economic analyses. The WIB 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;
- Work cooperatively with Kentucky's Workforce Innovation in Regional Economic Development (WIRED) program by providing necessary labor market information to help achieve their goals;

- Maintain and expand direct relationships with the LWIB 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 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 WIB 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: $114,753

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 labor market information, electronic publications, and statistical reports are available to our customers. The WIB Branch will continue to conduct and publish special studies and economic analyses as needed, and

produce and release traditional labor market information. The tasks to meet this objective are:

- Continue to maintain and publish all reports, products, and information on KYLMI;
- Publish 2012 Total and Nonwhite Labor Force and Population Data by February 2015;
- Publish current trend and economic analysis tables and detailed maps and;
- Publish the 2012 – 2022 Occupational Outlooks

Estimated Cost: $55,638

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

The WIB Branch will continue to consult with state and local WIA professionals and board members regarding workforce information issues. The WIB 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 LWIB staff.

The WIB will continue to produce and update our 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 WIB Branch and the WIA community is the business liaison/services staff of the LWIB. The WIB Branch will continue to support these staff and meet their data requirements for business prospects, along with other informational needs. WIB 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: $79,483

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 2014, OET staff will consult with customers about the usefulness of the current information available. Staff will provide LMI presentations to state policy makers, workforce investment boards, economic

development organizations, and local employment office staff, organizations providing education and/or training, guidance and career counselors, and other new and established customer groups.

In addition, 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. Similar items will be integrated into Kentucky's new LMI site when it is launched later in the program year.

Site visits and page views on Workforce Kentucky are tracked by Webtrends software. The website had more than 28,000 visits and 330,758 page views in PY 2013 to date.

Estimated Cost: $37,258

Total Grant: $498,878

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