

**Workforce Information  
Core Products and Services  
Annual Performance Report**

*Program Year 2005*



INDIANA  
**WORKFORCE**  
DEVELOPMENT

*Submitted by:  
Indiana Workforce Development  
Research and Analysis*

*September 30, 2006*

## Introduction

The Indiana Department of Workforce Development (DWD) is pleased to submit the PY05 Workforce Information Core Products and Services annual report. This report addresses the activities listed in the PY05 Allocation Plan and provides a summary of the accomplishments, customer satisfaction with the state's workforce information products and services, and recommendations for improvement or changes. Please feel free to contact us if questions should arise:

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## A. Accomplishments

### **Objective 1: Revamp DWD Labor Market Information Website**

Indiana's labor market information website was redesigned to improve its user interface and expand content and flexibility in response to feedback from our Labor Market Information (LMI) Needs Assessment conducted during October 2005. The result is Indiana's premier LMI website, *Hoosiers by the Numbers* (<http://www.hoosierdata.in.gov>).

This website was developed in conjunction with the Indiana Business Research Center (IBRC) of Indiana University and includes report customization, additional and expanded topics, extensive links to other data resources, an exhaustive site map and website feedback page.

The website offers download options in various file formats (.xls, .doc, .pdf), the capability of creating custom aggregations where county-level data is available and options for data display (timelines, side-by-side comparisons, etc.). A website workgroup meets biweekly to consider additions and improvements suggested by external or internal users.

#### ***Milestones:***

Design and Testing:	September 2005- March 2006
Soft Launch (internal user testing):	March 2006
Public Launch:	May 2006



**Objective 2: Identify Key Shortage Occupations by Region and Develop Appropriate Interventions**

The *Strategic Skills Initiative (SSI)* (<http://www.in.gov/dwd/employers/ssi.html>) was designed to support regional workforce development consortiums in identifying strategic occupational and skill shortages (Phase I), identify root causes for each shortage area (Phase II) and develop regional, demand-driven solutions to address occupational and skill shortages (Phase III).

The program was carried out in Indiana’s eleven Economic Growth Regions (EGRs) with extensive assistance and training from DWD in the development and analysis of labor force statistics and an eye toward developing local talent capable of continuing this research on an on-going basis.

The Advanced Economic and Market Analysis team, including 6 Regional Market Analysts, summarized each phase of this initiative for each region, developed statewide aggregates of shortage projections and summaries of the subsequent reports. A SSI solutions review team evaluated each proposal from the regional consortiums and provided recommendations on solutions to be funded.

***Milestones:***

- Submission of Shortage Reports: October 2005
- Submission of Root Causes Reports: December 2005
- Submission of Solutions Reports: March 2006
- Awarding of 1<sup>st</sup> year Grants: June 2006



**Objective 3: Determine Hiring Demand and Identify Difficult-to-Fill Occupations**

A *Job Vacancy Survey (JVS)* was initiated in September 2005 and completed in April 2006. The JVS surveyed employers to estimate hiring demand and job vacancy characteristics by industry and occupation. The survey provided current demand statistics for occupations in the market place that currently experience shortages and provided “leads” for various workforce development services and activities.

In addition, employers were surveyed on their outlook/expectations for growth or downsizing over the next two years, and on their perceptions on skills deficits among both their current workforce and the applicants available to them. Results of the JVS served as inputs (along with Short-Term Projections) for the identification of shortage occupations by economic growth region that was the focus of the Strategic Skills Initiative.

***Milestones:***

Design and Sample Selection:	June 2005 – September 2005
Survey of Employers:	September 2005 – October 2005
Data Analysis:	November 2005 – April 2006

**Objective 4: Summarize Employment Projections, Wages, Skills and Training Information for High Demand Occupations in an Easy-to-Understand and Intriguing Presentation Format**

The *Hoosier Hot 50 Jobs* publication highlights well-paying jobs most “in demand” for the state of Indiana based on 2012 Long-Term Projections (to be updated in PY06 with 2004-2014 projections). Selection criteria included not only an above-average occupational growth rate and significant openings per year, but also annual wages above the state median wage.

By reviewing this list, Hoosiers can easily identify growing occupations, average wages, education and basic skills needed for success. *Approximately 17,000 posters were printed and distributed to WorkOne career centers and school corporations.*



Heat Index Occupation	2002	2012	Annual Growth	%	Avg. Wage	Education	Skills (top 3)
1 Registered Nurses	47,590	59,340	1,170	2.5%	\$46,242	Associate degree	Active Listening, Reading Comprehension, Critical Thinking
2 Teachers, Elementary & Kindergarten, including Special Ed	32,228	37,980	580	1.8%	\$42,645	Bachelor's degree	Instructing, Learning Strategies, Monitoring
3 Teachers, Secondary including Special Ed.	19,091	22,880	380	2.0%	\$43,717	Bachelor's degree	Instructing, Learning Strategies, Monitoring
4 Computer Systems Analysts	8,200	10,380	220	2.7%	\$59,206	Bachelor's degree	Active Learning, Reading Comprehension, Complex Problem Solving
5 Dental Hygienists	3,490	5,060	160	4.5%	\$52,410	Associate degree	Active Listening, Speaking, Reading Comprehension
6 Medical & Health Services Managers	5,810	7,440	160	2.6%	\$62,244	Work experience plus bachelor's or higher degree	Active Listening, Reading Comprehension, Critical Thinking
7 Computer & Information Systems Managers	4,560	5,730	120	2.6%	\$76,057	Work experience plus bachelor's or higher degree	Reading Comprehension, Critical Thinking, Active Listening
8 Police & Sheriff's Patrol Officers	10,350	12,380	200	1.9%	\$37,600	Long-term OJT	Judgment & Decision Making, Active Listening, Critical Thinking
9 Pharmacists	5,520	6,710	120	2.2%	\$78,859	First professional degree	Active Listening, Speaking, Reading Comprehension
10 Lawyers	0,060	6,180	120	1.8%	\$81,128	First professional degree	Reading Comprehension, Judgment & Decision Making, Writing
11 Computer Software Engineers, Systems Software	3,040	4,000	100	3.2%	\$62,350	Bachelor's degree	Complex Problem Solving, Technology Design, Troubleshooting
12 Computer Software Engineers, Applications	4,090	5,150	110	2.6%	\$67,606	Bachelor's degree	Programming, Critical Thinking, Complex Problem Solving
13 Sales Managers	5,150	6,160	100	1.9%	\$64,331	Work experience plus bachelor's or higher degree	Active Listening, Speaking, Mathematics
14 Network Systems & Data Communications Analysts	1,940	2,560	70	3.6%	\$54,357	Bachelor's degree	Equipment Selection, Troubleshooting, Complex Problem Solving
15 Physician Assistants	700	1,020	30	4.7%	\$61,350	Bachelor's degree	Active Listening, Active Learning, Speaking
16 Education Administrators, Elementary & Secondary School	3,700	4,520	80	2.1%	\$73,206	Work experience plus bachelor's or higher degree	Active Listening, Reading Comprehension, Monitoring
17 Network & Computer Systems Administrators	3,900	4,910	100	2.4%	\$50,969	Bachelor's degree	Reading Comprehension, Troubleshooting, Active Listening
18 Respiratory Therapists	2,950	3,560	60	3.1%	\$40,659	Associate degree	Active Listening, Instructing, Reading Comprehension
19 Computer Support Specialists	7,510	8,670	140	1.8%	\$36,676	Associate degree	Troubleshooting, Reading Comprehension, Critical Thinking
20 Bill & Account Collectors	6,970	8,210	120	3.0%	\$26,040	Short-term OJT	Active Listening, Speaking, Reading Comprehension
21 Physical Therapists	2,800	3,530	70	2.3%	\$60,320	Master's degree	Active Listening, Instructing, Time Management
22 Surgical Technologists	2,150	2,850	70	3.2%	\$34,546	Postsecondary vocational training	Active Listening, Active Learning, Critical Thinking
23 Personal Financial Advisors	1,730	2,230	50	2.8%	\$55,106	Bachelor's degree	Active Listening, Speaking, Mathematics
24 Paralegals & Legal Assistants	2,880	3,440	50	2.6%	\$36,050	Associate degree	Speaking, Time Management, Active Listening
25 Occupational Therapists	1,900	2,420	50	2.7%	\$52,256	Bachelor's degree	Active Listening, Reading Comprehension, Service Orientation
26 Chemists	1,970	2,360	40	2.0%	\$73,423	Bachelor's degree	Science, Complex Problem Solving, Reading Comprehension
27 Heating, Air Conditioning, & Refrigeration Mechanics & Installers	6,200	7,250	100	1.7%	\$37,699	Long-term OJT or Apprenticeship	Troubleshooting, Repeating, Active Listening
28 Radiologic Technologists & Technicians	4,020	4,590	60	2.1%	\$30,747	Associate degree	Active Listening, Speaking, Reading Comprehension
29 Education Administrators, Postsecondary	1,590	2,000	40	2.6%	\$57,857	Work experience plus bachelor's or higher degree	Active Listening, Reading Comprehension, Critical Thinking
30 Environmental Engineers	1,120	1,450	30	3.0%	\$56,237	Bachelor's degree	Reading Comprehension, Active Listening, Critical Thinking
31 Database Administrators	1,690	2,180	50	2.8%	\$50,023	Bachelor's degree	Active Learning, Troubleshooting, Critical Thinking
32 Employment, Recruitment, & Placement Specialists	3,410	4,120	70	2.1%	\$46,217	Bachelor's degree	Reading Comprehension, Service Orientation, Active Listening
33 Child, Family, & School Social Workers	4,740	5,730	100	2.1%	\$31,040	Bachelor's degree	Speaking, Active Listening, Monitoring
34 Legal Secretaries	4,400	5,380	100	2.2%	\$28,742	Postsecondary vocational training	Reading Comprehension, Active Listening, Time Management
35 Physical Therapist Assistants	1,360	1,630	40	3.2%	\$36,636	Associate degree	Active Listening, Reading Comprehension, Time Management
36 Medical & Clinical Laboratory Technologists	3,900	4,070	70	2.1%	\$42,233	Bachelor's degree	Quality Control, Equipment Maintenance, Reading Comprehension
37 Public Relations Specialists	3,230	3,970	70	2.3%	\$37,664	Bachelor's degree	Writing, Critical Thinking, Reading Comprehension
38 Speech-Language Pathologists	2,110	2,600	50	2.3%	\$50,348	Master's degree	Instructing, Speaking, Active Listening
39 Training & Development Specialists	3,730	4,450	70	1.9%	\$41,758	Bachelor's degree	Active Listening, Speaking, Time Management
40 Cement Masons & Concrete Finishers	4,810	5,470	60	1.6%	\$34,056	Long-term OJT or Apprenticeship	Coordination, Mathematics, Active Listening
41 Clinical, Counseling, & School Psychologists	2,990	2,480	40	2.0%	\$53,952	Master's degree	Active Listening, Reading Comprehension, Writing
42 Cardiovascular Technologists & Technicians	950	1,270	30	3.4%	\$33,832	Associate degree	Active Listening, Reading Comprehension, Instructing
43 Social & Community Service Managers	2,200	2,760	50	2.3%	\$40,127	Bachelor's degree	Active Listening, Social Perceptiveness, Speaking
44 Substance Abuse & Behavioral Disorder Counselors	1,240	1,620	40	3.0%	\$31,006	Master's degree	Active Listening, Social Perceptiveness, Service Orientation
45 Mental Health & Substance Abuse Social Workers	1,640	1,930	40	2.7%	\$32,053	Master's degree	Active Listening, Social Perceptiveness, Critical Thinking
46 Medical & Public Health Social Workers	1,930	2,380	40	2.2%	\$36,836	Bachelor's degree	Active Listening, Writing, Reading Comprehension
47 Medical & Clinical Laboratory Technicians	2,900	3,550	60	2.0%	\$29,371	Associate degree	Reading Comprehension, Active Listening, Speaking
48 Biological Technicians	1,590	1,960	40	2.4%	\$34,969	Associate degree	Science, Reading Comprehension, Instructing
49 Chemical Equipment Operators & Tenders	3,220	3,620	40	1.9%	\$30,798	Moderate-term OJT	Operation & Control, Operation Monitoring, Quality Control Analysis
50 Surveying & Mapping Technicians	1,300	1,560	30	2.2%	\$30,170	Postsecondary vocational training	Mathematics, Active Listening, Active Learning



**Methodology:** Selected jobs are based on growth factors in Indiana's Occupational Projections 2002-2012 and wage information from the Occupational Employment Statistics (OES) survey, both produced by Indiana's Department of Workforce Development.

**Selection criteria:** To be selected for the list, a job had to be ranked in the top 200 in terms of job growth (the number count of new jobs) and in the top 200 in terms of percent growth from 2002 to 2012. This list was then limited to those jobs that had a higher average wage than the state's median wage for all jobs (\$27,294), based on the November 2003 OES wage survey.

**Heat Index / Ranking Criteria:** Each occupation that qualified by selection criteria was indexed based on median values for annual numeric growth, annual percent growth and average annual wage for the entire list. The two growth factors were weighted 50% and the single wage factor was weighted the remaining 50% to form the final "heat" index and ranked according to the "heat" index. The selected jobs were then sorted to create the final list of Indiana's "Hot 50 Jobs."

MARCH 2006 / VERSION 1

An adjunct effort of this development work was the identification of new and emerging occupations in Indiana, presented as a separate flier. Additionally, the HWHD occupations identified in the early stages of this effort have served as the basis for a new skills-based career cluster project completed during PY06.

Indiana's new career clusters deviate from the traditional industry-defined model and emphasize transferability of skills across occupations and industries. This new model redirects career planning and retraining efforts to skills in demand and that are considered to be high paying. In November 2006, new career guides will be released that highlight the new skills-based career clusters and pathways to high wage, high demand occupations.

***Milestones:***

Identification of High Wage/High Demand Occupations:	January 2006
Refining of HWHD list to "Hoosier Hot 50":	February 2006
Initial Printing and Distribution:	March 2006
Completion of Cluster Analysis:	July 2006

**Objective 5: Provide County-Level, Monthly Employment Estimates at the CES Supersector Level**

The development of the *Indiana County Estimator (ICE)* is a joint effort between the Indiana Department of Workforce Development, and our research partners at Indiana University's Indiana Business Research Center (IBRC). With assistance from the Illinois Department of Employment Security (IDES) and National Opinion Research Center at Chicago, we began implementation and modification of Illinois' Small Domain Estimating system developed by the Illinois.

Selected staff members have visited the IDES office and we have received source code from our Illinois counterpart. IDES staff are currently developing a LAN-based version of their preprocessor and further development awaits completion of that work.

Monthly county-level estimates at the super sector level will provide Regional Workforce Boards with more current industry data for use in forecasting, business attraction efforts and in evaluating their local economies, and is another initiative in response to the LMI Needs Assessment demand for expanded "local" data. In addition, the county level data will be of enormous assistance in improving currency of short-term projections.

***Milestones:***

Visited Illinois Department of Employment Security for Live Demo:	February 2006
Obtained Source Code for Small Domain Estimator:	March 2006

## **Objective 6: Begin Investigation of Wage Record Systems as a Base for Integration of Agency-Held Data with Training and Other Demographic Data**

Indiana initiated research into the development and implementation of a wage records application such as the one currently in use by North Carolina. This application integrates data sources such as employer, wage, claim and new hire records.

The goal is to better translate a large volume of data into useable intelligence about the trend movement of workers into, through and out of Indiana's labor force. We are currently working to determine whether modification of the North Carolina source code or development of an independent wage record system is best suited to our needs and goals.

### ***Milestones:***

Received executable version of North Carolina wage record system:	December 2005
Installed on test server and attempted to load Indiana data:	March 2006

## **Core Products and Services Deliverables**

### **1. Populate the ALMIS data base with State Data**

Indiana Department of Workforce Development continued to populate the ALMIS data base with state and local data that cover the most recent five-year period. The ALMIS data is used as the source for Indiana's new web site, *Hoosiers by the Numbers*. This database has been upgraded to Version 2.3 and was moved into production in May 2006, when *Hoosiers by the Numbers* was launched.

The state data covers metropolitan statistical areas, economic growth regions, counties, and statewide. All core products have been populated as required. It is required that we submit licensing data to the National Crosswalk Center every 2 years for inclusion onto the ACINET web site. This data was submitted in July 2006. Additional tables besides the core tables have been integrated into Version 2.3 and are populated on a regular basis. All data tables are maintained and updated on a monthly, quarterly, and annual basis.

Estimated Costs:	\$60,500
Actual Costs:	\$67,050

### **2. Produce and Disseminate Industry and Occupational Employment Projections**

During PY 2005-06, the Indiana Department of Workforce Development generated and delivered to ETA in June 2006 Long-Term Industry and Occupational Employment projections for the 2004-2014 reference period.

DWD has moved to semi-annual production of Short-Term industry and occupational projections, with the first set of Short-Term estimates delivered in June of 2006.

During the program year the projections team:

- Partnered with the Occupational Employment Statistics team to facilitate identification of new and emerging occupations

- Investigated the use of Current Employment Statistics estimates to enhance the “currency” of the short term estimates
- Developed new tools to assist in analysis of various modeled projections and in publish ability review.

Both Short-Term and Long-Term Employment Projections by Industry and Occupation area available though the agency’s website and provided to [www.projectionscentral.com](http://www.projectionscentral.com).

Estimated Costs: \$186,853

Actual Costs: \$168,442

### 3. Produce Occupational and Career Information Products for Public Use

The Advanced Economic and Analysis team identified High Wage and High Demand occupations at both the state and regional level, and then refined that list to produce a new publication: *Hoosier Hot 50 Jobs*, which highlights well-paying Indiana occupations with both significant growth rates and estimated number of openings per year.

This report has become one of the state’s hottest career planning tools, with requests to print approximately 17,000 copies, 2,000 more (mostly from the educational community) than the original run of 15,000. It has also been featured in various media outlets including the *Indianapolis Star*, WIBC, WTWO-TV (Terre Haute), *Evansville Courier Press* and Inside Indiana Business.

Leveraging the success of the *Hoosier Hot 50 Jobs* publication, Indiana is developing skills-based career clusters of occupations which will provide a new way of thinking about career paths by emphasizing transferability of skills across occupations and industries.

Advanced Economic and Market Analysts contributed to *InContext*, a joint publication of DWD and IBRC, highlighting various economic and labor market trends and issues. In addition, Regional Market Analysts continued to create and distribute publications and reports tracking local economic and labor market activity, including:

- County/Regional Highlights
- Labor Market Review
- Occupations & Starting Wages



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**Indiana's Occupational Employment Outlook to 2014**

Indiana's employment is expected to grow by 302,600 jobs between 2004 and 2014, according to the latest projections from Indiana's Department of Workforce Development. This is a growth rate of 10 percent with employment increasing from 3,056,560 in 2004 to 3,359,170 by 2014. Another 742,160 job openings are anticipated to replace retirees and others departing from the workforce. The 10 occupations projected to have the most job openings are highlighted in Figure 1.

The large number of total openings for retail salespersons, cashiers, waiters and waitresses, and combined food preparation and serving workers are due to growth in industries associated with leisure and hospitality, plus the reality that workers move in and out of these jobs quickly—creating openings

via replacements. Large growth and openings for registered nurses are due to the increasing demand for health care services and an aging out of this population's workforce. It is no surprise that Indiana will see high growth in most health and service sector occupations, as it will follow the national trend of increasing health care needs as our population ages.

**Occupational Groups**

The ten fastest growing major occupational groups make up 78 percent of the total growth for the state (see Figure 2).

- Professional and related occupations (19.6 percent growth)
- Service occupations (14.9 percent growth)

**July Unemployment**

Indiana's July unemployment rate (5.5 percent) remained above the national rate for a second consecutive year. The U.S. July unemployment rate dropped by 0.2 percentage points in 2006, while Indiana's rate rose by that same amount.

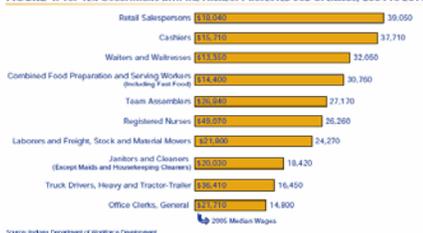


**Life Sciences Collaboration**

On September 22, the IU Kelley Healthcare and Life Sciences Initiative will be hosting its free inaugural conference on life science clusters. The conference is directed toward those whose livelihood depends on the success of life sciences in Indiana, including scientists, medical practitioners, business executives, academics, students, policymakers and government officials.

Reserve your seat today: The conference is free, but space is limited. To register or learn more about the conference, visit [www.kelley.iu.edu/lifesc/home.htm](http://www.kelley.iu.edu/lifesc/home.htm).

**FIGURE 1: TOP TEN OCCUPATIONS WITH THE HIGHEST PROJECTED JOB OPENINGS, 2004 TO 2014**



Estimated Costs: \$150,000 (primarily for Job Vacancy Survey funded from alternative sources)

Actual Costs: None. Job Vacancy Survey costs were absorbed from alternative funding sources. Printing and mailing costs for Hoosier Hot 50 were accrued in PY06. Many publications are being converted to web or email distribution to reduce costs.

**4. Support Workforce Investment Boards (WIBs) by Providing Workforce Information and Support**

A variety of activities were conducted to support Indiana's Regional Workforce Investment Boards:

- Regional Market Analysts (RMAs) and Projections staff participated in the Strategic Skills Initiative, which identified current and short-term occupational shortages at the Economic Growth Region (replacing the former WIA regions) level, and concatenated that information up to the statewide level.

The RMAs expect to strengthen their relations with the new regional WIBs, Regional One-Stop Operators, and Service Providers, continuing to ensure that they receive and can properly interpret labor market information materials produced during the year.

- Six RMAs attended WIB meetings and served on various WIB subcommittees through June 2006. They provided core and customized products and services to the local Workforce Investment Boards and WIA Providers. Analysts also utilize their skills to assist the WorkOne Career Center Program Director in each region. The Program Director relays information to the RMAs as to needs and information requests from the board members.
- RMAs were responsible for producing annual *County/Regional Highlights* reports, monthly labor market newsletters, and quarterly *Occupations & Starting Wages* reports.
- The RMAs hosted training to acquaint a broad spectrum of users on the wealth of information available at DWD's new web site, *Hoosiers by the Numbers*. Target audiences included DWD local WorkOne associates and regional WIB members and staff; local economic development staff and educational sector users are targeted for training during PY06.
- Estimated Costs: \$250,000
- Actual Costs: \$179,027

### 5. Maintain and Enhance State Workforce Information Delivery System

Indiana Department of Workforce Development redesigned its Labor Market Information web site this past year. It is now called *Hoosiers by the Numbers* and it is located at <http://www.hoosierdata.in.gov>. We designed this site around the needs of our four major customer groups in response to feedback received during last year's LMI Needs Assessment:

- economic developers
- job seekers
- educators
- employers

Highlighted features of the new website also include:

- Improved user interface and site navigation
- Expanded content, features, and resource links
- Download capabilities providing a variety of export formats
- Created website workgroup to consider on-going enhancements and upgrades to Hoosiers by the Numbers

System upgrades and enhancements are required to maintain the basic hardware/software platform. It is vital to the SWIS that an electronic means of disseminating data continues to be available. Upgrades during PY2006 will add Geographic Information System (GIS) analysis of datasets and the ability for a customer to create custom aggregations of counties.

- Estimated Costs: \$81,232
- Actual Costs: \$2,344 (website upgrade financed from alternate sources)

## 6. Support the SWIS Training Activities

DWD supports training activities of staff and customers.

- In PY05, DWD's web-tech lead attended the August 2005 ALMIS Database Seminar in San Diego.
- The R & A Director organized a retreat for the Strategic Research and Development Department focused on "*Partnering for Success.*"
- All current staff members are encouraged to take advantage of training opportunities through DWD's Lifelong Learning Institute. PowerPoint, Access, Excel, and Word are offered in Beginning and Intermediate and Advanced levels.
- *Hoosiers by the Numbers* web site was launched in May 2006.
  - On May 4<sup>th</sup>, regional market analysts and Life Long Learning Institute trainers attended a train-the-trainer event as the beginning of the roll-out of training on *Hoosiers by the Numbers*.
  - Life Long Learning Institute trainers and Regional Market Analysts provided *Hoosiers by the Numbers* training for all local WorkOne office associates between May 16 and June 30, 2006. Hands-on training was offered to all 26 full-service offices. Satellite offices were invited to attend the training at their nearest full-service office. Two three-hour sessions were offered at each office and approximately 225 WorkOne office associates were trained.
- Regional Market Analysts hosted labor market information presentations to various groups: employers, students, Junior Achievement, and area chambers of commerce.

### **Training milestones accomplished:**

- ALMIS Database Seminar in San Diego in August 2005
- Completed training for two members of the Advanced Economic & Analysis team on IMPLAN economic impact modeling software to allow use of this tool in predicting local/regional impact of business acquisitions and layoffs/closings, both for consideration in conjunction with projections and as an aide to economic development efforts.
- Projections team lead completed an intensive training session with the two other team members this spring on input file preparation and review, use of the MicroMatrix software and review of the occupational estimates as part of DWD's succession planning effort.

Estimated Costs:	\$20,000
Actual Costs:	\$15,260

### Customer Satisfaction Assessment

The Regional Market Analysts took the lead in PY05 and developed two *Customer Comment Cards* to help evaluate customer satisfaction. The return addressed post cards were developed to mail with Strategic Research and Development published reports and special requests.

#### Strategic Research and Development Customer Comment Cards



**YOUR OPINION COUNTS**

Please help us to achieve the quality of customer service you expect from our Strategic Research & Development division by taking a moment to reply to the following questions. For your convenience, no postage is required to return this card.

Item Sent \_\_\_\_\_

- 1. **D**id you receive the information you requested? ..... Yes No
- 2. **W**as the information useful? ..... Yes No
- 3. **D**id you receive the information at the time promised? ..... Yes No

Please add comments that may improve our customer service.

Thank You.

(Signature and telephone number optional)

**EXCEPTIONAL CUSTOMER SERVICE IS OUR ATTITUDE, NOT JUST OUR PROCESS!**

YOUR OPINION COUNTS

Indiana Department of Workforce Development



Please help us to achieve the quality of customer service you expect from our Strategic Research & Development division by taking a moment to reply to the following questions. For your convenience, no postage is required to return this card.

Item Sent \_\_\_\_\_

On a scale of 1 to 5 (5 being best) were we:

- 1. **H**elpful & Informative ..... 1 2 3 4 5
- 2. **O**ffer information to meet your needs ..... 1 2 3 4 5
- 3. **T**imely & Accurate ..... 1 2 3 4 5

Please add comments that may improve our customer service.

Thank You.

(Signature and telephone number optional)

**EXCEPTIONAL CUSTOMER SERVICE IS OUR ATTITUDE, NOT JUST OUR PROCESS!**

In summary, a total of 622 post cards were returned between July 1, 2005 and June 30, 2006. Sixteen percent of the total cards received were ‘Yes/No’ post cards inquiring whether respondents received the information they requested and if they found the information useful. The remaining 84 percent of the card received addressed whether information was helpful and informative, met the customers’ needs, and was timely and accurate. Eleven cards were returned with only positive comments in the additional comments section.



The three questions on the 'Yes/No' cards averaged 89 percent marked 'Yes'. The average for the 'Ranking' customer comment card was 87 percent on both '4' and '5' circled responses with '5' being the best on a scale of '1 to 5'.

Customer comment cards also elicited some suggestions:

- Rural and non-urban wages in some selected categories would help.
- More detailed industry breakouts desired.
- Make available on-line.

We will be expanding the method of consulting with customers through a "Feedback Survey" on *Hoosiers by the Numbers* and a link to an on-line Customer Satisfaction Survey for use with reports distributed via email. A standard email tag line is being proposed which will include the website and request customer feedback.

We are in the process of designing a business-card-sized piece that includes our customer service satisfaction website: <http://www.idwdra.iupui.edu/customer> and provides fill-in-the-blank spaces for product/service and location, along with an invitation to tell us how we're doing by visiting the website and providing their feedback. We are developing generic cards which can be handed out at training sessions, provided to employers, and included with printed materials.

Workforce Development Customer Service Survey Survey - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites

Address <http://www.idwdra.iupui.edu/customer/> Go Links

Hope Clark, Director of Research

**HOOSIERS BY THE NUMBERS**  
**Research & Analysis**

1. Product Code (from survey card or e-mail):\*  
Please select the survey code from your Customer response card  
-- Please Select --

2. Location of Service Code (from survey card or e-mail):\*  
-- Please Select --

3. To help us refine and improve our services, it is important to know what type of work you do:\*

Economic developer  
 Educator  
 Employer (business)  
 Information seeker  
 Job seeker  
 Media representative  
 Service provider  
 Other, please specify

start | Inbox - Microsoft Out... | Core Products Annual... | Workforce Developm... | 10:52 AM

## Recommendations for Improvements or Changes in LMI Core Products

- 1. Expanded involvement of Regional Market Analysts in review of occupational projection estimates, and development of regional career guides based on analysis of high wage/high demand occupations.**
  - Regional Market Analysts will provide valuable feedback to the projections team on the reasonableness of employment projections for their regions and leverage their employer contacts, familiarity with local economic development organizations, the flow of job order through the local offices, etc.
  - Analysts will also be assisting in the development of regional versions of the *Hoosier Hot 50 Jobs* once regional Short-Term Projections for 2004-2014 have been completed.
- 2. Expanded role of Regional Analysts in site selection/employer attraction efforts in conjunction with state economic development efforts.**
  - Regional Market Analysts played a key role in researching the available labor pool for specific targeted occupations in connection with a number of major business attraction projects, including the recently-announced Honda plant to be built in Greensburg, Indiana; such requests are arriving with increasing frequency now that we have been identified as a valuable resource in these efforts.