

KENTUCKY WORKFORCE INFORMATION CORE PRODUCTS AND SERVICES PLAN

PROGRAM YEAR 2011

JULY 1, 2011 TO JUNE 30, 2012

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. 4-11 for PY 2011. This proposed plan will enable us to meet all five required deliverables with the PY 2011 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. 4-11 requires strong cooperation between state workforce agencies (SWAs), the Kentucky Workforce Investment Board (KWIB), and local workforce investment boards (LWIBs) to support immediate economic recovery, while also 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 Cabinet for Education and Workforce Development. A working level of coordination between the KWIB, LWIBs, and the SWAs will continue in PY 2011.

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 Research and Statistics (R&S) 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.

Informational products and services are delivered to customers primarily through **Workforce Kentucky** www.workforcekentucky.ky.gov, a comprehensive workforce information website. One key way to determine the value of such a site is to track website usage. **Workforce Kentucky** had over 273,500 visits during PY 2010.

In addition to the website, labor market information is distributed via printed publications, correspondence, and personal interaction. The R&S 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. Research and Statistics 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 R&S Branch and groups such as the LWIBs and One-Stop Workforce Centers, enables us to provide economic data and analysis needed by these key customer groups and policy makers. This information is vital as Kentucky makes Recovery Act decisions and develops economic growth strategies.

This PY 2011 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 PY 2010, Kentucky ended its contract with CIBER and issued a Request for Proposals (RFP) to acquire a vendor for a new workforce information delivery system. During PY 2011, Kentucky will complete the task of selecting and implementing this new system. In the interim, the population of the Workforce Information Database (WIDb) will continue with the goal of populating and maintaining all of the tables necessary to support the uses of the current workforce information delivery system, **Workforce Kentucky**. All of the data housed in Kentucky's WIDb will be transferred over to the new delivery system once the selection process is completed.

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. This data is currently accessible to the public through the **Workforce Kentucky** website. Kentucky will also fill the recently vacated WID administrator position.

In addition to the data housed in the WIDb, supplemental workforce information such as maps, publications, and other content will be available through **Workforce Kentucky**. This site will be maintained in PY 2011 until an alternate system is implemented.

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 licensing files (license.dbf, licauth.dbf and licxocc.dbf) and submit to National Crosswalk Service Center for inclusion on ACINet in August 2011;
- Incorporate statewide long-term occupational and industry projections (2010-2020) into the WIDb by June 2012;
- Incorporate statewide short-term occupational and industry projections (2011-2013) into the WIDb by June 2012;
- Maintain code and structure of the state's current workforce information delivery system, **Workforce Kentucky**;
- Continue to host current site in-house until new system is implemented;
- Review vendor proposals and select and acquire new application vendor and establish software and maintenance agreement;
- Work with selected vendor to launch new system;
- Perform data transfer and develop new site content, layout, and design.

Estimated Cost: \$121,428

2. Produce and disseminate industry and occupational employment projections

During PY 2011, statewide long-term industry and occupational employment projections for the period 2010-2020 will be produced. Statewide short-term industry and occupational projections to 2013, using 2011 as a base, will also be developed. Both statewide long-term and 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;
- Develop statewide long-term industry projections (2010-2020) by May 2012;
- Develop statewide long-term occupational projections (2010-2020) using MicroMatrix System by May 2012;
- Submit ETA file for 2010-2020 statewide projections to Projections Consortium by June 2012;
- Develop statewide short-term industry projections (2011-2013) by June 2012;
- Develop statewide short-term occupational projections (2011-2013) using MicroMatrix System by June 2012;
- Submit ETA file for 2011-2013 statewide projections to Projections Consortium by June 30, 2012;
- Populate **Workforce Kentucky** with both sets of projections by June 30, 2012;
- Attend projections training as offered.

Estimated Cost: \$87,976

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.

Upon request, Kentucky will conduct special state, local, or regional studies and economic analyses to provide information support for communities in economic transition, state and sub-state workforce development initiatives, and responses to major layoffs or disasters. The Branch receives many 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 cooperation between the Mass Layoff Statistics (MLS) state program leader and Kentucky's Rapid Response Team (RRT) prior to and after major layoffs;
- 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 new 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;
- Expand relationships with other Kentucky state government agencies and private businesses in the Clean Energy Corps 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 **Workforce Kentucky's** "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" tool, which utilizes LED data, will also be used to analyze geographic trends.

Estimated Cost: \$116,435

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

Kentucky will continue to maintain and utilize **Workforce Kentucky** to ensure that all labor market information, electronic publications, and statistical reports are available to our customers. The R&S Branch will continue to conduct and publish special studies and economic analyses as needed, and produce and release traditional labor market information. Upon implementation of our new site, all current information will be transferred and new content created.

R&S will be unveiling a new web LMI delivery system, a process that began during PY 2010. The deployment of this system will be completed during PY 2011.

The tasks to meet this objective are:

- Continue to maintain and publish reports, products, and information on **Workforce Kentucky**;
- Publish *Kentucky Career Profiles* on **Workforce Kentucky** web site by September 2011 (carryover from PY 2010);
- Publish an updated *Kentucky LMI Directory* by November 2011;
- Publish *2009 Total and Nonwhite Labor Force and Population Data* by September 2011 (carryover from 2010);
- Publish "Greening the Bluegrass", the results of Kentucky's green jobs survey, by September 2011;
- Complete procurement and acquisition of new LMI web site application;
- Implement the new web site and populate with data and content previously available on the CIBER-hosted site.

Estimated Cost: \$56,520

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 will continue to consult with state and local WIA professionals and board members regarding workforce information issues. R&S 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 primary contact between the R&S Branch and the WIA community is the business liaison/services staff of the LWIB. The R&S Branch will continue to support these staff and meet their data requirements for business prospects, along with other informational needs. R&S will also provide these services to other organizations involved in moving Kentucky forward in providing an educated and skilled workforce for the Twenty-first century.

Estimated Cost: \$80,486

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 2011, 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, once the new LMI website is launched, both group and customized training will be offered to customers.

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 Urchin and Webtrends software. The website had more than 273,560 visits in PY 2010.

Estimated Cost: \$36,448

Total Grant: \$499,293