

State of Minnesota
Department of Employment & Economic Development
Labor Market Information Office

PY 2005 Cost Reimbursable Grant:
One-Stop LMI Funds

Final Report

Purpose of Grant

The purpose of this grant is to develop core labor market information (LMI) and career information products and services in support of the state's overall plan for workforce development.

Performance Period

July 1, 2005 – June 30, 2006

Budget

ALMIS Database	80,142
Long-term projections	158,601
Occupational analysis and career information products	176,247
Support state and local WIBs	129,616
Electronic information delivery systems	119,744
Workforce information training	50,000
Total	714,350

Plan Narrative

This plan narrative includes a description of each core product, service and other activity, a description of customer support for the deliverable, a description of how the deliverable supports the goals of Minnesota's WIA/Wagner-Peyser Unified Plan, principle customers for each deliverable, outcomes and system impacts for each deliverable, planned milestones for each deliverable, and total estimated costs for each deliverable including a description of any other funds available or any other funds that have been requested to meet the costs of the deliverable. This narrative also includes a description of Minnesota's strategy for; consulting with major audiences, delivering LMI through Minnesota's One-Stop service delivery system, and our customer consultation and satisfaction assessment method and continuous improvement strategy.

Strategy for consulting with key stakeholders

DEED/Labor Market Information Office employs a continuous outreach-and-feedback strategy for consulting with its key stakeholders:

Most importantly, office managers and lead analysts contribute to State Workforce Board (SWIB) quarterly meetings and sub-committee meetings, serve on standing committees, and maintain regular contact with SWIB staff. LMI managers have engaged in conversations with SWIB members and staff to set priorities for this grant. The LMI Office is prepared to ensure that One-Stop deliverables are consistent with the SWIB's strategic vision.

Beyond the State and Local WIBs, the customers of LMI are broad and diverse. The Information and Marketing Office conducted Listening Sessions with jobseekers, businesses, economic and workforce development professionals during the winter of 2006. The goal of these focus groups was to gain customer feedback on LMI and other information products and services that the Agency offers. The following is a summary of the main points relevant to LMI made by stakeholders, as summarized in the final report:

- ✓ A broad spectrum of electronic sources is used for economic and workforce development information.
- ✓ Regional and industry-specific summary economic reports, including mapping systems with geographic comparisons, were requested.
- ✓ Career information that identifies required skills and training for growing occupations is important.
- ✓ Information must be accessible, accurate, timely, customizable, understandable, and concise.
- ✓ Electronic information should be downloadable, ideally in Excel or Word format; legible in black and white; and include links to individuals and data sources for customers seeking more information.
- ✓ DEED should do more to market its information products and services to businesses.

These results have guided work in several areas including the M3D application, which is a GIS based web application to display customizable data. This site is currently in beta testing. The final version will be available in October 2006. The results of the Listening Sessions will also serve to guide work in PY2006 including work with MNSCU and career information. A copy of the complete findings of the Listening Sessions is attached.

Support of WIA/Wagner-Peyser

Minnesota's 2005 Unified Plan for the Workforce Investment Act guides the work outlined in this Workforce Information Core Products and Services grant. The overarching mission of DEED under the Unified Plan is to "Increase Jobs and Economic Opportunities: We will support the economic success of individuals, businesses, and communities by improving opportunities for growth." Specifically, the Unified Plan is designed to:

- Focus on business as the primary customer of workforce development
- Expand local control

- Target resources on high-demand occupations and industries
- Use new technology to deliver services for less
- Increase the visibility of the public workforce system

Minnesota’s LMI system supports the WIA Unified Plan by:

- Providing information for career and business planning to students, job seekers, workforce system professionals and, LMI’s primary customer, businesses;
- Providing local labor market information to enhance decision making at the local level
- Providing information on the labor market, including high demand industries, occupations and skills so that career seekers, workforce development professionals, educational planners and policy makers can make better strategic decisions
- Utilizing new technologies to continually improve and expand our electronic delivery of labor market information.
- Continuing and enhancing LMI marketing efforts

DEED has five Regional Analysts stationed at WorkForce Centers across the state. These Regional Analysts provide a vital connection between local WIBs and the LMI Office and are able to address local information and research requests by accessing central office data and resources. They also serve as outreach agents, trainers and experts on Minnesota’s employment statistics system. Since passage of the Workforce Investment Act, the Regional Analysts have worked with local WIBs to promote market-responsive service planning. The LMI Research Director is a frequent presenter to the state WIB providing LMI to address analytic, research design, and fact-finding requests.

Strategy for workforce information delivery

DEED’s LMI Office has an outreach strategy to extend awareness, access, and use of LMI. As a result, stakeholders are aware of our competitive advantage; i.e., we produce the official numbers and help our customers understand the context.

Pursuant to this strategy, new workforce information products and services are communicated to the general public through proactive contact with news media; to workforce development professionals through electronic communications, training sessions, presentations, and published materials distribution; to the business community through presentations, briefings, and seminars offered throughout the year; and to all audiences through referral to the LMI and ISEEK websites and the LMI Analyst HelpLine (888/234-1114).

Table 1. Minnesota Workforce Information Delivery Measures

	CY 2003	CY 2004	CY 2005
LMI web site visits (sessions)	713,100	1,570,000	1,715,093
Survey response rates meet BLS requirements	100%	100%	100%

Completion of error checks and editing	100%	100%	100%
Timeliness in production of BLS data	100%	100%	100%
Requests handled by analysts and HelpLine	4,141	2,800	2,950
Presentations, trainings, and briefings given	228	220	159

In CY 2005, the LMI Analyst HelpLine and Regional Analysts responded to 2,950 questions and requests for information. The Regional Analysts delivered 39 half-day LMI trainings and 200 other presentations, briefings and seminars. The majority of presentations were delivered to external audiences (professional and trade associations, regional groups, conferences and “economic summits”).

Minnesota’s labor market information collection is available online and through the DEED intranet. Most of the statistical products and reports can be found at [www.deed.state.mn.us /lmi/](http://www.deed.state.mn.us/lmi/). LMI packaged for career decision-making can also be found at the Minnesota Careers site (www.MNCareers.org) and the interagency ISEEK site (www.ISEEK.org). In CY 2005, DEED’s LMI website handled 1,715,093 visits.

LMI Delivery through State One-Stop System

Minnesota WorkForce Center staff are notified of new online tools and resources through electronic communications and presentations and trainings. Printed reports and resources from Minnesota’s LMI collection are required materials in the career resource areas of Minnesota WorkForce Centers. Centers may replenish materials as needed. Materials are also distributed, on request, to other employment service providers that are external from the WorkForce Center System.

Since 2002, DEED’s LMI Office charges for bulk orders of publications. The pricing of LMI materials was implemented to rationalize demand for these materials. WorkForce Centers, however, are given preferred treatment: the LMI Office establishes an annual allocation for each Center to draw-down during the year. Purchase prices reflect production costs thereby ensuring an efficient allocation of resources. The amount of the allocation is proportional to local area population.

In October of each year, annual allocations available for all WorkForce Centers, affiliate sites, and local WIBs are reset. From July 2005 through June 2006, more than \$37,752.05 in products was ordered using these allocations.

Customized analysis and internal consulting services are also available to WorkForce Center staff through the Labor Market Analysts. Analysts collaborate with stakeholders to develop new research and information resources. Recent projects include development of a GIS based one-line tool to display labor market and other data, regional job vacancy survey results and analysis for the Dislocated Worker program.

ALMIS Database

Continue to populate the ALMIS Database with Minnesota data.

Description

Work done on the ALMIS database includes system maintenance, usability improvement, and development for One-Stop service delivery.

Results of consultation with customers

In the listening sessions, customers told us that they wanted more:

- ✓ Regional and industry-specific summary economic reports, including mapping systems with geographic comparisons, were requested.
- ✓ Electronic information should be downloadable, ideally in Excel or Word format; legible in black and white; and include links to individuals and data sources for customers seeking more information.

The ALMIS database is the basis for this. Currently all of our datasets are downloadable from our website into Excel spreadsheets as well as many tables and graphs. Also the M3D project uses the ALMIS database to pull data from.

Support of WIA/Wagner-Peyser

This product supports the Unified Plan's goals by making information accessible in the most efficient way possible. It provides the core for web-based data-access tools as well as the base for labor market data analysis.

Specifics

Populate and maintain the core and other pertinent ALMIS Database data tables according to the structure and rules defined by the ALMIS Resource Center. Updates to selected data tables will reflect changes in the original source data. Upgrade the database in accordance with guidelines issued by the ALMIS Resource Center. Continue to suggest usability improvements to the database structure. Build capacity of LMI analysts to use the database as source research data.

Principal customers

This database will be used by LMI analysts and other interested parties; disclosable components of the ALMIS Database are available online for economic research analysts and government analysts. The database provides a foundation for new data access tools available for use by job seekers, students, employers, state and local WIBs, educational institutions, career counselors, DEED program managers, WorkForce Center System partners, ISEEK, and the general public. Microdata can be accessed by LMI Office analysts to address special requests.

Customer outcomes projected

- ALMIS-format tables with OES, LAUS, CES, Projections, Unemployment Insurance and QCEW statistics provide the basis for viewing, querying or downloading data from DEED's LMI website. In CY 2005, the site ALMIS-based data server handled 90,500 visits (or user sessions).
- Of employers and jobseekers that have used DEED's LMI website in CY 2005, 60 percent gave it a very favorable rating for meeting their needs.

Estimated cost:

\$80,142

Milestones:

Date	Milestones	Status	Link
Monthly	Update LABFORCE, CES, UICLAIMS	Complete	http://www.deed.state.mn.us/lmi/tools.htm All of the data tools on our website run off the ALMIS database.
Quarterly	Update INDUSTRY, OESWAGE	Complete	
Semi-annually	Update EMPDB	Complete	
Continuous	Update lookup, crosswalk, and administrative tables as required. Work with web developer to facilitate data extraction.	Complete	
As needed	Training as required on ALMIS database and database structure	Complete	
September 2005	Update IOMATRIX with short-term projections	Complete	
June 2006	Update LICENSE, LICAUTH, LICXOCC	In progress	We are currently looking at best practices for updating LICENSE table
July 2006	Update POPULATION, INCOME	Complete	
August 2006	Update IOMATRIX with long-term projections	Complete	http://www.deed.state.mn.us/lmi/tools/projects.htm

Employment Projections

Complete long-term employment projections to 2014 for the state; begin development of 2014 projections for the regions. Complete short-term employment forecast for 2005-2007. Develop and disseminate state and regional projections of skills, abilities and knowledge based on Skills-Based Employment Projections tool.

Focus

Data and economic analysis as well as career information.

Results of consultation with customers

The state WIB and local WIBs are supportive of projections as one approach to identifying potential market needs and gaps. State Colleges and Universities System institutions and other audiences are using long-term projections as supporting evidence in service planning, and education and training program planning. WIA and Dislocated Workers training providers also use these data to guide eligibility decisions. However, there is awareness of limitations of the projections and these audiences have appreciated DEED's presentation of additional supporting evidence, for example, Minnesota's Job Vacancy Survey findings.

Support of WIA Unified Plan

This product supports the Plan's goals by developing key data and economic analysis needed to identify high pay high growth occupations and industries. High quality employment projections support efforts to keep Minnesota businesses competitive. This is accomplished by accurately identifying shortage occupations, requisite skills, and emerging competencies. Additionally, employment projections provide information to:

- Identify and support critical occupations and industries.
- Promote career awareness and facilitate informed choices.
- Improve awareness of what services and support are needed by Minnesotans for long-term employment success and by businesses for long-term competitiveness.

Specifics

Complete development and dissemination of long-term industry and occupational employment projections to 2014. Begin regional long-term industry and occupational employment projections to 2014. Complete brochures and website update for statewide projections to 2014. Produce short-term 2007 employment forecasts for state and regions. Publish 8-page analysis for print and web.

Principal customers

Job seekers, students, employers, state and local WIBs, educational institutions, career counselors, economic research analysts, DEED program managers, WorkForce Center System partners, economic developers, government analysts, policymakers, and the general public.

Customer outcomes projected

- Long-term projections are available on DEED's LMI website. In CY 2005, the site's projections directory handled 13,523 visits (or user sessions).

- Of employers and jobseekers who used DEED’s projections reports in CY 2005, 51 percent gave the collection a very favorable rating meeting their needs; 76 percent gave a very favorable rating for overall satisfaction.

Estimated cost to LMI One-Stop:

\$158,601

Date	Milestones	Status	Link
July 2005	Begin data analysis for skills, abilities and knowledge projections	Complete	
August 2005	Publish short-term 2005-06 forecast in <i>Minnesota Employment Review</i> on web and in paper form	Complete	http://www.deed.state.mn.us/lmi/publications/review/1005/feature.htm
May 2006	Publish statewide projections to 2014 on web	Complete	http://www.deed.state.mn.us/lmi/tools/projections.htm
June 2006	Begin developing regional projections to 2014	In process	

Develop Occupational Analysis and Career Information Products

Continue to produce the Job Vacancy Survey and other occupational and skill-based information products and analysis. Work with MNSCU to incorporate labor market information into the career information website, the Internet System for Education and Employment Knowledge (ISEEK), and the annual career information publication, *MnCareers*.

Focus

Mitigate data gaps in occupational information by providing information on job vacancies and support the production of career information.

Results of consultation with customers

The state WIB and local WIBs are supportive of the job vacancy survey as one approach to identifying market needs and gaps. State Colleges and Universities System institutions and other audiences are using job vacancy data as supporting evidence in service planning, and education and training program planning. WIA and Dislocated Workers training providers also use these data to guide training eligibility decisions.

Support of WIA Unified Plan

These products support the Unified Plan's goals by developing key data and economic analysis needed to identify high paying and rapidly growing occupations of the future. High quality occupational and career information supports efforts to keep Minnesota businesses competitive. This is accomplished by accurately identifying shortage occupations, requisite skills, and emerging competencies. Additionally, occupational and career information products provide information to:

- Identify and support critical occupations and industries.
- Promote career awareness and facilitate informed choices.

Specifics

- Implement two planned rounds of the Job Vacancy Survey. Produce statewide summary and regional highlights for publication on web and in printed brochures. Incorporate findings into other products and services, including ISEEK.
- Continue to use the EDS system to produce and update regional OES wage estimates for Minnesota's LMI web site and Regional Salary Survey Brochures.
- Provide data and analytical support towards the production of *MnCareers 2006*. Provide technical support and host MnCareers.org.
- Develop and make available a list of fast growing, high paying industries, occupations and skills and make this list widely available to customers.
- Continue to maintain general career information, including information on the demand for and supply of skill sets where possible, on DEED's web site and link users to ISEEK, *MnCareers* and other state career information resources.
- Provide LMI data and information as well as analytical support toward the development of ISEEK.org.

- Share new query system components with our interagency partner, ISEEK. Ensure contractual agreements are met when enhancing electronic delivery mechanisms of the Employer Database.

Principal customers

Education and curriculum planners, training program developers or managers, job seekers, students, employers, media, state and local WIBs, educational institutions, career counselors, economic research analysts, DEED program managers, WorkForce Center System partners, employers, economic developers, government analysts, policymakers, and the general public.

Customer outcomes projected

- Of employers and jobseekers who have used the Job Vacancy Survey in CY 2005, 58 percent gave a very favorable rating for it meeting their needs; 75 percent gave it a very favorable rating for overall satisfaction.

Estimated cost:

\$179,615

Date	Milestones	Status	Link
July 2005	Finalize data estimation for second quarter 2005 JV survey, publish results on web and in printed brochures and press release findings	Complete	http://www.deed.state.mn.us/lmi/publications/archive.htm
September 2005	Complete <i>MnCareers</i> 2006 website	Complete	http://www.mncareers.org/
December 2005	Finalize data collection and estimation for fourth quarter 2005 JV survey Use EDS system to produce regional occupation and wage estimates and publish these estimates on the LMI web site.	Complete	
January 2006	Produce fourth quarter JVS Executive Summary and Regional Highlights Produce Regional Salary Survey Brochures	Complete	http://www.deed.state.mn.us/lmi/publications/archive.htm
February 2006	Share new query system components with DEED's interagency partner, the ISEEK website.	Complete	
March – June 2006	Complete another round of JVS.	Complete	http://www.deed.state.mn.us/lmi/publications/jobvacancy.htm
June 2006	Use EDS system to produce regional occupation and wage estimates and publish these estimates on the LMI web site.	Complete	http://www.deed.state.mn.us/lmi/tools/oes.htm

Provide Information and Support to WIBs and Produce Other State Information Products and Services

Consult with local WIBs, the state WIB, education and training providers, the employer community and other key customer groups on their LMI needs and continue to produce and develop products and services in alignment with these needs. These products and services include *Minnesota Economic Trends*, *Minnesota Employment Review*, wage detail analysis and industry profiles.

Focus

Data and economic analysis and One-Stop service delivery

Results of consultation with customers

Listening Session participants said that they wanted more analysis and context. They also want timely, accurate, easy-to-understand information.

Support of WIA Unified Plan

These services support the Plan's goals by providing information on Minnesota's labor market to businesses, policy makers and career seekers. This information will highlight high wage, high growth industries and occupations and provide local information for better local decision making and local control.

Specifics

DEED's Labor Market Analysts and office leadership serve as outreach agents and experts on the state's LMI system. Throughout the year, analysts deliver presentations, briefings, seminars, and trainings to both external audiences (professional and trade associations, regional groups, conferences and "economic summits") and internal audiences (local WIBs and partner agency staff). LMI leadership consults regularly with Regional Analysts who act as conduits of information bringing back customer feedback and requests from the field.

Audience consultations and the monitoring of feedback guide adjustments, as necessary, to the office's research agenda, business plan, and marketing communications activities. Over the last few years, these adjustments have included improved data download access and the addition of new research products. When major adjustments are proposed, these are vetted with Workforce Service Area directors or WorkForce Center managers at regularly scheduled meetings.

Principal customers

Job seekers, students, employers, state and local WIBs, educational institutions, career counselors, economic research analysts, DEED program managers, WorkForce Center System partners, economic developers, government analysts, policymakers, and the general public.

Customer outcomes projected

- Excluding LMI trainings, analysts delivered 172 other presentations, briefings and seminars in CY 2005. Numbers will remain similar in CY 2005. Most WIB members are directly exposed to LMI through these presentations.

- Of employers who have used LMI publications –including *Minnesota Economic Trends* and *Minnesota Employment Review* – in CY 2005, 43 percent gave the collection a very favorable rating for meeting their needs; 78 percent gave a very favorable rating for overall satisfaction.

Estimated cost:

\$129,616

Date	Milestones	Status	Link
July 2005	Update Regional Labor Market Profiles	Complete	http://www.deed.state.mn.us/lmi/regional.htm
September 2005	Complete the Employee Benefits Survey final report	Complete	http://www.deed.state.mn.us/lmi/publications/benefits/2005.htm
October 2005	Compare and analyze LED data	In progress	This is an ongoing effort to understand/use LED data
November 2005	Complete alpha version of GIS economic and community development web tool	Complete	
December 2005	Make industries, occupations and skills in demand list available on website and in printed brochure	Complete	http://www.deed.state.mn.us/lmi/tools/projections.htm
January 2006	Update Regional Labor Market Profiles and convert into navigable website	Complete	http://www.deed.state.mn.us/lmi/regional.htm
March 2006	Complete testing of GIS based web tool	Complete	
Monthly	Production of <i>Minnesota Employment Review</i> Attend local WIB meetings Monthly WIB services tracking through internal reports	Complete	http://www.deed.state.mn.us/lmi/publications/review.htm
Ongoing	Production of <i>Minnesota Economic Trends</i> Support and facilitate labor market information requests for local WIBs, WorkForce Centers, and business community Conduct presentations Produce and publish industry profiles Provide data and analysis for MNSCU regional planning software	Complete	http://www.deed.state.mn.us/lmi/publications/trends.htm

Support the Development of State Information Delivery Systems

Expand access to labor market and career information through the continuation of successful methods of dissemination and further develop electronic delivery mechanisms to enhance and facilitate self-service access to the information contained in the ALMIS Database as well as labor market and career information publications. Continue to provide and improve public access to electronic information through improved content management and better marketing of information.

Focus

One-Stop service delivery and system development

Results of consultation with customers

LMI delivery systems were discussed at the state WIB's Spring Institute. Discussion focused on analysis services offered by Regional Analysts and on online LMI resources. WIB members, WSA directors and partner agency representatives support the LMI Office's development of query-driven data access through the LMI website. They are also interested in connections between the statistical "silos" – that is, connections between the various reports and products. They expressed interest in access to data that's scalable – regional statistics as well as small-area detail, where the data sources allow. Priorities for website upgrade were guided by these consultations. Further development based on these consultations will continue.

Local WIBs and WorkForce Centers expressed appreciation for the availability of firm-level contact information that is publicly shareable – not subject to Minnesota data practices restrictions – from the Employer Database. They support the current measures for making the data available, through online query or through a special request for records from LMI Office analysts. They would like to have access through a more visible web location.

The LMI Office will pursue further input throughout the program year via focus groups and implement changes accordingly as resources allow.

Support of WIA Unified Plan

These products and services use new technology to make more and better information available to LMI customers. Specifically, enhanced access to the ALMIS database can help business customers better understand their local markets. Further, better access to local information can improve decision making over local resources and enhance local control.

Specifics

- Continue to enhance the regional page of the LMI website to provide easy access to a cross-section of LMI customized to Workforce Service Areas and other regional divisions using the ALMIS Database – see <http://www.deed.state.mn.us/lmi/regional/>. A portion of the funding for this is provided by the WIA 10 percent set aside allocated for the Regional Analysts.
- Continue to provide and enhance server-run charts and tables of key datasets to improve graphical interpretation of time-series datasets.

- Continue to upgrade the primary LMI website to provide improved appearance and increased ease of navigation for diverse customers including upgrades to the salary survey and QCEW tools.
- Continue to produce the online version of *Minnesota Economic Trends*.
- Continue to produce the online version of *Minnesota Employment Review*.
- Continue the outreach campaign to increase awareness of electronic labor market information.
- Continue to provide customer feedback mechanisms on the website and analyze customer feedback data to guide website improvement planning.
- Enhance access to the ALMIS Employer Database through continued development and enhancement of the online query system.
- Provide technical and informational support via the LMI Analyst Helpline, and LMI email account.

Principal customers

Job seekers, students, businesses, state and local WIBs, educational institutions, career counselors, economic research analysts, DEED program managers, WorkForce Center System partners, economic developers, government analysts, policymakers, and the general public.

Customer outcomes projected

- In CY 2005, DEED’s LMI website handled a total of 1.7 million visits (or user sessions).
- Of employers and jobseekers who have used DEED’s LMI website in CY 2005, 73 percent gave it a “very satisfied” rating.
- Of employers and jobseekers who have used DEEDS LMI website in CY2005, 92.4 percent answered positively when asked if the “information met their needs”.
- In CY 2005, the LMI Analyst HelpLine handled 120 requests for query and compilation of employer records from the ALMIS Employer Database.
- In PY 2006, DEED/LMI will maintain or increase this level of support and satisfaction.

Estimated cost:

\$119,744

Date	Milestones	Status	Link
July 2005	Complete annual review of the LMI website to be sure that all is current and accurate.	Complete	http://www.deed.state.mn.us/lmi/Home.htm
September 2005	Complete the reprogramming of the LMI data tools to be compatible with the new Content Management System.	Complete	http://www.deed.state.mn.us/lmi/Home.htm
October 2005	Complete enhancements to, and linkages for, Regional Profiles	Complete	http://www.deed.state.mn.us/lmi/regional.htm
January 2006	Complete ALMIS Employer Database query tool.	Complete	http://www.deed.state.mn.us/lmi/tools/employers/login/Default.aspx?ReturnUrl=%2flmi%2ftools%2femployers%2fdefault.aspx
February 2006	Test ALMIS Employer Database query tool	Complete	

Monthly	Continue to publish <i>Trends</i> and <i>Review</i> on the web Continue to upload new monthly data to website	Complete	http://www.deed.state.mn.us/lmi/publications.htm and http://www.deed.state.mn.us/lmi/tools.htm
Ongoing	Electronic publication of all Career and LMI products Maintenance/analysis of current web presence Continue to enhance LMI website and data access tools Continue to distribute electronic “LMI Data Watcher” and “LMI Press Release” e-newsletters.	Complete	LMI Data Watcher (now called Minnesota Labor Market Newsletter) is distributed monthly when Review is available. LMI Press Release e-newsletter is distributed monthly when CES and LAUS are available.

Support State Workforce and Career Information Training Activities

Increase customer knowledge and use of labor market and career information by updating, marketing and providing training in LMI and the use of career information products.

Focus

System development and One-Stop service delivery

Results of consultation with customers

LMI training of front-line workforce development professionals has been discussed in credentialing workgroup meetings convened by the WorkForce Center System. Discussions have focused on the value of the information: as a tool for jobseeker client guidance, as “reality check” evidence for advising employers, as content for seminars and Creative Job Search workshops, and as supporting evidence in preparing grant proposals. Two recommendations resulted from the discussions: First, DEED/LMI should continue offering at least 30 LMI training sessions per year; demand is strong and growing. Second, LMI content should be a larger component of the career development facilitator certification curriculum now used in Minnesota.

In Support of WIA Unified Plan

These services support the plan by providing the tools needed for local decision making and control over workforce and economic development issues.

Specifics

Update curriculum for new-analyst training with information on new wage records analysis and LED data and analysis. Hold Creative Conversation Forums for LMI staff on program changes and new analysis, products and services.

Make special training available to build analyst skills in the following areas: production of industry and occupation projections and wage records analysis, GIS, Content Management System, SAS, Access and other software and content areas as needed. Support the LMI Institute so that it continues to perform the function of organizing trainings for our staff and the staff of other states.

Provide 30 classes of “Labor Market Intelligence for Decision-making” and “LMI for Employer Services” for job counselors and other WorkForce Center staff and partners. Hold “LMI for Employer Services” and “Data Analysis for Economic Developers” as demand requires. These workshops are very popular.

Distribute training materials related to the use of career information products. This includes O*NET and Career One-Stop as well as state career information products.

Principal customers

State and local WIBs, educational institutions, career counselors, economic research analysts, DEED program managers, WorkForce Center System partners, economic developers, government analysts, policymakers and the general public.

Customer outcomes projected

- In 2005, DEED’s Regional Analysts delivered 32 half-day LMI trainings and 172 other presentations, briefings, seminars. Training satisfaction averaged 8.8 (on a scale of 1 to 10).
- LMI staff have the training and skills necessary to effectively do their work.

Estimated cost to LMI One-Stop:

\$50,000

Date	Milestones	Status	Link or More Detail
As needed	Hold in-house new-analyst training Hold in-house “Creative Conversations” Send staff to special training offered by BLS, ETA, and LMI Training Institute	Complete	No new staff however held 3 Creative Conversations on new products
Quarterly	Hold 5-7 “Labor Market Intelligence for Decision-making” and “LMI for Employer Services” classes for WorkForce Center and partner agency staff Hold 1-2 “Data Analysis for Economic Developers” classes	Complete	
Ongoing	Collaborate with other career products to deliver statewide training Continue to refine and deliver curriculum for “Labor Market Intelligence for Decision-making”, “LMI for Employer Services”, and “Data Analysis for Economic Developers.” Provide financial support (0.5 percent of the LMI One-Stop Grant) for the LMI Institute	Complete	

Approach to customer satisfaction assessment

Survey-based assessments of market penetration and customer satisfaction are being undertaken to improve understanding of LMI uses and usefulness. During PY 2002, DEED/LMI launched an on-going customer feedback system, designed to measure the reception and satisfaction of the Office's two largest customer segments. These segments include employers and job seekers. (See Table 2)

The customer feedback system involves several modes of data collection: telephone surveys of these key segments, mail-in surveys of publications readers, as well as an online survey form. Importantly, all surveys utilize a common set of customer satisfaction elements.

Table 2. Customer satisfaction survey segments and primary survey method

<i>Target audience</i>	<i>Source for sampling</i>	<i>Primary survey method</i>	<i>Start date</i>
Employer community	WINS administrative data on employers receiving WFC or JobBank services	Phone survey (by DEED/PPM and DEED/Job Service)	PY 2002
Job seekers	WINS administrative data on job seeker registrants	Phone survey (by DEED/PPM and UConn)	PY 2003

Employers. DEED's Policy, Planning and Measures Office (DEED/PPM) manages a quarterly telephone survey of employers who have used any of 12 employer services available through the Minnesota WorkForce Center System. This survey includes questions on employers' use of labor market information.

Jobseekers. DEED/PPM also manages a quarterly telephone survey of jobseekers served through WIA and the Minnesota WorkForce Center System. Started in PY 2003, the survey includes a question about LMI use and whether LMI met jobseekers' needs.

Table 3. Common set of customer satisfaction elements

Data element	Employer survey	Jobseeker survey (started PY 2003)
What products or services	Asked	Asked
<ul style="list-style-type: none"> • Purpose in using? • Met user's needs? 	Asked	
	Asked [Started November 2003]	Asked
<ul style="list-style-type: none"> • How information was accessed? • Ease of access? • Clear presentation? 	Asked	

Survey results over the past year indicate that, overall, employers and jobseekers rate LMI products and services as “favorable” or better in accessibility and understandability. These audiences are very likely to continue using the LMI resources available through DEED/LMI. Moreover, on average, LMI-using employers give better evaluations of the overall public workforce development system than employers who did not use LMI.

Go to <http://www.deed.state.mn.us/lmi/publications/review/0306/feature.htm> for full customer satisfaction results for CY 2005.