

IDAHO

COMMERCE & LABOR

DIRK KEMPTHORNE, GOVERNOR
ROGER B. MADSEN, DIRECTOR

June 28, 2005

Richard Trigg
Region VI - Regional Administrator
U.S. Department of Labor/ETA
P.O. Box 193767 71 Stevenson St., Suite 830
San Francisco, CA 94119-3767

Dear Mr. Trigg,

Enclosed is Idaho's Workforce Information grant application for program year 2005 pursuant to the Training and Guidance Letter No. 33-04 ~ *Planning Guidance and Application Instructions for Program Year (PY) 2005 Workforce Information Core Products and Services: Workforce Information Formula Allocations to States.*

Idaho's PY2005 workforce information plan will continue to produce and disseminate valuable labor market information to our customers and stakeholders. This year's plan includes many of the same valuable core products such as projections, wage and employment information as in years past. The LMI team will also produce a host of new products such as career cluster analyses, short-term industrial and occupational projections at the sub-state level, a new suite of LMI career products and an underemployment research assessment just to mention a few.

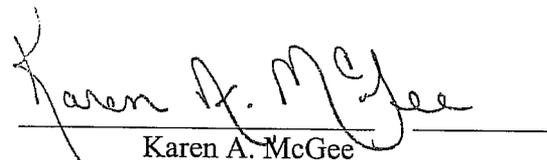
Questions concerning this agreement should be addressed to Joni Booth, 208.332.3570 ext. 3165, or Bob Uhlenkott, 208.332.3570 ext. 3217.

Sincerely,

Roger B. Madsen



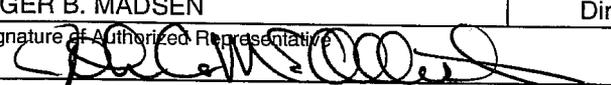
FOR Roger B. Madsen
Director, Idaho Commerce and Labor



Karen A. McGee
Chair, Workforce Development Council

**APPLICATION FOR
FEDERAL ASSISTANCE**

OMB Approval No. 0348-0043

		2. DATE SUBMITTED June 30, 2005	Applicant Identifier
1. TYPE OF SUBMISSION: Application <input type="checkbox"/> Construction <input type="checkbox"/> Non-Construction	Preapplication <input type="checkbox"/> Construction <input type="checkbox"/> Non-Construction	3. DATE RECEIVED BY STATE	State Application Identifier
		4. DATE RECEIVED BY FEDERAL AGENCY	Federal Identifier
5. APPLICANT INFORMATION			
Legal Name: STATE OF IDAHO		Organizational Unit: IDAHO DEPT. OF COMMERCE & LABOR	
Address (give city, county, State, and zip code): 317 W MAIN STREET BOISE ID 83735		Name and telephone number of person to be contacted on matters involving this application (give area code) JONI BOOTH 208 332-3570 X3165	
6. EMPLOYER IDENTIFICATION NUMBER (EIN): 8 2 — 6 0 0 0 9 6 6		7. TYPE OF APPLICANT: (enter appropriate letter in box) <div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> A. State B. County C. Municipal D. Township E. Interstate F. Intermunicipal G. Special District </div> <div style="width: 45%;"> H. Independent School Dist. I. State Controlled Institution of Higher Learning J. Private University K. Indian Tribe L. Individual M. Profit Organization N. Other (Specify) _____ </div> </div> <div style="text-align: right; margin-top: 10px;">A</div>	
8. TYPE OF APPLICATION: <input type="checkbox"/> New <input type="checkbox"/> Continuation <input type="checkbox"/> Revision If Revision, enter appropriate letter(s) in box(es) <input type="checkbox"/> <input type="checkbox"/> A. Increase Award B. Decrease Award C. Increase Duration D. Decrease Duration Other(specify): _____		9. NAME OF FEDERAL AGENCY: US Dept. of Labor Employment & Training Administration	
10. CATALOG OF FEDERAL DOMESTIC ASSISTANCE NUMBER: TITLE: Employment Services 1 7 — 2 0 7		11. DESCRIPTIVE TITLE OF APPLICANT'S PROJECT: WORKFORCE INFORMATION LABOR MARKET INFORMATION	
12. AREAS AFFECTED BY PROJECT (Cities, Counties, States, etc.): STATE OF IDAHO			
13. PROPOSED PROJECT		14. CONGRESSIONAL DISTRICTS OF:	
Start Date 7/1/05	Ending Date 6/30/06	a. Applicant I/II	b. Project I/II STATEWIDE
15. ESTIMATED FUNDING:		16. IS APPLICATION SUBJECT TO REVIEW BY STATE EXECUTIVE ORDER 12372 PROCESS?	
a. Federal	\$ 383,654 ⁰⁰	a. YES. THIS PREAPPLICATION/APPLICATION WAS MADE AVAILABLE TO THE STATE EXECUTIVE ORDER 12372 PROCESS FOR REVIEW ON: DATE _____ b. No. <input type="checkbox"/> PROGRAM IS NOT COVERED BY E. O. 12372 <input type="checkbox"/> OR PROGRAM HAS NOT BEEN SELECTED BY STATE FOR REVIEW	
b. Applicant	\$. ⁰⁰		
c. State	\$. ⁰⁰		
d. Local	\$. ⁰⁰		
e. Other	\$. ⁰⁰		
f. Program Income	\$. ⁰⁰		
g. TOTAL	\$ 383,654 ⁰⁰		
17. IS THE APPLICANT DELINQUENT ON ANY FEDERAL DEBT? <input type="checkbox"/> Yes If "Yes," attach an explanation. <input type="checkbox"/> No		18. TO THE BEST OF MY KNOWLEDGE AND BELIEF, ALL DATA IN THIS APPLICATION/PREAPPLICATION ARE TRUE AND CORRECT, THE DOCUMENT HAS BEEN DULY AUTHORIZED BY THE GOVERNING BODY OF THE APPLICANT AND THE APPLICANT WILL COMPLY WITH THE ATTACHED ASSURANCES IF THE ASSISTANCE IS AWARDED.	
a. Type Name of Authorized Representative ROGER B. MADSEN		b. Title Director	c. Telephone Number (208) 334-6110
d. Signature of Authorized Representative 		e. Date Signed 6/30/2005	

BUDGET INFORMATION - Non-Construction Programs

OMB Approval No. 0348-0044

SECTION A - BUDGET SUMMARY

Grant Program Function or Activity (a)	Catalog of Federal Domestic Assistance Number (b)	Estimated Unobligated Funds		New or Revised Budget		
		Federal (c)	Non-Federal (d)	Federal (e)	Non-Federal (f)	Total (g)
1.		\$	\$	\$	\$	\$
2.						
3.						
4.						
5. Totals		\$	\$	\$	\$	\$

SECTION B - BUDGET CATEGORIES

6. Object Class Categories	GRANT PROGRAM, FUNCTION OR ACTIVITY				Total (5)
	(1)	(2)	(3)	(4)	
a. Personnel	\$	\$	\$	\$	\$
b. Fringe Benefits					
c. Travel					
d. Equipment					
e. Supplies					
f. Contractual					
g. Construction					
h. Other					
i. Total Direct Charges (sum of 6a-6h)					
j. Indirect Charges					
k. TOTALS (sum of 6i and 6j)	\$	\$	\$	\$	\$

7. Program Income	\$	\$	\$	\$	\$
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Authorized for Local Reproduction

SECTION C - NON-FEDERAL RESOURCES

(a) Grant Program	(b) Applicant	(c) State	(d) Other Sources	(e) TOTALS
8.	\$	\$	\$	\$
9.				
10.				
11.				
12. TOTAL (sum of lines 8-11)	\$	\$	\$	\$

SECTION D - FORECASTED CASH NEEDS

	Total for 1st Year	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
13. Federal	\$	\$	\$	\$	\$
14. Non-Federal					
15. TOTAL (sum of lines 13 and 14)	\$	\$	\$	\$	\$

SECTION E - BUDGET ESTIMATES OF FEDERAL FUNDS NEEDED FOR BALANCE OF THE PROJECT

(a) Grant Program	FUTURE FUNDING PERIODS (Years)			
	(b) First	(c) Second	(d) Third	(e) Fourth
16.	\$	\$	\$	\$
17.				
18.				
19.				
20. TOTAL (sum of lines 16-19)	\$	\$	\$	\$

SECTION F - OTHER BUDGET INFORMATION

21. Direct Charges:	22. Indirect Charges:
23. Remarks:	

WORKFORCE INFORMATION GRANT ~STATEMENT OF WORK~

Program Year 2005

Idaho Commerce & Labor will continue to use grant resources to produce the following Labor Market Information (LMI) products and services. The Communications and Research Division and Information Systems Bureau are responsible for fulfilling all of the following deliverables according to the PY2005 Workforce Information pursuant to the Training and Employment Guidance Letter No. 1-04.

**Note ~ Idaho's State WIB will be referred to as the Workforce Development Council (WDC). Workforce Information and Labor Market Information will be referred to as LMI.*

SECTION A ~ Idaho Workforce Information System

The process used to ensure that the WDC can exercise its responsibility for ensuring that state workforce information policy is responsive to the needs of the state and local workforce investment system:

Idaho Commerce & Labor will continue to fully engage the WDC through customer satisfaction surveys, focus groups and other collaborative efforts between Commerce & Labor staff and other partners. Idaho regional economists will continue to work closely with state and local boards and their staff in the planning, development and implementation of all LMI research activities. The LMI planning and evaluation team works closely with Workforce Investment Act state administrators, the WDC, local boards and other partners to ensure that the workforce information policy is responsive to the needs of the state and local workforce investment system. This reciprocal relationship ensures workforce information is produced, published and disseminated to meet the demands of Idaho's dynamic workforce investment system. Idaho's recent Commerce & Labor merger allows the department to build on synergy gained over the past year during this process. The efficiencies from this merger will greatly enhance our ability to deliver vital LMI to our customers and stakeholders. With Commerce & Labor and the WDC cultivating this partnership and working hand in hand, LMI can be planned and developed more effectively and disseminated in a more timely and accurate manner.

Commerce & Labor continues to staff the WDC, and quarterly meetings are held to discuss the vision and direction of Idaho's Workforce Information plan. While Commerce & Labor has always partnered with local boards to ensure their vision is being met, we continue to cultivate this partnership while developing more formal protocols to ensure LMI fulfills the demands of Idaho's vibrant workforce and economy. The protocol for such communication is detailed in the Planning and Evaluation protocol found in Appendix A, and portions of the WDC feedback are summarized in Section C.

How the statewide workforce information system supports the goals of the state's WIA/Wagner-Peyser five-year strategic plan for state and local workforce development:

All products and services included in this statement of work support the strategic goals outlined in the Strategic Five-Year Workforce Investment Plan for Title I of the Workforce Investment Act of 1998 and Wagner-Peyser Act and its vision. The workforce information products outlined in the following plan are designed to provide workforce information research, data and LMI tools to state and local workforce development.

The partnerships with education, career specialist and other decision makers in the development of LMI will support the governor's vision for ensuring a continuum of education and training opportunities necessary to support a skilled and dynamic workforce.

The LMI deliverables outlined in this grant provide the necessary data and metrics to support, quantify and evaluate the state workforce investment priorities outlined in the WIA Strategic Plan. Those 11 priorities are:

1. *Eliminate Duplicative Administrative Systems and Maximize Opportunities for Training.*
2. *Continue Transformation into a Demand-Driven System.*
3. *Enhance Integration of the One-Stop System.*
4. *Refocus Youth Investments.*
5. *Implement Reporting for Common Measures and Strengthen Accountability.*
6. *Improve Workforce Information.*
7. *Assure a Quality Pre-K-16-Plus System of Education and Training.*
8. *Promote Flexible Workplaces.*
9. *Ensure Lifelong Learning and Work Opportunities.*
10. *Create an Entrepreneurial Workforce.*
11. *Expand Awareness.*

While the LMI deliverables outlined in this plan directly support these 11 priorities, ***No. 2 to continue transformation into a demand-driven system*** and ***No. 6 to improve workforce information*** are integral in guiding our efforts to develop demand-driven and enhanced workforce information.

All LMI products and services included in this statement of work are developed to support the strategic goals outlined in Idaho's Strategic Five-Year Workforce Investment Plan for Title I of the Workforce Investment Act of 1998 and Wagner-Peyser Act and its vision. Below are the five goals outlined by the WDC for an integrated Idaho workforce development system.

GOAL I *Assess the needs of business and industry to enhance economic development based on market sensitivity.*

GOAL II *Establish a comprehensive workforce development delivery system.*

GOAL III *Support a comprehensive educational system for all students, K-16+, which includes rigorous school-based learning and relevant work-based learning.*

GOAL IV *Provide opportunities and encourage life-long skill development for Idaho's current and transitional workers.*

GOAL V *Advance issues related to Idaho's Workforce Development system by providing recommendations and progress reports to the governor, State Board of Education and policy makers.*

LMI products supported by Workforce Information Grant monies are planned, developed and disseminated to meet the goals of the WDC. Several new products have been added to the PY2005 Core Products and Services to support the goals of WIA/WP/IDOL Five-Year Strategic Plan and state and local workforce development. The new skills system, career cluster analyses, economic multiplier package, underemployment assessment, short-term sub-state industry and occupational projections and the LMI suite of products are some of the high-profile projects that will make reaching these goals possible.

How Commerce & Labor activities are consistent with the strategic vision of the Governor and the WDC:

The partnerships with education, career specialist and other decision makers in the development of LMI will support the governor's vision for ensuring a continuum of education and training opportunities necessary to support a skilled and dynamic workforce. The governor's six strategic goals for attracting, growing and retaining businesses within Idaho as outlined in the strategic plan are:

1. *Identify the workforce skill sets needed in high-growth, high-demand industries and adapt Idaho's education and workforce development systems to prepare Idaho's citizens for the business opportunities and skill demands of today and tomorrow.*
2. *Maximize state-level resources, eliminate redundant functions and focus efforts on recruiting and retaining high-growth businesses and creating high-wage jobs in economically critical industries.*
3. *Focus direct business services toward existing high-growth businesses to bolster expansion and success within Idaho.*
4. *Create an environment that sustains a vibrant technology based economy, which provides employment opportunities and high-wage jobs for its citizens. Increased emphasis on the application and use of science and technology in Idaho will continue to spawn new companies and industries while contributing to the global competitiveness of its traditional industries.*
5. *Tailor financial incentives and tax credits to target high-growth industries that provide high-paying jobs for Idahoans.*
6. *Earmark state-sponsored programs and federal grant monies to assist Idaho's rural communities and counties with infrastructure improvements that encourage business expansion and strengthen the local economy.*

The workforce information products outlined in the following plan are designed to provide workforce information research, data and LMI tools to directly support the governor's six strategic goals for attracting, growing and retaining businesses.

The governor-led Workforce Development Council's vision and mission states:

"Idaho will deliver a highly trained, diverse work force through partnerships among business, labor, education and government. This integrated workforce development system will meet the productivity needs of a market-driven economy -- improving profitability, increasing global competitiveness and enhancing Idaho's quality of life".

*"The Governor's **Workforce Development Council**, understanding the unique needs of business, education and labor, will develop policy and provide oversight for an integrated Idaho workforce development system, promoted and implemented within established constraints."*

Each product and service funded by the Workforce Information Grant comprises the basis for the state workforce information system. These products and services directly support the strategic vision of the

governor and the WDC. The WDC is responsible for identifying and defining the ultimate vision for Idaho's workforce investment system. The WDC works closely with Commerce & Labor to ensure implementation of that vision is successful.

The strategy of Commerce & Labor and the WDC for consulting with local workforce investment boards and stakeholders in the workforce investment system to determine customer needs for workforce innovation:

In order to ensure that customer needs are being met, Commerce & Labor, the WDC and local boards need to be fully engaged in the planning and implementation of the Workforce Information plan. Commerce & Labor works regularly with the WDC in identifying the LMI needs of the local boards. A formal protocol takes place each year with each local board being surveyed annually by Commerce & Labor planning and evaluation staff. This is just one element of Idaho's Planning and Evaluation protocol that is detailed in Appendix A. This comprehensive effort was designed to ensure feedback and consultation with local and state boards and a multitude of other customers and stakeholders in the workforce investment system. These data are culled and evaluated for inclusion in Idaho's Workforce Information Annual Plan. A summary of the findings from the most recent survey are displayed in Section C.

Also, the WDC, its staff and Commerce & Labor's regional economists (REs) continue to meet on a regular basis to ensure that the plan continues to fulfill the Workforce Information needs of Idaho's dynamic economy and workforce. Idaho's out-stationed REs are the primary messengers of local LMI as well as the major conduit to local boards. REs attend and contribute in local board meetings and monitor the needs and requests of the local boards and other local stakeholders. REs immediately act on questions, concerns and feedback or relay them to those equipped to handle such requests. If these requests/needs cannot be answered immediately, they are categorized as a full ad hoc project. Both immediate and ad hoc requests are culled monthly and documented by planning and evaluation staff to be potentially included as an annual deliverable in the Workforce Information Annual Plan. Such feedback has resulted in this year's planned underemployment assessment.

REs also attend numerous meetings with various associations, colleagues, economic developers and other business customers to maintain a grasp of the needs and demands for LMI within the various industries, occupations and business sectors. Requests from these meetings are immediately answered when possible, or for those requiring further research the requests are collected and forwarded to Central Office staff for implementation and/or consideration for future LMI research projects under the auspices of the Workforce Information Annual Plan or other leveraged LMI funding.

The local board/SWA/WDC partnership is integral to the effectiveness of planning, developing and implementing a comprehensive Workforce Information Annual Plan that meets the LMI needs and demands of our state and local workforce investment system. Several new workforce innovations have been added to the PY2005 Core Products and Services to fulfill LMI needs that result from a dynamic and growing workforce in Idaho. The new skills system, career cluster analyses, economic multiplier package, underemployment assessment, short-term sub-state industry and occupational projections and the LMI suite of products are some of the high-profile innovations resulting from our networking and consultation efforts.

Broad strategic approach for workforce information delivery to principal customers:

Again, Idaho's key customer segments of its state workforce investment system continue to include individuals, such as a job seeker or an employer/business, and system intermediaries, such as technical schools. Idaho's broad strategic approach in reaching the principal customers of business/employers, state and local boards and workforce intermediaries continue to involve utilizing the LMI central nervous system that includes the 24 local offices and the local boards. And more recently due to the Commerce & Labor merger, the department has incorporated economic development specialists within the workforce

investment system. The synergies derived from this merger have already been realized in the development of more effective and timely LMI.

The release of *iLMI*, Idaho's Internet Labor Market Information, in February of 2003 is Idaho's one-stop answer to national, state and, most importantly, local Labor Market Information. The one-stop system is a workforce service environment in which customers can enter in a variety of ways and be served in a variety of ways that best fit their needs.

This broad approach combined with comprehensive evaluation to measure success improves our ability to develop and disseminate LMI. Success means that LMI is quickly and accurately delivered to our customers who ultimately leverage LMI so that local communities, businesses and individuals can prosper.

How workforce information and services are delivered as core services to customers through the state's one-stop service delivery system:

The planning and evaluation findings show that key customer segments have diverse and dynamic service and skill development needs. The Idaho system has many organizations that provide a wide variety of services, and most types of workforce and skill development services are available statewide.

Idaho Workforce Investment Act system considers its specific primary customer segments as: employers/businesses, community officials and workforce development intermediaries; experienced worker/job seekers, including dislocated workers; new and returning entrants to the workforce; youth, both in and out of school; and those people who might fit into one of the broad customer segments but who have additional skill development or service needs. Some examples of these needs and services and associated LMI products and services that can be addressed through WIA activities include:

For Public Policy Decision Makers (State and Local Boards)

Elected officials, community leaders, workforce intermediaries and the media needing information on economic and workforce trends and needs. LMI serves the needs of this vital sector for planning, economic development, curriculum development and other needs of their immediate customers.

For Businesses and Employers

LMI is vital to the economic needs of business. Businesses and employers needing workers need LMI, such as wage rates and job applicant availability, and business stakeholder information to prosper. Idaho, under the direction of the Governor and Workforce Development Council, is focusing its attention on serving these vital customers, who ultimately impact the prosperity of all LMI customers.

For Experienced Workers

Job seekers, regardless of reason, seeking employment opportunities and labor market information, such as industry and occupational employment and employer listings.

Dislocated workers, especially those needing retraining or intensive job search assistance, and those who need to find suitable jobs out of the local area via statewide and national job bank listings.

For Workforce Intermediaries

Workforce intermediaries, such as labor exchange agents, schools, community-based organizations, career guidance counselors and teachers, are customers of Idaho's workforce

investment system. Intermediaries need information and often system partners have that information. Intermediaries need to know how to refer customers to a specific service. Limited financial resources often can be extended through intermediary coordination and joint ventures. All intermediaries need labor market information.

For New Entrants and Returning Workers

New entrants to the labor market or those reentrants needing labor market information, such as occupational employment trends and training requirements, career guidance or assistance in tailoring their job search.

Public assistance recipients needing job training, career guidance, case management services or transition assistance from welfare to work.

Older workers who often need retraining, skills enhancement, work experience and job search assistance.

For Youth

Youth and others making career and school decisions that require understanding career possibilities and training requirements, those who need basic work skills, those making the transition from school to work and youth needing part-time or summer employment.

Youth also need educational services that not only provide academic and social skills but also prepare students for the workforce. To this end, the Idaho educational system, including substantial support from foundations, has made large investments in multimedia technology for schools, embraced the School-to-Work program, developed multi-district vocational education centers and programs, created cooperative secondary-to-post-secondary technical education programs, sponsored special studies of how well the schools' curricula meet workforce needs, and refocused attention on those students who do not attend post-secondary schools. LMI is used in not only providing this information to students but also in planning the programs.

For Persons Needing Other Services

Unemployment insurance, workers' compensation and other program customers who are not necessarily changing jobs but need prompt and coordinated service during their participation.

Migrant and Seasonal farm workers needing job information, worker protection or training.

Persons with disabilities needing specialized workforce training services, work place accommodation and intensive job search assistance.

Economically disadvantaged persons needing comprehensive workforce training services including basic academic education, basic workplace skills, labor market information and intensive job search assistance.

Persons with disabilities who need special workplace or training accommodations, exposure to and instruction in how to use technologies that mitigate their disabilities and advocacy in obtaining employment.

Veterans needing job search assistance or supportive services for disabilities.

The LMI needs of this broad set of customers can be fulfilled from the one-stop system's services, information, resources and coordination. Individuals will be best served through the one-stop system. Idaho's one-stop system includes staff at the 24 local offices throughout the state, self-service kiosks, telephonic accessed information and services, publications and other media resources and information and

service access via the Internet. The most recent addition to the one-stop LMI system was the release of iLMI, Idaho's Internet Labor Market Information. iLMI continues to be Idaho's one-stop answer to national, state and, most importantly, local Labor Market Information. The one-stop system is a workforce service environment in which customers can enter in a variety of ways and be served in a variety of ways that best fit their needs. Ideas, data and other LMI are also shared at local board meetings between the community and regional economists. This comprehensive one-stop approach continues to serve the regional, and local demands for LMI.

A description of the customer consultation and satisfaction assessment methods to be used to collect and interpret customer satisfaction information and the principal customers to be consulted.

Idaho's Planning and Evaluation Plan, designed to elicit feedback from principal customers, is fully described in Appendix A. To meet the condition set forth in the Workforce Information Act, Idaho assembled a 10-member team representing the data-producing units of R&A, and members of Public Affairs to develop a comprehensive plan to measure the effectiveness and demand of Idaho's LMI products and LMI delivery systems. The focus of this team was to ensure that local boards, employers, job seekers, and all other stakeholder were able to easily and effectively give feedback on products, services, and LMI gaps. The team was comprised of analysts who are instrumental in producing core LMI products and services and Public Affairs analysts whose responsibility it is for dealing with the customer population. This comprehensive effort combined with the evaluation feedback from Idaho's one-stop UI and job placement service delivery system strengthens Idaho's ability to identify, understand, and address LMI demands. Consultation with businesses, individuals, workforce investment system, and state and local boards via findings from the evaluation component and planning meetings are paramount in the research, development, and submission of this workforce information grant. The cornerstone of this effort involves the department's local Regional Labor Market Economists attendance, participation and contributions to their local boards. This immediate and personal feedback allows us to better identify, understand, and measure the demands and needs of our regional grassroots customers. Workforce Information Grant funds directly support this invaluable endeavor to evaluate and measure the demands and needs of our LMI customers. For a complete description of this effort see Appendix A.

A concise summary of customer satisfaction findings for the most recent survey of products and services and the effect those findings had on the planned products and services for PY2005 including how the plan addresses inadequacies or gaps identified by users.

The planning and evaluation process enhances Idaho's ability to improve upon current products and identify gaps in LMI that must be filled in order to keep up with our dynamic economy and workforce. Focus groups, phone and Internet traffic, information requests and customer satisfaction surveys are examples of metrics efforts in evaluating the effectiveness of LMI products and delivery. A summary of this effort can be seen in Section C, and a full description of this comprehensive effort is displayed in Appendix A.

One example of how this effort has benefited in the delivery of more effective LMI products includes the focus group made up of our one-stop partners in the local office. Communications and Research staff have been placed in our local offices in a cross-training effort to move our analysts closer to our customer base, to gain a better understanding of our customers needs. This cross-training focus group has identified several products that need to be developed and implemented on an annual basis to fill previous research gaps.

Idaho has just recently developed an *Education and Training Pay* poster as a direct result of this collaboration. The poster synthesizes Occupational and Employment Statistics with Current Population Statistics to easily identify the economic value of education in a simple at-a-glance, easy-to-read manner. This product has been developed and incorporated in the annual plan for annual dissemination. The

determination by the cross-training focus group that indeed this was a need has been substantiated by recent feedback from customers who have espoused the effectiveness of this product. The PY2005 plan specifically includes a new suite of LMI products to bridge identified gaps.

Also, as described in the Planning and Evaluation Plan in Appendix A, each publication must include a customer satisfaction survey with a set of core questions and the opportunity for the developers to add more specific questions to serve the needs of their programs. Response has been surprisingly high with these voluntary surveys. Commerce & Labor LMI is adjusted and enhanced according to the feedback we receive in these surveys.

The PY2005 plan will also include wage data via HTML to serve our one-stop customers who need Idaho OES wage data housed in their own electronic infrastructure. One example is local offices providing self-posting for job listings to employers. Information specialists have developed a tool that combines the OES wage data with the job listing application, allowing employers to view the market wage for their particular job listing.

Also, previously we have only updated the HTML delivery of OES annually. However, now due to feedback obtained from employers and one-stop customers the PY2005 plan includes dissemination of OES data via HTML on a semiannual basis.

The examples mentioned above are a few of many efforts where we gained recommendations and feedback from customers and stakeholders and adopted changes to meet their needs. Idaho is committed to continually gauge our successes and failures pursuant to the Planning and Evaluation Plan and act upon the feedback in developing a world-class workforce information system in Idaho.

Several new products have been added to the PY2005 Core Products and Services to answer the valuable feedback gained from the PY2004 Planning and Evaluation protocol. The new skills system, career cluster analyses, economic multiplier package, underemployment assessment, short-term sub-state industry and occupational projections and the LMI suite of products are some of the high-profile projects that are direct results of Idaho's Planning and Evaluation Plan described in detail in Appendix A.

SECTION B ~ Products and Services

LMI Funding and Leveraging

In total, approximately \$2 million is spent to support LMI data collection, research and dissemination. This LMI grant supports 20 percent of the research team's mission to deliver LMI to customers and stakeholders.

Idaho Department of Labor and Idaho Department of Commerce have recently reorganized and merged into Idaho Commerce & Labor. This merger and reorganization has resulted in efficiencies that enhance the department's ability to produce and disseminate workforce information to customers and stakeholders. LMI is now in position to have a greater impact on economic development. The State Data Center, the cooperating state agency with the Bureau of Labor Statistics, and the governor-designated state labor market information agency are now aligned with the LMI team. We are in the process of aligning the objectives as one entity. The economic development mission of the former Idaho Department of Commerce was and continues to be mostly supported by state general funds. The state funds allocated to information services to support that mission contribute heavily to the development and dissemination of LMI.

A multitude of LMI products not described in this proposal are funded under the comprehensive Idaho Commerce & Labor umbrella. Commerce and Labor also uses fiscal resources outside of the Workforce Information grant. The Communications and Research Division, Idaho's primary window to LMI, uses extensive personnel resources and finances that come from Commerce & Labor's Administration Fund. Also the Information Services Bureau develops a host of high-profile LMI products not supported by this grant such as the *Profile of Rural Idaho*, *County Profiles* and *Starting a Business in Idaho*, just to mention a few.

We also develop many of the products in this grant through partnerships and collaborations sharing expertise, personnel and other resources. Examples include the partnership with our Idaho Career Information Systems colleagues to develop the Business Directory and *Education and Training Pay* poster. Partnerships with education officials resulted in development of career cluster analysis. In order to understand our customer and stakeholder needs, it is paramount these reciprocal partnerships are developed.

Core Products and Services

1. Continue to populate the ALMIS Database with state data.

- **Description of the core product, service or other demand activity:**

Idaho's America's Labor Market Information System Database (v2.2) can be accessed via Idaho's Labor Market Information Internet delivery system. The vendor developed software continues to meet the needs for making the ALMIS Database available to customers world-wide.

Idaho's ALMIS Database is populated with tables required by the ALMIS workgroup and is updated throughout the year with weekly, monthly and quarterly data as they become available. All core tables are uploaded, current and listed below:

- CES--Current Employment Statistics
- LAUS--Local Area Unemployment Statistics
- Income
- Idaho Long-Term Industry Projections
- Sub-state Long-Term Industry Projections
- Idaho Long-Term Occupational Projections
- Sub-state Long-Term Occupational Projections
- Idaho Short-Term Industry Projections
- *NEW* Sub-State Short-Term Industry Projections
- Idaho Short-Term Occupational Projections
- *NEW* Sub-State Short-Term Occupational Projections
- IO Matrix
- Occupational and Employment Statistics
- Quarterly Census of Employment and Wages
- Professional Licensing Information
- Population Data
- *NEW* Revive Historical Economic Indicator Series

- **Customer support for the product or service as indicated in customer satisfaction survey findings or other consultations with customers and users of workforce information:**

Customer usage of the ALMIS Database will continue to be monitored through Web hits, analysis of Web site usage and customer satisfaction feedback from the evaluation and planning protocol fully described in Appendix A. A Web-based survey form has been designed and implemented in order to gain feedback from customers. The survey addresses not only the ALMIS data extracted by the user but the value added materials that explain the data and their significance.

Customer satisfaction feedback continues to indicate use of the ALMIS Database hits both ends of the research spectrum rather than the center. Sophisticated researchers needing to acquire large data files for comprehensive research projects are at one extreme, and those less sophisticated researchers looking for one small data element are at the other extreme. These customers appear to be the most frequent users of the ALMIS Database. Those at the center of the spectrum, such as those more familiar with the data, tend to use other forms such as end-use data spreadsheets loaded as content throughout Idaho's Labor Market Information (*i*LMI) Web site. However, it is at these extremes of the spectrum where **new** or **peripheral** LMI customers reside. These findings indicate the ALMIS Database is a previously untapped conduit to new customers that are also in need of up-to-date LMI. The ALMIS Database is a gateway to core LMI research. Therefore, ALMIS often introduces new customers to our products, and once they learn about LMI they are able to access, understand and

analyze many of the more sophisticated and synthesized data sets throughout iLMI. Idaho is committed to continually updating the ALMIS Database and always searching for easier mechanisms to disseminate LMI.

Also, the LMI team continuously works with the regional economists to determine if the current ALMIS variables serve the data demands of the state and regional boards. Changes are then made according to their requests pursuant to the Planning and Evaluation Plan described in Appendix A. Several new variables that fit the ALMIS data structure will be added during PY2005 to address feedback from customers and stakeholders.

- **How the deliverables support the goals of the state's WIA/WP Five-Year Strategic Plan:**

This ALMIS Database project directly supports the goals of the state's WIA/Wagner-Peyser Five-year Strategic Plan.

The five goals outlined by the WDC for an integrated Idaho workforce development system as described in Section A are also fully supported by the effort to populate the ALMIS Database. Most specifically, the Governor's six strategic goals for attracting, growing and retaining businesses mentioned in Section are directly supported and impacted by the data collection and population of the ALMIS Database. Also, the ALMIS Database provides the necessary data and metrics to support, quantify and evaluate the state workforce investment priorities outlined in the WIA Strategic Plan. The ALMIS Database effort directly supports the 11 priorities in the state's strategic plan. Most directly, *No. 6 to continue transformation into a demand-driven system* and *No. 2 to improve workforce information* are integral to guiding our efforts to develop demand-driven and enhanced workforce information. Without core LMI data and research provided from the ALMIS Database, these goals and objectives would be untenable. With them, we contribute to the pursuit and success of these outcomes.

- **Principal ALMIS customers include:**

Universal via the Internet
Out-stationed regional economists
City and county planning organizations
Employers
Employees and prospective employees
Job changers
Job seekers
Students
Career counselors and educators

- **Projected outcomes and system impacts:**

Customer satisfaction feedback indicates a need for several new series of data to be developed and uploaded to the ALMIS Database. Most notably, Idaho will be developing sub-state short-term industry and occupational projections for the first time and uploading those findings to ALMIS. Also, we will be reviving an historical economic indicator series to meet customer needs. It has also been requested that labor supply data be uploaded to ALMIS. This effort will include integrating commerce and economic data within the ALMIS infrastructure. These efficiencies are a direct function of the recent merger of the Idaho Department of Labor and Idaho Department of Commerce.

The ALMIS Database continues to achieve efficiencies by reducing staff time needed to answer requests for data and information. Both printing and mailing costs are being reduced once users realize they can tailor data to meet their needs via the iLMI Internet delivery system. The more we can persuade data gatherers to obtain data via the ALMIS Database browser, the more cost savings can be

realized. Cost savings are a result of the universal properties of the ALMIS Database, making development and maintenance effective, timely and accurate. Also, 24/7 availability of information allows customers to access information outside of regular work hours and without LMI staff assistance.

Again, as mentioned earlier, ALMIS users tend to reside on the periphery of the customer continuum. Peripheral customers often are not familiar with LMI and are new visitors to iLMI. This creates an opportunity for increasing the outreach of LMI. Therefore, ALMIS often introduces new customers to our products, and once they learn about LMI they are able to access, understand and analyze many of the more sophisticated and synthesized data sets throughout iLMI.

In program year 2005, Idaho will use ALMIS to a greater extent than ever before. We simply need to work smarter rather than harder due to more demand for our research, products and data. Efforts are being made to reassess iLMI to ensure the majority of end-use data is being driven by the ALMIS Database. This effort will make data delivery and dissemination more efficient and accurate. Currently the origin of end-use data and research is spread throughout the Internet delivery system and is provided by several sources. It is planned that most of the resulting research and data be pushed to its particular Web designation by the ALMIS Database. This effort will improve speed and accuracy, enhancing our ability to distribute LMI to those customers and stakeholders in need of valuable data.

- **Planned milestones for completion of the deliverable:**

Core tables will be updated according to the following schedule:

Table Name/Content available in the Data Portal	Update Frequency
CES ~ Current Employment Statistics	Monthly
EMPDB	Semi-Annually
LAUS ~Local Area Unemployment Statistics (Labor Force Table)	Monthly
Income	Annually
INDPROJ	
Long-Term Industry Projections ~Statewide	Bi-Annually
Long-Term Industry Projections ~Sub-state	Bi-Annually
Short-Term Industry Projections ~Statewide	Annually
Short-Term Industry Projections ~Sub-state	Annually
OCCPROJ	
Long-Term Occupation Projections ~Statewide	Bi-Annually
Long-Term Occupation Projections ~Sub-state	Bi-Annually
Short-Term Occupation Projections ~Statewide	Annually
Short-Term Occupation Projections ~Sub-state	Annually
IOMATRIX	Bi-Annually
OES ~ Occupational Employment Statistics	Semi-Annually
QCEW ~ Quarterly Census of Employment & Wages (Industry Table)	Quarterly
LICAUTH, LICENSE, LICHHIST ~ Professional Licensing Information	Bi-Annually
Population	Annually
CPI ~ Consumer Price Index*	Monthly
STFIRMS ~ Idaho Business Directory*	Annually
<i>*non-core tables are in italics</i>	

- **Estimated Costs:**

An estimated **\$42,150** is allocated towards the ALMIS Database with \$40,650 for management and maintenance (staff/personnel - ALMIS Database administrator, associated information systems tasks and ALMIS data providers), and \$1,500 towards travel/training (one ALMIS administrator's meeting, "*Making Connections*," ALMIS Database Seminar 2005 August 2005 in San Diego).

2. Produce and disseminate industry and occupational employment projections.

- **Description of the core product, service, or other demand activity:**

Using methodology, software and guidelines from Projections Workgroup & Projections Managing Partnership, Idaho will:

- 1) Produce Idaho state long-term 2004-2014 (biannual) industry and occupational employment projections.
- 2) Produce sub-state long-term 2004-2014 (biannual) industry and occupational employment projections.
- 3) Produce Idaho state short-term 2005-2007 (annual) industry and occupational employment projections.
- 4) Produce sub-state short-term 2005-2007 (annual) industry and occupational employment projections.
- 5) Submit data for public dissemination pursuant to Projections Workgroup & Projections Managing Partnership procedures and associated applications.

- **Customer support for the product or service as indicated in customer satisfaction survey findings or other consultations with customers and users of workforce information:**

The LMI team works closely with the six regional economists stationed throughout the state. These REs attend and contribute to their region's local boards. During these formal meetings, they work with these boards to develop strategies to serve the LMI needs of their regions and the customers they serve. Via close relationships with the boards and the communities they serve, the REs receive numerous requests from employers and workforce intermediaries, such as labor exchange agents, schools, community-based organizations, career guidance counselors and teachers. These requests are completed, categorized and analyzed to be included in the Workforce Information Annual Strategic Plan.

The feedback gained from the REs/state and local boards has prompted the LMI team to focus on the development of local change factor and replacement rate algorithms to produce timely and accurate sub-state data. The local algorithms specific to each region by industry will go a long way to ensure the sub-state data are robust and valid. The LMI team will continue to work with state and local boards in the development of our LMI products.

In PY 2005, Idaho will continue to create and disseminate research containing and explaining both long-term and short-term projections in conjunction with other workforce information. The publications will answer some of the most frequently asked questions that have been received from customers over the most recent rating period.

One of the most significant changes due to customer feedback from the planning and evaluation process involves adjusting the delivery dates for short-term projections. Feedback from stakeholders, most notably our state Legislature, has made it necessary to move projections toward a December release. Therefore, we will be completing the PMP short-term state deliverable eight months ahead of schedule to appease customer demand. Also for the first time, the LMI team will develop sub-state short-term industry and occupational projections to better capture the diversity and local characteristics of the regional economies.

Local feedback indicates a significant increase in demand for regional projections. Idaho's regional workforces differ significantly. Labor markets in parts of the state are extremely tight and experience labor shortages, other parts of the state suffer from high unemployment. Therefore, efforts to measure and evaluate this phenomenon at the local level are extremely important to the state and regional economies.

Feedback from the WDC indicates that information on short-term demand would be useful if easily accessible and understandable. Providing long-term and short-term projections in one integrated package will be pursued in this grant year.

- **How the deliverables support the goals of the state's WIA/WP Five-Year Strategic Plan:**

This ALMIS Database project directly supports the goals of the state's WIA/Wagner-Peyser Five-year Strategic Plan.

The five goals outlined by the WDC for an integrated Idaho workforce development system as detailed in Section A are also fully supported by the production and distribution of industry and occupational projections. The Governor's six strategic goals for attracting, growing and retaining businesses mentioned are especially supported and impacted by the projections endeavor. These projections provide the necessary forecasts to give insight and direction according to the state workforce investment priorities outlined in the WIA Strategic Plan. Industry and occupational projections directly support the 11 priorities in the state's strategic plan. Most directly, *No. 6 to continue transformation into a demand-driven system* and *No. 2 to improve workforce information* are integral in guiding efforts to develop demand-driven and enhanced workforce information. Projections findings provide a benchmark and forecast to assist stakeholders in planning, budgeting and other decision making. Through projections we can better define the industrial and occupational path we are currently headed on and make changes in workforce development to impact the desired change.

- **Principal customers include:**

Universal via the Internet
State Legislature
Out-stationed labor analysts
City and county planning organizations
Employers
Employees and prospective employees
Job changers
Students
Career counselors and educators
Career Information System

- **The outcomes and system impacts projected:**

Short- and long-term projections will be completed pursuant to PMP requirements. The PY2005 plan calls for the both the short- and long-term projections to be developed in tandem and integrated. Also as mentioned earlier, the short-term projections will be moved up for a December release to accommodate the 2005 legislative session and the LMI Economic Symposium.

To date customer feedback suggests projections data are one of the most sought after forms of LMI and tend to be more highly visible than other LMI. In PY2005 Idaho Commerce & Labor will be spending significant resources on the synthesizing, packaging and marketing of projections as previously mentioned. This effort will be the focal point of the LMI Economic Symposium held in Boise in the winter of 2006. As the data is distributed, customers will be asked if they meet their

data needs and how it can be improved pursuant to the Planning and Evaluation Plan described in Appendix A.

As previously mentioned, input gained for the REs/state and local boards have prompted the LMI team to focus on the development of local change factor and replacement rate algorithms to produce more valid sub-state data that better reflect the characteristics and diversity of their local economy.

Staff will continue to receive training for short- and long-term industry projections due to staff turnover. Additional staff will attend training in PY 2005 as training becomes available to develop redundancies should significant personnel changes occur again in the future.

- **Planned milestones for completion of the deliverable:**

Industry and occupational projections will be delivered in accordance with the guidelines provided by the Projections Management Partnership template using the methodology, software tools and guidelines developed by the Projections Workgroup and the Projections Managing Partnership.

State Industry Projections

- ❖ State Long-Term Industry Projections will be complete in **December 2005.**
- ❖ State Short-Term Industry Projections will be complete in **December 2005.**

State Occupational Projections

- ❖ State Long-Term Occupational Projections will be complete in **January 2006.**
- ❖ State Short-Term Occupational Projections will be complete in **January 2006.**

Sub-state Industry Projections

- ❖ Sub-state Long-Term Industry Projections will be complete in **May 2006.**
- ❖ Sub-state Short-Term Industry Projections will be complete in **May 2006.**

Sub-state Occupational Projections

- ❖ Sub-state Long-Term Occupational Projections will be complete in **June 2006.**
 - ❖ Sub-state Short-Term Occupational Projections will be complete in **June 2006.**
-

- **Estimated Costs:**

An estimated **\$86,071** will be allocated towards projections, broken down to \$76,500 in personnel, \$2,571 in materials, direct publication and dissemination costs and \$7,000 in travel for one staff member to attend each of the long-term/short-term projections training, Estimate Delivery System training and MicroMatrix training as prescribed by the PMP. All training dates and locations will be determined by the PMP team.

3. Provide occupational and career information products for public use.

- **Description of the core product, service or other demand activity:**
 - A) **OES Wage Publication** ~ Commerce & Labor will continue to produce and disseminate OES wage and employment LMI, our number one requested LMI product. This includes both wages and employment estimates at the state and sub-state levels. A hard-copy publication will be published annually, while semi-annual data will be available in PDF, Excel and HTML via iLMI. Idaho will also continue to attend Estimates Delivery System training in order to stay current on updates and improve redundancies.
 - B) **Fringe Benefit Survey** ~ Idaho will conduct a Fringe Benefit Survey in response to repeated requests for fringe benefit information from a variety of customers and stakeholders. Idaho recently participated as a member and pilot state of the Fringe Benefit Consortium. Idaho will continue conducting a fringe benefit survey bi-annually. Program year 2005 will consist of finalizing the findings and publication from the 2004 effort as well as preparing the survey protocol for the 2006 endeavor that will be completely independent of the consortium partnership.
 - C) **Employment and Occupational Projections, Wages, Education, Career Cluster and Skills Suite** ~ Idaho has and will continue to develop the annual *Education & Training Pay* poster. This product is an illustration that combines Occupational and Employment Statistics with education codes developed by the Bureau of Labor Statistics and the Current Population Survey. However, the LMI team will begin developing an Employment and Occupational Projections, Wages, Education, Career Clusters and Skills suite of LMI products.
 - D) **Projections Publication** ~ Idaho will develop a projections publication that combines OES data with long-term projections data. This product will display the fastest growing, highest demand and most abundant occupations. Projections in their entirety are published via the ALMIS Database and the projections Web page in iLMI, Idaho's LMI electronic delivery system.
 - E) **Employer Databases** ~ Idaho will continue to augment the Idaho Business Directory with new Idaho business registrations for which a release is given. The *InfoUSA* employer database will also be made available via iLMI.
- **Customer support for the product or service as indicated in customer satisfaction survey findings or other consultations with customers and users of workforce information:**
 - A) **OES Wage Publication** ~ As described in the Planning and Evaluation Plan in Appendix A, each publication must include a customer satisfaction survey with a set of core questions and the opportunity for the developers to add more specific questions to serve the needs of their programs. Just as in previous years, feedback strongly favors maintaining current mediums of publication with slight adjustments in format and layout. For several years Commerce & Labor staff have debated the categories and methods to display OES wages -- median versus average, percentile categories and others. We used this feedback to create an OES publication that best suits customers and stakeholders. The PY2005 plan will include wage data via HTML in order to serve the needs of our one-stop customers, who need to have Idaho OES wage data housed in their electronic infrastructure. It provides employers a tool to assist in their efforts to attach the most accurate wage to customers in their sphere of influence.

- B) **Fringe Benefit Survey** ~ Idaho will be conducting its Fringe Benefit survey as a direct result of feedback from the WDC and the regional boards. Fringe benefit research ranks near the top according to customer satisfaction feedback as a vital component in our ability to measure compensation. Therefore, Idaho's successful pilot effort in the Fringe Benefit Consortium partnership will serve to bridge this gap in our efforts to deliver comprehensive compensation analyses. We are now evaluating the feedback from the recent pilot and will be developing the protocol for future benefits according to customer feedback. Just to mention one of many, in the future survey we hope to ask how many employees receive benefits since many decline for a variety of reasons. Currently, we only gain information for the benefits offered. This is just one example of efforts to guarantee the survey protocol fits the needs of our customers and stakeholders.

- C) **Employment and Occupational Projections, Wages, Education, Career Cluster and Skills Suite** ~ As mentioned in Section A, the *Education & Training Pay* poster was a direct result of customer feedback from our most leveraged partner, Idaho Commerce & Labor local offices, during our local office cross-training effort. This publication also stems from the demand of our partners in the educational sector. We work closely with Idaho Career Information Systems in developing, maintaining and disseminating the *Education & Training Pay* poster. This publication is gradually becoming one of our most requested products. As previously mentioned, we will now be developing a suite of LMI products to fulfill customer requests and feedback. One example includes the use of career cluster methodology. We are now producing projections and wage data according to career clusters. We are also aligning LMI data with education curriculums to evaluate skills and training gaps. The department is also partnering with Professional Technical Education colleagues to use the Skills Based Employment System to evaluate skills gaps. It is in this area where most requests for new and innovative products evolve. The development of this suite of products will serve to fill many of the ad hoc requests the department receives. This effort will essentially put into production the development of these products so customers and stakeholders can access this valuable LMI on an annual and consistent basis.

- D) **Projections Publication** ~ Projections data continue to be one of our most sought after LMI products by the WDC and local boards. These data are extremely valuable to forecasting and economic development endeavors. Increased demand to develop projections data at a sub-state level continues. Projections are highly visible and vital to customers and stakeholders where projections are the cornerstone of planning and decision making.

- E) **Employer Databases** ~ Idaho continues to augment and maintain Idaho's Business Directory as well as displaying the *InfoUSA* product. We continue to fulfill a request from Career Information Systems of Idaho in developing a compatible interface of the IBD to the CIS Internet system. LMI data provided by the IBD continuously fulfill a host of requests at the local level, both ad hoc and planned.

- **How the deliverables support the goals of the state's WIA/WP Five-Year Strategic Plan:**

Each of the five research projects, A through E as identified above, directly supports the goals of the state's WIA/Wagner-Peyser Five-Year Strategic Plan outlined below. The five goals outlined by the WDC for an integrated Idaho workforce development system as detailed in Section A are also fully supported by the wage publication, projections publication, employer database and wide array of synthesized data in the LMI suite of products. The Governor's six strategic goals for attracting, growing and retaining businesses mentioned in Section A are especially supported and impacted by these products. They provide the necessary data and research for decision making according to the state workforce investment priorities outlined in the WIA Strategic Plan. They also directly support the 11 priorities in the states strategic plan. Most directly, *No. 6 to continue transformation into a demand-driven system* and *No. 2 to improve workforce information* are integral in guiding are efforts to develop demand-driven and enhanced workforce information.

These outstanding LMI products go beyond the core data to answer a host of workforce information questions from customers and stakeholder that are paramount to their efforts to evaluate and plan their economic futures, whether they are job seekers, business owners or policy makers.

Idaho will also combine wage, projections and career cluster data with the new skills-based employment system to quantify skills gaps. Also, partnerships via the **Policy Academy** are being built with legislators, educators, businesspeople, government officials and other stakeholders to better quantify the supply side when determining and evaluating potential skills gaps. Most notably, a recent collaboration with professional technical officials has allowed the department to fully integrate projections data by occupation to professional technical institutions throughout the state to identify existing programs that fulfill the educational requirements for the critical growing occupations. The first effort to develop partnerships has been successful in providing cluster data through wage, projections and skills data. We are now using this valuable collaboration on supply side information to better identify and quantify skills gaps.

The LMI team works closely with the six regional economists stationed throughout the state. These REs attend and contribute to their region's local boards. During these formal meetings, they work with these boards to develop strategies to serve the LMI needs of their regions and the customers they serve. Through close relationships with the boards and the communities they serve, the REs receive numerous requests from employers and workforce intermediaries such as labor exchange agents, schools, community-based organizations, career guidance counselors and teachers. These requests are completed, categorized and analyzed to be included in the Workforce Information Annual Strategic Plan. The products in this section are directly designed to address the feedback from customers and stakeholders.

- **Principal customers include:**

The host of products developed and disseminated in this category covers the entire spectrum of LMI customers and stakeholders.

Idaho State Legislature
Out-stationed labor analysts
City and county planning organizations
Employers
Employees and prospective employees
Job changers
Job seekers
Students
Career counselors and educators

- **The outcomes and system impacts projected:**

A) **OES Wage Publication** ~ Commerce & Labor will continue to publish 1,000 hard copies of the OES Wage Publication annually. Commerce & Labor's efforts to house LMI within the electronic products of our one-stop system partners permits development of new tools to assist employers in their evaluation of the labor force. Our efforts to continually work with our colleagues and partners in making Idaho LMI available, not only on our terms but on their terms, has a significant impact of distributing LMI to the appropriate markets in a timely and effective manner. We continue to present our products in the desired format of our customers and stakeholders.

B) **Fringe Benefit Survey** ~ As mentioned above, Idaho will conduct a Fringe Benefit Survey in response to repeated requests for fringe benefit information from both public and private sector customers. There has been a sustained demand for fringe benefit information in Idaho for a number of years. Having the information available and stratified by industry and size of employer

will fill that need. We will have the added bonus of providing a wealth of information for research and industry that compares benefits by industry and geography. During this program year, Idaho will be analyzing survey findings and developing a comprehensive publication from the 2004 survey effort. We will also focus on customer feedback in developing the official survey protocol for the 2006 fringe benefit survey. This is integral since the 2006 endeavor will be fully independent of the consortium allowing Idaho the autonomy to fulfill our specific fringe benefit information needs.

- C) **Employment and Occupational Projections, Wages, Education, Career Cluster and Skills Suite** ~ Idaho has and will continue to develop the annual *Education & Training Pay* poster. Again, this product is an illustration that combines Occupational and Employment Statistics with education codes developed by the Bureau of Labor Statistics and the Current Population Survey. The first poster was disseminated in hard-copy format and published via iLMI. Feedback has been outstanding. We have received significant feedback from our customers on the importance of this research. It has been reported that research in this area has a tremendous influence on job seekers and their career choices. The partnership we have developed with CIS has increased our LMI umbrella significantly, and we are now able to impact a larger continuum of customers from grassroots students to high-profile employers. Needless to say augmenting this effort with projections, wages, education levels, career clusters and skills data into a suite of products really gets at the demand for synthesized LMI tools at the local level. Education and wages were the tip of the iceberg. This effort begins to evaluate and measure the workforce from multiple dimensions. This effort is completely due to the partnerships we have fostered and the feedback we have gained from them.

Idaho will also combine wage, projections and career cluster data with the new skills-based employment system in order to quantify skills gaps. Also, partnerships via the **Policy Academy** are being built with legislators, educators, business people, government officials and other stakeholders to better quantify the supply side when determining and evaluating potential skills gaps. Most notably, a recent collaboration with professional technical officials has allowed the department to fully integrate projections data by occupation to professional technical institutions throughout the state to identify existing programs that fulfill the educational requirements for the critical growing occupations. The first effort to develop partnerships has been successful in providing cluster data through wage, projections and skills data. We are now using this valuable collaboration on supply side information to better identify and quantify skills gaps.

- B) **Projections Publication** ~ Idaho will develop a Projections Publication that synthesizes OES data with long-term projections data. This product will display the fastest growing, highest demand and most abundant occupations by educational/training category. Projections in their entirety are published via the ALMIS Database and projections Web page in iLMI, Idaho's LMI electronic delivery system. Also as mentioned, in PY2005 Idaho will publish the high-profile projections LMI via hard copy.

The hard-copy outreach approach tends to cover a broader spectrum of customers and stakeholders from the grassroots, such as a student to human resource divisions of high profile employers all the way to legislators pondering high impact legislation. Historically projections have been published on-line and as byproducts of other end-use LMI data. The high impact and visibility of projections warrant a single projections platform. This publication achieves that, while other projects throughout this plan use projections in a support role to enhance other relative data sets. We also anticipate the December state projection's release date will enhance the decision making abilities of our legislators, since decision making is at a high priority for budgeting during the fiscal planning season.

This publication will be the focal point at the upcoming LMI Economic Symposium in Boise and potentially around the state. The ability to target attendees will allow the LMI team to diffuse LMI to those that are in the best position to leverage forecasting and projections information to enhance and grow our local economies.

- C) **Employer Databases** ~ Idaho will continue to augment the Idaho Business Directory via new Idaho business registrations for which a release is given. Currently Idaho's Business Directory includes 19,153 businesses to date, down almost 500 businesses. This is the first year we have experience a decrease. We believe this is due to the new self registration system. It is a priority that we identify the reasons, and explore remedies.

Via the iLMI internet portal and the CIS interface the employer databases are more widely available and integrated into ancillary systems that compliment LMI. The department produces a IBD file to fit our partner's internet platform needs.

Also, Idaho will continue transmit the *InfoUSA* product as well which includes over 64,000 Idaho businesses.

- **Planned milestones for completion of the deliverables:**

- A) **OES Wage Publication** ~ Commerce and Labor will continue to publish approximately 1,000 hardcopies of the OES Wage publication with the next date set for **September 2005**. This effort is planned to include both wages and employment estimates at the state and sub-state level. Hard-copy publications will be published on an annual basis while semi-annual data will be available in PDF, Excel and HTML via iLMI.
- B) **Fringe Benefit Survey** ~The Fringe Benefit Survey was conducted beginning in October 2004, with the final analysis and publication to be developed and released in **August 2005**. The evaluation of customer feedback will occur throughout the remainder of the program year. The survey team will then evaluate the feedback and develop a comprehensive survey protocol for the 2006 effort. The protocol will be completed by **July 2006**.
- C) **Employment and Occupational Projections, Wages, Education, Career Cluster and Skills Suite** ~ Idaho's *Education & Training Pay* Poster will be produced annually each November following release of the May Panel OES data. For PY2005 the poster will be developed in **October 2005** and disseminated by the end of **November 2005**. Breakouts by educational category -- associate, post-secondary and bachelors -- will be produced and disseminated by **January 2006**. Cluster analyses will be produced by **March 2006**. Skills Analyses will be produced by **May 2006**. These products along with the resulting products from related ad hoc requests will make up the suite of LMI products.
- D) **Projections Publications** ~ Projection publications will be produced biannually following the completion of long-term industry and occupational projections at the state and sub-state levels. Much of PY2005 will be dedicated to publishing and disseminating findings for 2004-2014 Industry and Occupational Projections. Long-term projections research will be released according to the dates specified earlier within the projections deliverables. Publication of the state projections data will be completed for an economic symposium in **January 2006**. Sub-state projections will be produced by **July 2006**. The final comprehensive projections publication including both long- and short-term, state- and sub-state findings described in this section will be finalized and publish in **September 2006**.
- E) **Employer Databases** ~ Idaho will continue to augment the Idaho Business Directory with new business registrations for which a release is given. In July 2005 Idaho will evaluate the reasons behind the decline in the business directory and potentially pursue efforts of years past in the Refile Survey to bolster the numbers. Idaho will also work closely with the Career Information Systems team in updating and maintaining the interface with the Career Information Systems internet delivery system in **October 2005**, and as needed.

- **Estimated Costs:**
 - A) **OES Wage Publication** ~ A total of \$13,000 will be allocated towards the OES Wage Publication, \$8,000 for personnel and \$5,000 for materials and printing.
 - B) **Fringe Benefit Survey** ~ A total allocation of \$17,000 is estimated to cover the new fringe benefit survey, \$13,000 for personnel for developing publication and survey protocol for the 2006 effort, \$3,000 for materials for the development of the presentation and its publication and dissemination and \$1,000 for statewide travel in marketing and presenting this research to our local customers.
 - C) **Employment and Occupational Projections, Wages, Education, Career Cluster and Skills Suite** ~ Total cost of this deliverable is estimated at \$20,000, \$15,000 for personnel to develop the products and \$5,000 for materials, printing and dissemination of the final product.
 - D) **Projections Publication** ~ A total cost of \$13,000 is estimated for the projection's publication, \$10,000 for personnel to design, development and analyze the material and \$3,000 for materials, printing and dissemination of the final product.
 - E) **Employer Databases** ~ A total of \$3,000 is allocated towards providing, updating and maintaining employer databases. \$2,000 for personnel to maintain and update new disclosable business registration forms to the Idaho Business Directory and evaluate the recent decline in disclosable businesses, \$750 for materials to maintain the Idaho Business Directory and \$250 to purchase the InfoUSA database license.

4. Ensure that Workforce Information and Support Required by State and Local Workforce Investment Boards are Provided.

- **Description of the core product, service or other demand activity:**

The evaluation and planning team gains feedback on current, new and potential workforce information research via hard-copy surveys, online surveys, research, focus groups and publication surveys. The findings from the evaluation and customer satisfaction component are summarized and ranked by priority below:

- 1 *Overall Labor Market Assessment ~ labor availability, skills, wages demanded and realized, underemployment, educational levels, turnover rates by area and industry, benefits*
- 2 *Skills Analyses*
- 3 *Projections ~ employment and industry*
- 4 *Labor Force Demographics ~ age, gender, race/ethnicity*
- 5 *Population Demographics ~ age, gender, race/ethnicity*
- 6 *Wages by Occupation*
- 7 *Underemployment ~ wage, hours and education*
- 8 *Income ~ median, per capita, personal*
- 9 *Covered Employment and Wages by industry*
- 10 *Poverty ~ number living in poverty and demographics*
- 11 *Drop Outs ~ age, school or location*
- 12 *Job Applicants ~ age, gender, education, industry, occupation, race/ethnicity, veteran status, migrant disabilities, skills, sub-state data*
- 13 *UI ~ age, gender, race/ethnic, education, industry, occupation, reason, duration*
- 14 *Languages ~ types, primary vs. secondary*
- 15 *Foster Children ~ age and placement*
- 16 *Veterans ~ total, age, gender, service status and length*

The proposed plan is designed to fulfill the workforce information needs described above. The process should ensure that the Workforce Development Council can exercise its responsibility for ensuring that state workforce information policy is responsive to the needs of the state and local workforce investment system, supports the goals of the state's WIA/WP five-year strategic plan for state and local workforce development, ensures that Commerce & Labor activities are consistent with the strategic vision of the Governor and the WDC and finally is designed to develop a broad strategic approach for workforce information delivery to principal customers. The products outlined below are those products, among many of them already mentioned in the core deliverables, that are directly the result of feedback from regional and state boards.

- A) **LED/GIS Products** ~ Since 2002, Idaho Commerce & Labor has partnered with the U.S. Census Bureau's Local Employment Dynamics program. The LED program is an innovative collaboration between state partners and the U.S. Census Bureau. This partnership works to fill critical data gaps and provide economic indicators and information to participating states, helping to enhance the decision-making process for state and local authorities. As part of the agenda, various administrative record files -- UI wage files and QCEW data -- are sent to the U.S. Census Bureau, after which each state is provided with Quarterly Workforce Indicators (QWI) data. Data cube development and maintenance has become a priority to enhance our ability to cull, analyze and disseminate LMI.
- B) **Regional Ad hoc support/Economic Multiplier Package/Skills System** ~ The state of Idaho received its first round of QWI data in June 2003. Just as national economic indicators measure

the performance of the overall economy, QWIs measure the performance of the local economy, addressing issues such as where jobs are, for what kind of workers and how much workers can expect to make in any given area within the state. The QWIs are provided at a detailed industry level within sub-state areas. The receipt of this data marked the beginning of a unique partnership with the U.S. Census Bureau that provides Idaho Commerce & Labor and the state of Idaho with a valuable resource for research and publication opportunities. Idaho also continues to improve its Geographic Information Systems capabilities through training and information requests in our effort to better analyze and disseminate vital geographical LMI. Currently, GIS is being used to support customer requests for economic development and business startup requests, to only mention a few.

- C) **Regional Ad hoc support/Economic Multiplier Package/Skills System** ~ LMI includes data developed by the Communications and Research Division in cooperation with the Bureau of Labor Statistics, U.S. Census Bureau, Bureau of Economic Analysis and data from any other source that would provide information on Idaho's labor market. The data is compiled and made available to its many users. Idaho Commerce & Labor's Communications and Research Division provides a central location for LMI that is used by local boards, the Workforce Development Council and other economic development organizations, educational institutions and government agencies.

Perhaps the most important piece to disseminating LMI to customers and stakeholders is the regional ad hoc support offered by REs out-stationed throughout the state. They understand their local economy best and how local LMI can best serve the communities' informational needs. The REs handle thousands of data, report and research requests throughout the year. They vary from simple questions on the unemployment rate of the local area to complex questions that often result in comprehensive research or survey efforts. Idaho continues to provide accurate, timely and local LMI through the regional economists to handle the numerous and varied requests they receive throughout the year. They are the cornerstone of our LMI delivery system.

As mentioned earlier, Idaho will also combine wage, projections and career cluster data with the new skills-based employment system in order to quantify skills gaps. Also, partnerships via the **Policy Academy** are being built with legislators, educators, business people, government officials and other stakeholders to better quantify the supply side when determining and evaluating potential skills gaps. Most notably, a recent collaboration with professional technical officials has allowed the department to link occupations with existing programs at the professional technical institutions that fulfill the educational requirements for the critical growing occupations. The first effort to develop partnerships has been successful in providing cluster data through wage, projections and skills data. We are now using this valuable collaboration on this supply side information to better identify and quantify skills gaps.

The REs are now equipped with a new tool to enhance their ability to measure economic impact at their local levels. Idaho will be using a new economic multiplier product. This product uses many LMI products but also augments these data with economic multiplier algorithms to measure economic impact with a multiplier effect. These robust economic multipliers integrated with projections, wages and census data create a powerful tool for regional economists and their local customers.

- D) **Underemployment Research Assessment** ~ Idaho will commence a small research, planning and evaluation effort on potential data resources or research to address the challenges of properly identifying and quantifying underemployment. Evaluating underemployment has always been a significant challenge to economists. Typically, surveys are the best approach to evaluating underemployment. However, sometimes surveys provide answers to perception rather than fact. The planning and evaluation team will research the potential of a survey or the potential of using ancillary data to address underemployment analyses.

- **Customer support for the product or service as indicated in customer satisfaction survey findings or other consultations with customers and users of workforce information:**

- A) **LED/GIS Products** ~ The Communications and Research Division will continue to expand uses of the Local Employment Dynamics program to respond to the need for labor, economic and demographic data at the community level. Idaho Commerce & Labor has been selected as a pilot state for the LED mapping application tool. Organizationally, Idaho offers an integrated structure among local boards, economic development, labor market information, census entities and data users. The mapping application will bring a new planning and analytical tool to the state. It will help a variety of entities that are faced with the challenges of improving the economic viability of their communities. The mapping tool, along with the comprehensive socio-economic, geographic-based database that will be enhanced by GIS and LED mapping applications, will be an enormous new tool to assist local boards and economic development officials.

The LED component provides an excellent tool to respond to the needs of the state board and local regions. The Communications and Research Division will be utilizing the LED program to respond to the need for labor, economic and demographic data at the community level. This program provides the tools necessary to measure, correlate and analyze these related data sets.

- B) **Regional Ad hoc support/Economic Multiplier Package/Skills System** ~In the last year, the Communications and Research Division has been aligned during a department-wide reorganization. This allows for immediate, ‘on the fly’ responses to data and research requests. The LMI Unit will continue to immediately respond to these requests. Within the Evaluation Component, the LMI Unit will determine the subsequent demand and continue to include high impact requests in subsequent plans.

Idaho will also combine wage, projections and career cluster data with the new skills-based employment system in order to quantify skills gaps. Also, partnerships via the **Policy Academy** are being built with legislators, educators, business people, government officials and other stakeholders to better quantify the supply side when determining and evaluating potential skills gaps. Most notably, a recent collaboration with professional technical officials has allowed the department to link occupations with existing programs at the professional technical institutions that fulfill the educational requirements for the critical growing occupations. The first effort to develop partnerships has been successful in providing cluster data through wage, projections and skills data. We are now using this valuable collaboration on supply side information to better identify and quantify skills gaps.

The newly aligned economic development mission will require the purchase of seven customer relationship management software licenses. This will allow the REs to share valuable LMI with economic development specialists throughout the state while including the REs on information shared among economic development specialists.

- C) **Underemployment Research Assessment** ~ Idaho will commence a small research, planning and evaluation effort in developing a needs assessment for evaluating potential data and research to support underemployment metrics. This effort is a directly result of requests from the WDC that we pursue better underemployment metrics to address the perceived gaps of pay, education and other variables impacting the workforce.

- **How the deliverables support the goals of the state's WIA/WP Five-Year Strategic Plan:**

Each of the three research projects, A through C identified above, directly supports the goals of the state's WIA/Wagner-Peyser Five-Year Strategic Plan outlined below.

The five goals outlined by the WDC for an integrated Idaho workforce development system as detailed in Section A are also fully supported by the effort to use regional economists as liaisons to local data and research. The regional economists, when equipped with these powerful tools, provide and disseminate the necessary data and research for decision making according to the state workforce investment priorities outlined in the WIA Strategic Plan. The Governor's six strategic goals for attracting, growing and retaining businesses mentioned in Section A would be untenable without this local and regional component. They also directly support the 11 priorities in the state's strategic plan. Most directly, *No. 6 to continue transformation into a demand-driven system* and *No. 2 to improve workforce information* are integral in guiding our efforts to develop demand-driven and enhanced workforce information.

These REs are core to this endeavor. They attend and contribute to their region's local boards, answering local workforce information questions and gaining valuable feedback necessary to develop LMI products that respond to local workforce information demands. These requests are completed, categorized and analyzed to be included in the Workforce Information Annual Strategic Plan.

- **Principal customers include:**

For this broad category, the variety of LMI customers knows no limit. Regional economists are the local experts that use these tools to conduct research and answer ad hoc questions that are specific to the needs of the commerce and labor economic landscape. Customers in this category include the widest array of people both from the public and the private sectors. They are students, job seekers, the media, local boards, the Legislature, schools, CIS, planners, employers and all other end users. Local government agencies, politicians and the media are some of the most frequent repeat consumers of LMI, among others:

- State Legislature
- Out-stationed labor analysts
- City and county planning organizations
- Employees and prospective employees
- Job changers
- Students
- Career counselors and educators

- **The outcomes and system impacts projected:**

The LED portal in iLMI will present yet another innovative way to present LMI information to customers, thus increasing the usage and reliance on Idaho's iLMI Web site. The new LED mapping tool will allow local users to create maps. Commute and labor shed maps, with full explanations of how to use them, will be used in oral and written presentations to LMI customers.

The projected outcomes and system impact will be directly affected by the results of the department's effort to market LED not only to staff and local boards but also to other ancillary ad hoc customers. As more customers become aware of LED, an increased reliance on the electronic form of delivering state LMI will develop. Due to the increased significance of our economic

development mission as a result of the Commerce & Labor merger, LED-specific requests have multiplied substantially.

The Communications and Research Division will continue to expand uses of the Local Employment Dynamics program to respond to the need for labor, economic and demographic data at the community level. Idaho Commerce & Labor was selected as a pilot state for the LED mapping application tool. The beta version of that mapping tool, which shows commuting patterns, is now available. Organizationally, Idaho offers an integrated structure among regions, economic development, labor market information, census entities and data users. The mapping application will bring a new planning and analytical tool to the state. It will help a variety of entities that are faced with the challenges of improving the economic viability of their communities. The mapping tool, along with the comprehensive socio-economic, geographic-based database that will be enhanced by the labor assessment survey, will be an enhancement to local areas and economic development officials.

- **Planned milestones for completion of the deliverables:**

- A) **LED/GIS Products**

- Modifications and enhancements to iLMI as updates to the ALMIS Database are received
 - Articles in the monthly newsletter *Idaho Employment* that would add information to the data and also highlight specific links in iLMI
 - Development of training materials and brochures – **Spring 2006**
 - Producing in-house and community requests for evaluation findings from the LED data
 - Maintaining the LED production schedule as outlined by the U.S. Census Bureau
 - Sending individuals to the annual LED State Partners Workshop, tentatively scheduled for **January 2006** in Washington, D.C.
 - Data cube maintenance ~ ongoing and as needed.

- B) **Regional Ad hoc support/Economic Multiplier Package/ Skills System**

- Data sources identified using the following questions via a small focus group – **November 2005**
 - Skills System update **Fall 2005** and ad hoc research **as needed**
 - Customer Relationship Management software purchase **to be determined**
 - Economic multiplier update ~ **Summer 2005**
 - GIS mapping training ~ The three person GIS team will send two individuals to advanced GIS training in **September 2005** to San Diego.

- C) **Underemployment Research Assessment** ~ Idaho will commence a small research, planning and evaluation effort in developing a needs assessment for evaluating potential data and research to support underemployment metrics. This effort is a directly result of requests from the WDC that we pursue better underemployment metrics to address the perceived gaps of pay, education and other variables impacting the workforce. The LMI team will develop a small report on efforts to acquire or devise underemployment metrics by **April 2006**.

- **Estimated Costs:**

- A) **LED/GIS Products** ~ A total of **\$24,000** will be allocated towards LED endeavors, \$19,000 for personnel, \$1,000 for printing and materials and \$4,000 for travel and training. One training/meeting is tentatively scheduled for LED, site and date to be determined. Two training events will be scheduled for two staff for advanced GIS training in September 2005. Data cube maintenance and training ~ as needed, to be determined.

- B) Regional ad hoc support/Economic Multiplier Package/ Skills System** ~ A total of **\$83,000** is estimated to be allocated for this project, \$78,000 for personnel, \$1,000 for printing and materials, and \$4,000 customer relationship management software licenses.
- C) Underemployment Research Assessment** ~ A total of **\$1,000** for personnel is estimated to be allocated for this project.

5. Maintain and enhance electronic state workforce information delivery systems.

- **Description of the core product, service or other demand activity:**

Idaho's Internet delivery system for dissemination of LMI was deployed in February 2003, a Workforce informer (*Wi*) product developed by a private vendor in conjunction with a national consortium made up of 22 member states. Idaho's version of this product has coined the acronym *iLMI* standing for Idaho's *Internet* Labor Market Information. *iLMI* is Idaho's electronic one-stop center for acquiring Idaho labor market information.

- **Customer support for the product or service as indicated in customer satisfaction survey findings or other consultations with customers and users of workforce information:**

Most importantly, we gain feedback from online user surveys that can be accessed on each and every Web page. As will be mentioned in the following section, the LMI team gains perhaps the most intelligent feedback for improvements to our Internet delivery system from hands-on training sessions. These venues allow immediate 'on the fly' feedback to trainers. Often these improvements or enhancements from these suggestions are made within 24 hours.

As previously mentioned, the LMI team works closely with the six REs stationed throughout the state. These REs attend and contribute to their region's local boards. Through this relationship with their boards and the communities they serve, they obtain a multitude of requests from employers and workforce intermediaries such as labor exchange agents, schools, community-based organizations, career guidance counselors and teachers. These requests are completed, categorized and analyzed to be included in the Workforce Information Annual Strategic Plan described in Section A of this proposal.

As mentioned earlier, feedback from the state and local boards continues to focus on the need for dynamic *electronic* and analytical products. The LMI unit will continue to utilize the *Wi* technology to fulfill this need that exists throughout the state. Idaho continues to aggressively pursue the use of electronic and digital media to more efficiently and effectively publish and disseminate LMI.

- **How the deliverables support the goals of the state's WIA/WP Five-Year Strategic Plan:**

Idaho's Internet Labor Market Information (*iLMI*) electronic delivery system not only supports the goals of the state's WIA/Wagner-Peyser Five-Year Strategic Plan but is the catalyst to putting LMI to work for the state and local economy that our workforce supports.

Enhancing Idaho's electronic workforce information delivery system is a priority in this year's plan. This priority directly aligns with the five goals outlined by the WDC for an integrated Idaho workforce development system as detailed in Section A. Electronic delivery is essential to efficiently provide and disseminate the necessary data and research in a cost-effective manner for decision making according to the state workforce investment priorities outlined in the WIA Strategic Plan. The governor's six strategic goals for attracting, growing and retaining businesses mentioned in Section A would not be possible or cost effective, if not for the efficiencies and accuracies gained through electronic delivery. Electronic delivery provides the engine for *No. 6 to continue transformation into a demand-driven system* and *No. 2 to improve workforce information* in the 11 priorities of the state's strategic plan. While the LMI team has a wide array of excellent LMI data, research and other products, without electronic delivery efficient and timely distribution of these products would be impossible.

- **The principal customers include:**

The electronic delivery system iLMI is universal and available to anyone via the World Wide Web. Even those without Internet access can gain access for free through a public library or at one of our 24 Commerce & Labor local offices throughout the state. As we continue to move through the 21st Century, we will continue to rely more and more on iLMI and other electronic delivery technology. Some of these specific customers are:

- State Legislature
- Out-stationed labor analysts
- City and county planning organizations
- Employers
- Employees and prospective employees
- Job changers
- Students
- Career counselors and educators
- Idaho Department of Commerce & Labor staff

- **The outcomes and system impacts projected**

The future of electronic delivery of LMI in Idaho is exciting. LMI data is accessible to anyone and everyone. iLMI has evolved over the last three years and includes both fundamental data tools for core customers and more comprehensive data tools for power users. Simple search engines and Web site links are included to facilitate rapid, user-friendly browsing of numerous LMI sources. It allows analysts to update and load information quickly, allows for historic data to be retained and provides links to related topics, articles and publications.

The capabilities of iLMI include allowing the research team to create and link data into formats required by different user groups— state data, county data, data by local area. Regional pages are now available for the state, local office area and county. The initial setup has been extremely cumbersome and laborious. However, this upfront effort is now providing us the capability for disseminating data and information at a rapid and efficient rate, at the county level.

Updating these services is an ongoing, full-time activity. Costs of this activity are essentially included in all projects involving electronic service delivery. Grant funds will be used to fund system enhancements endorsed by the Workforce Informer Consortium.

The iLMI application will make timely and accurate state, regional and local labor market information readily available and easily accessible to internal and external users.

Specific to iLMI technology, anticipated outcomes and future enhancements are:

- New Web site Administrator Tools ~ Integrated user statistics allow administrators to track number of downloads of publications articles and Excel files. To date, the task is cumbersome and labor intensive due to the amount of traffic generated by users. A new tracking tool is currently being development by Idaho Commerce & Labor staff. Upon completion, administrators will be able to query Web statistics and create more in-depth reports on usage, downloads, visits and keywords used.
- User ~ Further enhancements to Industry Explorer, a more user friendly report system based on industry data. User statistics will be available to e-mail articles, publications and Excel files directly from the site.
- Article and Publication rating ~ Online one-to-five point range of rating system, displaying the most popular articles and publications in real time.

- Advanced Search Tool ~ Search engine which hits on all aspects of written content based on a keyword search, author name and category.
- Database enhancements ~ Populate non-core tables such as schools, programs, completer tables as well as economic indicator tables such as CPI.
- Graphing tools ~ Further integrate the current Pop Charts dynamic graphing tool for more extensive use in the ALMIS Database as well as through the entire site.
- **Planned milestones for completion of the deliverable**

Idaho will pursue a new maintenance agreement for iLMI and upgrade to Workforce Informer (*Wi*) version 2.3 in PY2005. Idaho's current maintenance contract will expire in December 2005. Idaho will renew the maintenance agreement in **December 2005** with the software developer CIBER, ensuring future upgrades and enhancements.

- **Estimated Costs:**

A total of **\$47,000** is allocated to Idaho's Labor Market Information Internet delivery system. \$20,000 for personnel supporting, maintaining and uploading content and supporting workforce informer meeting and support networks, \$5,000 for a Pop Charts software upgrade to augment the iLMI internet delivery system, **\$20,000 in December 2005 for the maintenance agreement with the iLMI Workforce Informer vendor CIBER and** \$2,000 for regional travel to partner with contiguous Workforce informer states to improve Idaho's iLMI design and data delivery.

6. Support state workforce information training activities.

- **Description of the core product, service or other demand activity:**

The REs continue to provide the LMI module in the Career Development Facilitator program to interested Idaho Commerce & Labor staff. The half-day training is delivered across the state. Anticipated additional CDF/LMI training will be provided in 2005 for new staff and/or as a follow-up to the initial presentations. Also iLMI training will be provided to regional customers, the WDC and other customers.

The department will host an LMI Economic Symposium in Boise to highlight LMI and its tools for business, job seekers, legislators and other customers and stakeholders. This effort will be leveraged with the Idaho Director's Forum. The LMI Economic Symposium will provide necessary economic content and value to attendees of the Director's Forum. This strategic effort will improve Idaho's LMI outreach and place LMI tools into the hands of those who have the greatest ability to affect economic development and prosperity. All LMI research findings will be presented at these meetings. Also workshops will be held to train customers on methods of researching and acquiring LMI data for their particular needs. Training to use tools within iLMI, Idaho's Internet delivery system will be conducted to encourage those interested in helping themselves to the vast amount of data and research on the Web. This collaboration creates an outstanding opportunity to get valuable LMI directly into the hands of customers who use and need LMI the most.

- **Customer support for the product or service as indicated in customer satisfaction survey findings or other consultations with customers and users of workforce information:**

The LMI team gains perhaps the most intelligent feedback for improvements to our Internet delivery system during training sessions. These venues allow immediate 'on the fly' feedback to trainers. Often these improvements or enhancements from these suggestions are made within 24 hours. These power users understand how to leverage LMI so their feedback on iLMI is integral to its success.

Customer feedback suggests that too often valuable LMI goes unnoticed when important business, career and other workforce decisions are being made. It has been directed from stakeholders and local and state boards that the department cross-market LMI and target events to ensure customers who need LMI not only have access but are also well aware of its availability and impact on the local and state economies. Therefore, the LMI team will aggressively market, train and disseminate research and data through the January LMI Economic Symposium in Boise. The effort to cross-market ancillary LMI products along with the core and primary LMI products will increase the visibility of the powerful LMI products and tools that too often go unnoticed. Also a consistent and sustained effort to train and market the availability of LMI research and data via iLMI needs to be undertaken at the LMI Economic Symposium and other LMI events throughout the state.

- **How the deliverables support the goals of the state's WIA/WP Five-Year Strategic Plan:**

As just mentioned, while Idaho's Internet Labor Market Information is the catalyst to putting LMI to work for our workforce and the economy it supports, the ability to train grassroots, secondary and power users on iLMI is integral to leveraging the power and significance it has. The Workforce Information Training Plan above clearly supports the goals of the state's WIA/Wagner-Peyser Five-Year Strategic Plan described below.

Workforce information training directly aligns with the five goals outlined by the WDC for an integrated Idaho workforce development system as detailed in Section A. Developers, administrators and users all need to understand the data and the tools to acquire the data in order to achieve the goals set forth in the WIA/Wagner-Peyser Five-year Strategic Plan. Training is essential to efficiently provide and disseminate the necessary data and research in a cost-effective manner for decision making according to the state workforce investment priorities outlined in the WIA Strategic Plan. The Governor's six strategic goals for attracting, growing and retaining businesses mentioned in Section A are directly aligned with training both developers and users. Training also supports the two direct LMI deliverables -- *No. 6 to continue transformation into a demand-driven system* and *No. 2 to improve workforce information* -- in the 11 priorities of the state's strategic plan. While the LMI team has access to several outstanding products and data, training is essential to maximizing the impact of this valuable research.

- **The principal customers of the deliverable.**

State and local workforce development system staff will be our primary customer of various LMI training activities that will occur throughout the year. Also training at the LMI Economic Symposium and in the field will be an integral part of this training plan. The opportunity to train primary, or power, users ultimately allows the distribution of LMI to their customers, constituents and stakeholders. The partnership with the Director's Forum will open up doors for LMI training to new users as well. These new customers will not only gain the best in LMI but most importantly will expose LMI that previously had gone unnoticed.

- **The outcomes and system impacts projected**

LMI-related training will be provided to Idaho Commerce & Labor staff, local boards, staff, educators, economic developers, employer groups, chambers of commerce and a variety of other customers during the program year. The training will introduce the Web site – iLMI – to these entities and orient the users to its many services. We anticipate this effort will significantly increase iLMI visits due to the multitude of users who seek LMI support through local and state board channels.

- **Planned milestones for completion of the deliverable**

- ❖ Idaho Commerce & Labor staff training – **Ongoing and as needed**
- ❖ Central Office staff training – **Fall/Winter 2005**
- ❖ Training to local boards – **as needed**
- ❖ Training for other customers – **Spring 2006**
- ❖ LMI Forum – **Fall 2005**
- ❖ LMI Economic Symposium training and workshops – **January 2006**
- ❖ Pacific Northwest Regional Economic Conference – **May 2006**

- **Estimated Costs:**

An estimated **\$29,000** will be used to support Workforce Information Training Activities for iLMI and related LMI, \$19,000 for personnel; \$4,000 for printing, materials and related conference fees associated with Idaho's LMI Economic Symposium; \$6,000 for two staff to travel to the national LMI Forum in Norfolk, Va., and the Pacific Northwest Regional Economic conference in Seattle, Wash., 2006, and to assist in Idaho's LMI Economic Symposium in Boise, Idaho, in January 2006.

SECTION C ~ Consultation and Customer Satisfaction Assessment

- **Customer consultation and satisfaction assessment strategy**

To meet the condition set forth in the WIA, Idaho assembled a 10-member team representing the data-producing units of the Communications and Research Division to develop a comprehensive plan to measure the effectiveness of Idaho's LMI products and LMI delivery systems. The team was comprised of analysts who are instrumental in producing core LMI products and services and whose responsibility is distributing LMI to the customer population.

- **Method to collect and interpret customer satisfaction information**

In 2003, Idaho implemented a comprehensive planning and evaluation plan. This protocol is described in detail in Appendix A. One major component of this plan requires that all publications contain a survey addressing the publication content and layout, how the publication is being used and requesting comments and suggestions for improvement. The survey also asked "if the same information were available on the Internet, would your need for a hard copy of the publication be eliminated?" Several other questions are asked to solicit feedback. Also, publication owners are allowed to augment the required survey template to gain feedback as well. Again, this protocol is described in detail in Appendix A.

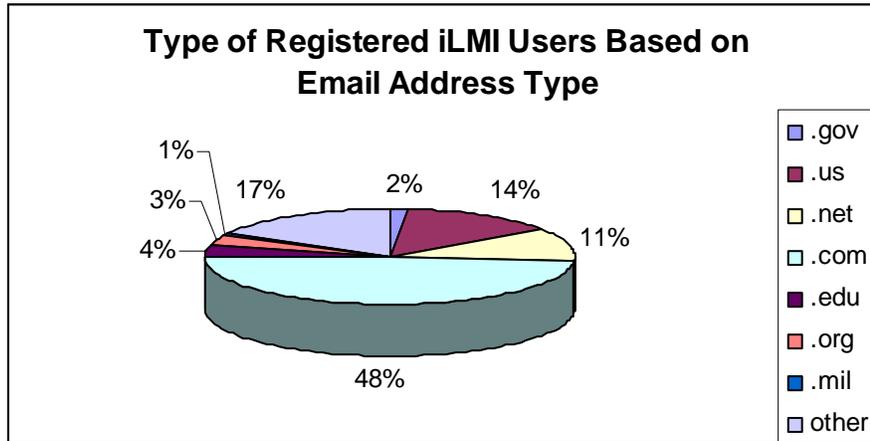
The most important and effective feedback loop has been developed with the REs networking in their local communities. The LMI team works closely with the six REs stationed throughout the state. These REs attend and contribute to their regions' local boards. During these formal meetings they work with these boards to develop strategies to serve the LMI needs of their regions and the customers they serve. Through close relationships with the boards and the communities they serve, the REs also receive numerous requests from employers and workforce intermediaries, such as labor exchange agents, schools, community-based organizations, career guidance counselors and teachers. These requests are completed, categorized and analyzed to be included in the Workforce Information Annual Strategic Plan. The products in this section are directly designed to address the feedback from customers and stakeholders.

- **Quantitative measures to document assessment of return on investment of grant funds (when possible)**

Idaho Labor Market Information Web site, *iLMI*, strives to meet the information needs of its consumers. The *iLMI* Web site has tracked elements of usage over the first half of calendar year 2004. Using DeepMetrix Web Analytics, Idaho can now track unique usage, downloads, type of downloads and keyword searches. A brief summarized example of the typical statistics we monitor is listed below:

- ❖ *iLMI* received nearly 171,500 visits in a 17-month period.
- ❖ Unique visitors to *iLMI* totaled almost 94,000.
- ❖ On average, unique visits to *iLMI* were just under 11,000 per month.
- ❖ The Occupation Employment Survey continued to be the most downloaded document during the tracking period. Document downloads include both Excel and PDF formats.

- ❖ *iLMI My Site* has a total of 664 registered users. External users account for 85 percent of those registered. *My Site* allows the user to save articles, publications and data for easy retrieval. See chart below for a breakdown of user types.
- ❖ Keywords to finding *iLMI* through external search engines such as Google, Yahoo, and MSN, were consistent throughout the search engines. Idaho, county, wages, and Jobs remain at the top of all search engines for most used when searching for Idaho Labor Market Information.



⇒ **PY2004 Goals, Quantitative:** For PY2005 and subsequent years, Idaho will be using a growth-with-decreasing-returns model for tangible *iLMI* Internet traffic such as visits, hits, pages viewed, downloads and registrations. Our goal is to attain at the very least a 20 percent increase in all tangible traffic measures in the second year with decreasing returns of a 10 percent growth in the third year, following this pattern until we reach growth of 10 percent in the fourth year and 10 percent of all subsequent years. Therefore, for the PY2005 year, the model yields our efforts to attain at least a **10 percent** increase in *iLMI* Internet traffic. These metrics will be adjusted to fit new opportunities and challenges for growth.

Idaho will develop new tracking software. The current software has not been able to keep current with changes in the *iLMI* platform. *iLMI* continues to evolve, and new tracking software needs to be developed to better quantify traffic. This new effort is outline in Section B, Core Products and Services.

As we measure *iLMI* “hits” and “pages viewed,” these metrics do not elicit information about how our customers feel about using *iLMI* to collect their LMI. By asking customers if they have used *iLMI* in the past, we will have much better data on the accessibility and usefulness to customers and their willingness to use *iLMI* as part of the Labor Market Information library. This valuable anecdotal information is uncovered from customer surveys.

While Web usage, downloads and Internet traffic are valuable sources for evaluating LMI impact, direct surveys to local boards, the WDC and their stakeholders are perhaps the most valuable source for identifying research projects providing the largest return on investment. Local boards have significant leverage in the business community due to their economic influence. Therefore, their feedback is extremely valuable to the success of targeting specific LMI research. Below are quantified priorities derived from direct local and state board customer satisfaction surveys:

- 1 Overall Labor Market Assessment ~ labor availability, skills, wages demanded and realized, underemployment, educational levels, turnover rates by area and industry, benefits
- 2 Skills Analyses
- 3 Projections ~ employment and industry

- 4 *Labor Force Demographics ~ age, gender, race/ethnicity*
- 5 *Population Demographics ~ age, gender, race/ethnicity*
- 6 *Wages by Occupation*
- 7 *Underemployment ~ wage, hours and education*
- 8 *Income ~ median, per capita, personal*
- 9 *Covered Employment and Wages by industry*
- 10 *Poverty ~ number living in poverty and demographics*
- 11 *Drop Outs ~ age, school or location*
- 12 *Job Applicants ~ age, gender, education, industry, occupation, race/ethnicity, veteran status, migrant disabilities, skills, sub-state data*
- 13 *UI ~ age, gender, race/ethnic, education, industry, occupation, reason, duration*
- 14 *Languages ~ types, primary vs. secondary*
- 15 *Foster Children ~ age and placement*
- 16 *Veterans ~ total, age, gender, service status and length*

Several new products have been added to the PY2005 core products and services to answer the valuable feedback gained from the PY2004 planning and evaluation protocol. The new skills system, career cluster analyses, economic multiplier package, underemployment assessment, short-term sub-state industry and occupational projections and the LMI suite of products are some of the high-profile projects that are direct results of Idaho's Planning and Evaluation Plan described in detail in Appendix A.

- **Estimated cost:**

It is estimated **\$5,433** will be allocated towards evaluation and planning, \$4,933 for personnel and \$500 for printing and materials.

LMI Workforce Information PY 2005 Budget

Del. Num.	Deliverable Title	Personnel	PM&C	Travel	Total
1	ALMIS Database	\$ 40,650	\$ -	\$ 1,500	\$ 42,150
2	S-T and L-T Projections (Dev. and Dissemination)	\$ 76,500	\$ 2,571	\$ 7,000	\$ 86,071
A	OES/SOC Products	\$ 8,000	\$ 5,000	\$ -	\$ 13,000
B	Fringe Benefit Survey (pub. & prep.)	\$ 13,000	\$ 3,000	\$ 1,000	\$ 17,000
C	Emp. and Occ. Projections, Wages, Educ. and Skills Suite	\$ 15,000	\$ 5,000	\$ -	\$ 20,000
D	Projections Publication	\$ 10,000	\$ 3,000	\$ -	\$ 13,000
E	Employer Databases	\$ 2,000	\$ 1,000	\$ -	\$ 3,000
A	LED/GIS Products	\$ 19,000	\$ 1,000	\$ 4,000	\$ 24,000
B	WIB Ad-hoc Support/Ecn. Mult./Skills System	\$ 78,000	\$ 4,000	\$ 1,000	\$ 83,000
C	Underemployment Research Assessment	\$ 1,000	\$ -	\$ -	\$ 1,000
A	iLMI ~ Internet Delivery System	\$ 20,000	\$ 25,000	\$ 2,000	\$ 47,000
A	Outreach/Training/Marketing Initiatives	\$ 19,000	\$ 4,000	\$ 6,000	\$ 29,000
	A & C ~ Planning & Evaluation Component	\$ 4,933	\$ 500	\$ -	\$ 5,433
Total for all Deliverables		\$ 307,083	\$ 54,071	\$ 22,500	\$ 383,654

Appendix A

Appendix A: Planning and Evaluation Plan

Purpose

A condition for receiving the PY 2005 Workforce Information grant is a state assessment of customer satisfaction with selected grant deliverables or with the larger statewide workforce information system. Section 15 of the Wagner-Peyser Act (WIA Section 309) requires state agencies to consult with customers about the usefulness of the information disseminated through the statewide workforce information system. Consultation with the workforce development system, combined with the customers' feedback on their satisfaction with workforce information, provides the basis for formulating continuous improvement strategies for the system.

The grant plan must include a description of the customer consultation and satisfaction assessment strategy to be employed and the methods to be used to collect and interpret customer satisfaction information. Satisfaction must be assessed in some manner for each of the system's principal customers -- businesses, individuals and the workforce development system.

To meet the condition set forth in the WIA, Idaho assembled a 10-member team representing the data-producing units the Communications and Research Division to develop a comprehensive plan to measure the effectiveness of Idaho's LMI products and LMI delivery systems. The team was comprised of analysts who are instrumental in producing core Labor Market Information products and services and whose responsibility is to distribute LMI to the customer population.

States might find usage indicators to be a starting point for assessing satisfaction. Samples of possible indicators are: Web Metrics' demand information for a product or service such as number of publication or listserv subscriptions, number of requests for assistance by customer organizations or number of individuals served by an activity such as individuals trained by course offerings or counseled using an O*NET-based occupational analysis product.

The grant plan must include a description of the customer consultation and satisfaction assessment strategy to be employed and the methods to be used to collect and interpret customer satisfaction information. Satisfaction must be assessed in some manner for each of the system's principal customers -- businesses, individuals and the workforce development system.

Mission Statement

The mission of the Planning and Evaluation Plan is to develop qualitative and quantitative protocol for analyzing the value and effectiveness of the LMI products and services provided by Idaho Commerce & Labor.

Goal	Objective
<input checked="" type="checkbox"/> Identify who uses Idaho's LMI product and information-providing services and how those products and services are accessed.	Evaluate the current mail, fax and Internet distribution in order to quantify the usage.
<input checked="" type="checkbox"/> Determine customer satisfaction with current LMI products/services.	Establish baselines and benchmarks for measuring acceptability of current LMI products/services by asking current customers why they like/use or don't like/use our LMI products/services.
<input checked="" type="checkbox"/> Improve existing LMI products/services where needed.	Provide feedback from customers to Communications and Research so it may refine LMI products and services.
<input checked="" type="checkbox"/> Identify data voids that new LMI products can fill.	Ask current customers what labor market information they would like/need. Develop new customer groups.
<input checked="" type="checkbox"/> Devise a system for continual evaluation of the effectiveness of our service/products.	Include survey and feedback options with every point of use/customer contact.

Current situation

Idaho's labor market information products consist of weekly, monthly and annual data and publications accessible through the Internet, available in hard copy or given over the phone when requested.

Responses to phone data requests and publications are dealt with by support staff. The Communications and Research Division staff fields questions for non-standard or technical data, ad hoc data requests, or requests made by state government officials. It also produces a monthly newsletter containing current labor market developments and data. In-depth responses to questions are answered by the program research analyst, who produces the data and in most cases formats and publishes historic data series.

When calls are forwarded to a research analyst, previously there was no requirement to keep information about the request, the answer or the requestor. Analysts who have worked in their program for a number of years have a good feel for the kinds of information requests that come in, but that knowledge is anecdotal and informally passed from one analyst to another. While this informal approach is a valuable means of evaluating our effectiveness for delivering LMI, a more sophisticated approach is desired for optimal customer satisfaction measurement.

A significant drawback to this system is the relatively short time most of the LMI-producing analysts have been working in Communications and Research or at least with BLS programs. Over half of the senior research analysts have fewer than five years with their programs.

A customer satisfaction survey for the monthly newsletter was last conducted in 1996. User response was used to modify the newsletter. The usability of other products could only be estimated by the number of users who wanted to remain on the publications' mailing lists.

In February 2003, the Idaho Department of Labor unveiled a Web site that allows for downloading data series, current information and data and most of the LMI-related publications. The Internet product, iLMI, is still in its infancy and emphasis has been on formatting and posting data to the site.

The Challenge

Customer analysis has been more an attempt at deflecting time-consuming data requests than responding to customer needs. Although it has served the public well, there is room for improvement. The initial action will require Communications and Research to step off the well-beaten path that we have trod for years and to step onto a new path where we will encounter customers with needs we have not met before.

Goal: Identify who uses Idaho's LMI product and information-providing services and how those products and services are accessed

The Labor Market Information Planning and Evaluation Team identified four user groups:

- ◆ Users who call for information periodically
Initial contact by phone, follow-up by U.S. mail or e-mail
- ◆ Users who are on mailing or fax distribution lists for various publications
Those who utilize *iLMI* to retrieve data and information
- ◆ Users who register on *iLMI*—the Internet Web site for Idaho Commerce & Labor's labor market information
- ◆ Users of *iLMI* who do not register on the Web site

LMI users who call for information

To date, there is no formal method for collecting information from data users who call for information or want a single copy of a publication. If data can be supplied easily, it is simply relayed over the phone. If a single copy of a publication is requested, names and mailing addresses are not necessarily kept. If the calls are referred to a research analyst, the analyst deals with the call as he/she sees fit, and there is no 'formal' method of tracking how the customer was dealt with, what was requested or contact information file.

- The team recommended that Communications and Research Division clerical staff—the initial point of contact for most calls -- should collect the information request by type -- CPI, labor force or whatever else -- whether it be read over the phone, mailed, faxed, e-mailed or referred to an analyst. Call tracking to be expanded to include analysts.
- Furthermore, it was decided that without universal use of a call tracking system, the data would not be complete. Therefore, the team requested that the six regional economists join research analysts in tracking information requests.

Publication Mailing Lists and Fax Lists

The Communications and Research Division maintains mailing and fax lists for dispersal of data.

The division periodically includes surveys in its publications asking whether a recipient wishes to continue receiving the publication, but little information regarding how the publication is used or how it could be improved has been sought.

- The team recommends that with or following each publication's mailing, a survey as to how the publication is used, how it is circulated and improvements that could be made be sent to those on the mailing list.
- An added use of the survey would be to promote *iLMI* as an alternative source of the information, resulting in decreased production and mailing costs and offsetting the cost of a mail survey.

Users who register on iLMI

This group is essentially a captive audience, comprised of users who will take the time to dig through a Web site until they find what they want. They should prove to be a valuable source of information on data format, availability and usability. We will be able to contact them by e-mail.

Users of iLMI who do not register on the Web site

This user group is the largest constituent of iLMI. It is probably the most important group in terms of service and accessibility. Its constituents are not willing to spend time searching through a Web site or entering numerous parameters to retrieve data.

Casual users will be the hardest group to get information from since we do not know who they are, why they need the information they are looking for or how they found iLMI. Yet they are probably the most important user group—the lowest common denominator in terms of LMI sophistication. If we succeed in meeting their needs, we have achieved the pinnacle of customer satisfaction.

To get information from these users, a voluntary, online survey needs to be designed.

Having identified who our customers are and the way we would like to address them, the team then discussed what we would need to know in order to assess customer satisfaction.

Due to the varying nature of data delivery, the core questions are the most basic elements we believe we need to accurately determine customer satisfaction. Each data-producing unit is encouraged to add questions it feels could gather insight into how its products/services are used and what improvements or changes would enhance their usability. Therefore, on the following page is a template of core questions that are mandatory for publications or comprehensive iLMI outreach.

All surveys will have this standard set of questions (survey template):

How did you know about this publication/Web site

For publications:

I've used it in the past

It was in the library/resource room

I happened on a copy and wanted one for my own

I read about it in the *Idaho Employment* newsletter

Other

Are you aware that this publication is available on the Internet?

Y/N

OR

For Web site:

I've used it in the past

I found it using a search engine (Yahoo, AltaVista, Google, etc)

What words did you search for?

It was linked on another website

http://_____

I read about it in an Idaho Commerce & Labor publication

Which one?

Which of the following best describes you

Expand this area

HR administrator/personnel

Student

Library personnel

Educator

Legal Professional

Job Seeker

Other

How do/will you use this publication? /Why did you access this Web site?

Expand this area

Library/resource room

Economic research

School-related research

Career-related research

Business planning (move to Idaho, expand, marketing, etc)

Pay Administration

Grant writing/proposals

File

Other

If you found the information you were looking for, please rate how you found the following

	Easy					Hard
Ease with which you found what you were looking for	1	2	3	4	5	n/a
Layout/headings	1	2	3	4	5	n/a
Poor explanations/ hard to understand	1	2	3	4	5	n/a
Graphic elements	1	2	3	4	5	n/a

Corollary to this goal: Ask WDC to evaluate products and services

- The team recommends Communications and Research be active in addressing the local boards through the regional economists. Rather than ask general questions about what local customers experience with a product or service has been, ask that a product be presented at a meeting and a survey be returned. In this way, we will be able to respond directly to their needs and concerns about data and information issues. The LMI team will have monthly contact with the REs during their staff conference calls and meet annually to discuss issues pertinent to data distribution and dissemination. A formal customer satisfaction survey will be conducted with all local boards on the topics and effectiveness of current LMI research endeavors.

At this point, the group has accomplished the directive to “develop a comprehensive Planning and Evaluation Plan to include qualitative and quantitative approaches to measure the effectiveness and impact of Idaho’s LMI products and delivery systems.” The framework for conducting measurements of customer satisfaction for division publications and services has been constructed and data collection activity and analyses has been conducted and will continue.

What remains is implementation of the procedures that have been designed, the outcome evaluated and the process repeated until an acceptable level of customer satisfaction for each product and service is attained.

Recommendations

Although data are distributed in different ways by different bureaus in Idaho Commerce & Labor, the need to assess their value to data users is constant. So is a need for an easy-to-access format and, when possible, an attractive layout. The type of questions which need answers remain consistent so a standard set of questions can be asked of all data users. Additional questions by each data-producing unit to assess whether the data should be provided in a different format, or at all, will be encouraged.

Short-term

- A.** Gather all information, formal and informal, that exists for each product or service offered by Communications and Research.

Improve by formalizing information collection procedures by the research unit and the regional economists.

- B.** Identify customers and when possible, classify them into a user group based on how the product/service is used: HR administrator/personnel, student, library personnel, educator, legal professional, job seeker, other

Improve by surveying customers about:

- 1) How data/information in the publication is used
- 2) How the publication is circulated after receipt
- 3) What improvements could be made to the publication
- 4) If they are aware that the publication is available on iLMI,

- C.** Formalize communication between Communications and Research and local boards through the regional economists as to their knowledge of division products and services, and as to their LMI needs. Improve by familiarizing local boards with current products and services and request specific suggestions on changes, additions and improvements based on their needs.

- D.** Add a user survey to iLMI, asking what was being sought, how the data/information was to be used and what improvements or changes would enhance the Web site’s usability. Improve by making changes where possible.

Long-Term

- A. Make product/service evaluation a standard operating procedure.

Implementation Protocol

Orient LMI staff to the WIA customer survey requirements and outline the team's process framework that will be used for information collection.

Explain what the WIA requires and how we are part of the plan, how the plan affects us and what we would like to accomplish.

Help data-producing units clarify their goals for surveying their data users.

The team identified three methods of data dissemination -- Internet, phone and hard copy -- and challenges each posed in surveying data users.

The team developed a core set of questions that will be asked of all data users regardless of the method of data delivery. To accommodate the differences in the data, each data producer will be encouraged to augment the core questions with questions that data users believe would improve the delivery and quality of the product.

Help data-producing units augment the base list of questions.

It is important to note that the customer satisfaction survey instruments need to ask some demographic information about the person or entity filling out the survey. The survey should ask if the person is a member of a local workforce board, a job seeker, an education provider or something else. This will allow the survey to aggregate responses by customer group to identify the scope of customers assessed.

Develop plans for how survey results will be used by each data-producing unit.

Establish a baseline and benchmarks for measuring programs.

Analyze survey results to determine if key customer groups are being served.

After assessing survey results, assist with refining and enhancing survey to maintain quality of data products and access to products by key customer groups.