

State of Michigan

PY 2005 Workforce Information Core Products & Services Grant Plan

A. Statewide Workforce Information System

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

The Governor created the new state workforce board, the Council for Labor & Economic Growth, in December 2004. The Council is business-led and contains key leaders from business, labor, community colleges, universities, community-based organizations, local workforce development boards, K-12 educational community, and government. Among other strategic goals, the Council will be seeking to facilitate the transition of Michigan workers to 21st Century jobs and careers.

Workforce information will be fully utilized by the Council to fulfill this goal. It will also serve as the “workforce intelligence” needed for researching the health of key core state industries, emerging industries, the match between the skills of the available workforce and expected growth occupations, and critical high-growth, high-wage, high skill occupations.

The Michigan Department of Labor & Economic Growth (MDLEG) and the Bureau of Labor Market Information & Strategic Initiatives (BLMISI) will work closely with the new state board in the development of core workforce information products and services. Workforce information will continue to help drive decision-making and investment within the entire state workforce system.

The Council for Labor & Economic Growth (CLEG) will set the policy and strategic direction of the workforce system in Michigan, and the Michigan Workforce Information Core Products and Services Plan will directly impact that effort through components such as:

- More flexible information delivery through the Workforce Informer website and the America’s Labor Market Information System (ALMIS) database
- Short and long-term forecasts of industry and occupational job growth
- Identification of high growth, high wage, critical occupations
- Michigan Job Vacancy Survey
- Michigan Career Automated Researcher (MI-CAR)
- Michigan Career Profiles
- Technical support, data customization, and staff training for local workforce development boards

The workforce information products and services in the PY 2005 grant plan were outlined for local WDB Directors at the July 2005 Director's Council meeting.

- **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.**

The goals of the current WIA/Wagner Peyser Two-Year Strategic Plan are consistent with the Governor's strategic vision for workforce and economic development (see section below). However, the plan also outlines several priorities of the State Workforce Board, the Council for Labor & Economic Growth.

- Tackle major workforce issues facing key industry sectors by focusing attention on a handful of key sectors and developing strategies that will make a major impact with those employers such as health care and skilled trades.
- Look at strategies to increase Michigan's global competitiveness by examining the extent to which Michigan companies, workers, students, educational providers, and communities are prepared to succeed against peers worldwide, with gaps in that readiness becoming a key focus for ongoing work.
- Increasing educational attainment by providing the lead to follow through on the recommendations from the Lt. Governor's Commission on Higher Education and Economic Growth.
- Accelerating re-employment for workers facing job/career transitions by developing strategies to reduce the time, cost, and pain they face.
- Creating low-wage worker advancement strategies and actions that improve the transition of low-wage, low-skilled workers with entry-level jobs to self-sustaining employment.

The Core Products and Services grant funds will be used to produce workforce information that will support these priorities. This will include information on core, competitive advantage, and high growth industries, special industry studies, as well as industry clusters. It will also include career products such as the Michigan Career Automated Researcher, and analysis of skills information. Information on the demographics of low wage workers will be possible once the state generates data from the Local Employment Dynamics program.

- **How the grant activities are consistent with the strategic vision of the Governor and the SWIB.**

The Governor has outlined seven roadways to Grow Michigan's Economy. Four of these areas will be directly impacted by the workforce information services funded by this grant. These goals include:

- Grow Businesses
- Grow Entrepreneurship
- Develop a 21st Century Workforce
- Spur Investment in Communities

Specific MDLEG strategies to address these goals include:

- Create coordinated workforce development strategies for key industry sectors and clusters
- Foster the development of Regional Skills Alliances (RSAs)
- Increase ability of Michigan citizens to remain employed, advance their skills, and find new jobs

Workforce information products will be key to each of these strategies. These will include:

- Identification of state and regional industry clusters
- The continued provision of technical assistance for the development of Michigan RSAs
- Tracking progress over time in the RSA targeted industries
- Increasing technical assistance to employers, local workforce development boards, and service center clients
- Providing metrics and researching job vacancy statistics to support the Governor's Michigan Opportunity Partnership program
- Improved accessibility and customization of workforce information through continued investment in website technology.

- **The strategy of the SWA and the SWIB for consulting with local workforce investment boards and stakeholders in the workforce investment system to determine customer needs for workforce information.**

DLEG labor market information staff are involved in joint projects with primary customers delivering assistance in developing and utilizing information on the labor market. Customers are aware of our competitive advantages; we manage the state's workforce information system, produce most state and regional labor market indicators, and have access to microdata and administrative databases. Our information and analyses use established methodologies allowing for comparisons with other states and regions. We also maintain ongoing statistical systems rather than one-time ad-hoc surveys and reports.

DLEG also recognizes the importance of maintaining a regional presence throughout the state. As a result, we will maintain regional economic analysts whose role is to ensure that local workforce development boards and their customers are fully served and that their feedback on workforce information products is received.

A 2006 Service Plan for Michigan Works! Agencies will be developed that will fully describe workforce information products and services for targeted customer groups. This plan will be developed via direct consultation with local workforce investment boards and other stakeholders. Emphasis will be on addressing local data needs not sufficiently met by existing databases or labor market information services.

Michigan's 25 local workforce development boards and their one-stop centers, referred to in our state as Michigan Works! Service Centers, are the primary customers of labor market information services. Many of the information products and services outlined in the Workforce Information Core Products and Services Plan are specifically targeted at local boards. For example, DLEG produces 25 customized Annual Planning Information reports designed to provide MWAs with regional workforce and economic data needed for local planning.

- **The broad strategic approach for workforce information delivery to principal customers.**

Efficient workforce information delivery will be enhanced with increased emphasis on electronic data distribution. The ongoing development of the Michigan Workforce Informer website is the focus of this effort. In addition, our regional economic analysts deliver information on local workforce trends through press releases, presentations, training, and publications. Customization of information for specific customer groups will be a focus of activity. During 2004, staff responded to over 9,600 requests for labor market information and provided presentation and training services to over 2,500 customers.

- **How workforce information and services are delivered as core services to customers through the state's One-Stop service delivery system.**

Michigan Works! Service Centers are a central delivery point for workforce information services. Employers and jobseekers will benefit in 2005 from the availability of the redesigned Michigan workforce information website. "Take-home" brochures on high demand occupations with wage data and educational/training requirements are distributed at service centers to jobseekers. MI-CAR and Career Profile interactive modules were distributed to all service centers in the state. Customized posters on workforce information topics will be produced. Training in job market trends, career outlook, and job search resources are provided on-site in service centers. ALMIS employer database products distributed to the one-stop centers will provide employers and other clients with access to business information.

- **A description of the customer consultation and satisfaction assessment method(s) to be used to collect and interpret customer satisfaction information and the principal customers to be consulted.**

BLMISI will continue to consult with representatives of the business, workforce development, and education consumer groups, and seek feedback from jobseekers and other labor market information customers, utilizing survey and consultation methodologies to:

- Assess the effectiveness of One-Stop grant deliverables and workforce information products and services in meeting customer needs and expectations
- Obtain information needed for continuous product improvement

Goals of the system will include:

1. Collection of data measuring both product and service satisfaction and importance
 2. Quantifiable measurement after delivery of service
 3. Inclusion of a core set of questions to measure progress over time
 4. Evaluation of LMI usage statistics as a measure of trends in product demand
- **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 PY 2005 including how the plan addresses inadequacies or gaps identified by users.**

Michigan Works! Agency Directors will be surveyed in the summer of 2005 regarding their overall levels of customer satisfaction, and to determine their reactions and ideas concerning specific workforce information products and services.

Customer satisfaction responses to labor market information presentations were very positive, with high levels of responses rating various components of the presentations as “Highly Useful”, and overall satisfaction as “Very Satisfied”.

Service feedback from users has expressed continued support for the presence of regional labor market staff physically located in service centers and the consulting assistance they supply to Michigan Works! staff and partners, service center clients, employers and community colleges.

Data needs expressed have included better information on the demographics of the workforce, more detailed geography for forecasts and wage data, regional data on industry-occupation staffing, regional industry clusters, and improved timing of LMI publications.

- **Identify funds leveraged or matched from funding sources other than these grant funds and how these funds will enhance delivery of products and services as part of the state’s workforce information system.**

These grant funds are used to develop and deliver new products and services within the state’s workforce information system. Once basic packages of these products and services are developed, other funding sources are sought and used for enhancement, updates, and maintenance. Reed Act and WIA moneys have been used for these purposes in some instances. As a rule, users requesting more specialized, localized, or updated products and

services are required to contribute equitable monies for expenses and development costs. Leveraging will also be used to support data production beyond that generated by statewide initiatives such as county industry cluster analysis or enhanced local information on job vacancies.

B. Core Products and Services

State Workforce Agency Deliverables

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

- **Description of core product, service or other demand activity**
 - Maintain the most current version of the ALMIS Database schema.
 - Populate and maintain timely updates to all core tables according to guidelines issued by the ALMIS Database Consortium.
 - Review, modify, and develop supplemental tables for optimal relevancy and utilization in new labor market information website environment.
 - Bureau of Labor Market Information and Strategic Initiatives and related Information Technology personnel will attend ALMIS database training at the LMI Institute.

- **Customer support for product or service as indicated in customer satisfaction survey results or other customer consultations**

The ALMIS Database contains current and historic labor market and related information encompassing national, statewide, as well as, local data and information to meet our customers' expectations and needs. Access to and the delivery of this information is currently through the bureau's website. A new user-friendly and customizable website which uses the entire ALMIS database will be operational by the end of 2005. Principal customers have accessed and used the information and statistics contained in the ALMIS database for their professional, policy, research, and development needs. It contains and encompasses data developed within the bureau along with other official information related to the labor market. Positive feedback and comments at presentations, conferences and in professional interactions show customer support for and high value for the ability to extract customizable data and information in a flexible manner and format. The ALMIS database joined with our web delivery strategy gives our customers this ability.

- **Support goals of the state's WIA/Wagner-Peyser Five-Year Strategic Plan**

Labor market information is an integral part of the bureau's strategic planning process. Population and dissemination of the ALMIS database supports two of the three major categories of Michigan's DLEG Economic and Workforce Development Action Plan.

- **Principal Customers**

The ALMIS database fulfills information needs of a diverse customer base which includes: the general public, students, researchers, economic developers and planners,

public and private policy planners, curriculum planners, service center customers including new and re-entrants to the labor force, career counselors, and the unemployed.

- **Projected outcome(s) and system impact(s)**

- Achieve at least a 5% year over year increase in number of customer visits to the labor market information website populated via the ALMIS database.
- Achieve 70% satisfaction as measured by online survey or other customer evaluations.

The ALMIS database facilitates access to a wide range of labor market and related information. The bureau's labor market information website extracts information from the ALMIS database and provides 24 hour access for all of our customers. This information provides support to improve unified strategic planning within regions, assists career decision-making and job matching, and provides relevant information to workers and the unemployed to improve participation in the labor force.

- **Planned milestones**

- Completion of ALMIS Database training by selected bureau and Information Technology staff as made available by LMI Institute and ALMIS Consortium.
- Maintain timely data table updates per maintenance schedule throughout the year.
- Update to latest ALMIS version in a reasonable timeframe within program year when instructions and materials are made available from the ALMIS database Consortium.
- Launch new Workforce Informer based website with helpful and useful information tools by October 1, 2005 to deliver content of the ALMIS database to our customers in a flexible, customizable and user-friendly environment.

- **Estimated costs (identify equipment purchases of \$5,000 or more per unit cost)**

Estimated PY-2005 cost: \$ 125,000

2. Produce and disseminate industry and occupational employment projections.

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

- Statewide long-term industry and occupational projections will be produced with a calendar base year of 2004 and a target year of 2014.
- The long-term industry forecasting system will be used to produce four-digit North American Industry Classification System (NAICS) level of detail industry projections for all sub-state areas.
- Occupational long-term employment forecasts will be developed using 2002 Occupational Employment Statistics (OES) data and the MicroMatrix system.
- The methodology, software tools and guidelines developed by the Long-Term Employment Projections Consortium will be used in producing these long-term forecasts.
- Michigan statewide short-term industry and occupational projections will also be produced using 2005 as the base period and a target period of 2007.

- The short-term industry forecasting system will be used to produce four-digit NAICS level of detail industry statewide projections.
 - Short-term occupational employment forecasts will be developed using the MicroMatrix system and 2004 OES data.
 - Methodology, software tools and guidelines developed by the Short-Term Forecasts Consortium and the MicroMatrix User's Group will be used in producing these short-term forecasts.
 - Industry and occupational forecasts will be loaded into the ALMIS database for dissemination via the bureau's new website and further product development.
 - Short-term occupational forecasts and long-term industry and occupational forecasts will be published on our bureau's labor market information website for consumption by the public and our other primary customers.
 - Both long and short-term forecasts will also be submitted to the Projections Workgroup for state-to-state comparisons.
 - Statewide Outlook publications and brochures will be developed as a quick reference highlighting the occupational forecast results.
- **Customer support for product or service as indicated in customer satisfaction survey results or other customer consultations**
 These long-term projections are delivered through the bureau's user-friendly website. Customer support for the forecasts is demonstrated by the second highest volume of visits of any content area within our website. Principal customers have accessed and used the industry and occupational forecasts for their professional, policy, research and development needs, career exploration and planning, as well as, evaluating post secondary education course offerings and helping establish new course offerings. These forecasts encompass statewide and more localized information to meet our customers' expectations and needs. Short-term occupational forecasts will also be available to our customer universe for more short-horizon policy, resource allocation, and training decisions.
- **Support goals of the state's WIA/Wagner-Peyser Two-Year Strategic Plan**
 Access to forecast information provides assistance to local workforce development boards (WDBs) and educational organizations to conduct and improve unified strategic planning within their areas. In addition, development and dissemination of this information provides support for career decision-making. The forecasts address several goals in the WIA /Wagner-Peyser Two-Year Plan.
- **Principal Customers**
 Customers include the general public, students, researchers, economic developers and planners, public and private policy-makers, curriculum planners, service center customers including new and re-entrants to the labor force, career counselors, and the unemployed.
- **Projected outcome(s) and system impact(s)**
 - Publications distributed to all 100 Michigan Works! Service Centers and information posted on bureau's labor market information website.

- Presentations of forecasts will be made to the state board, at least 5 local boards, and at least 1 conference workshop.
- Achieve at least a 5% year over year increase in number of customer visits to the labor market information website's forecasts section populated via the ALMIS database.

These short-term and long-term occupational forecasts are used to update tables within our ALMIS Database and as a result are available to a wide range of customer groups and the public. The forecasts are one of our higher demand information items. This information has a significant impact on the workforce development system and is an important component of the state's workforce information system.

- **Planned milestones**

- July 2005 - Begin statewide 2004-2014 industry projections for Michigan.
- October 2005 - Complete statewide 2004-2014 industry projections.
- November 2005 - Complete statewide 2004-2014 occupational projections.
- December 2005 - Complete 2004-2014 reviews, produce publishable tables and analysis, and post forecast results to ALMIS database and bureau's website.
- March 2006 - Complete Statewide 2005-2007 industry projections.
- May 2006 - Complete Statewide 2005-2007 occupational projections.
- June 2006 - Submit short and long-term projection files to Projections Workgroup.
- June 2006 - Complete statewide 2005-2007 review, produce publishable tables and analysis and load forecast results to ALMIS Database and post to bureau's website.

- **Estimated costs (identify equipment purchases of \$5,000 or more per unit cost)**

Estimated PY-2005 cost: \$ 165,000

State Workforce Investment Board (SWIB)/State Workforce Agency (SWA) Deliverables

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

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

- Michigan Job Vacancy Survey

This employer survey will provide vacancy rates by occupation and information on wages, benefits, full vs. part-time status, and educational requirements for job vacancies. Information will be produced for the state and six regions.

- Michigan Critical Occupations

This web-based product will supply information on high-demand, high-wage occupations considered critical to the Michigan economy.

Educational requirements and key skills will also be identified. Information will be generated for Michigan and several state regions.

- Michigan Career Automated Researcher (MI-CAR)

This product is an interactive application targeted and disseminated to all middle and high schools in Michigan and all one-stop career centers. It enables end users to obtain customized information on demand occupations by area, including skill requirements and information on the supply of training providers, to help guide postsecondary training program development. It is O*NET based. The product will require content updates to the local forecast, local wage, and other labor market information indicators.

- Michigan Career Profiles

This interactive CD is targeted primarily to middle school and high school students, as well as jobseekers at service centers. It provides a wealth of data on job characteristics, skills, educational requirements, outlook, and labor market indicators for a variety of Michigan occupations including the supply/demand profile. The occupations are classified into six Career Pathways, a classification system adopted by schools across the state. The product will require content updates to the local forecasts, local wages, and other labor market information indicators.

- **Customer support for product or service as indicated in customer satisfaction survey results or other customer consultations**

Consultations with educators and MWA Directors along with customer satisfaction results have indicated a high need for these products. Positive feedback has also been received at presentations, conferences and in professional interactions.

- **Support goals of the state's WIA/Wagner-Peyser Five-Year Strategic Plan**

These products will provide assistance to workforce development boards and educational organizations to conduct and improve unified strategic planning within their regions. In addition, these products support career decision-making, job matching, and provide relevant information to employers. These products address most of the goals in the state's WIA/Wagner-Peyser Two-Year Strategic Plan.

- **Principal Customers**

Customers include the general public, students, researchers, economic/workforce developers and planners, curriculum planners, service center customers including new and re-entrants to the labor force, dislocated workers, career counselors, and employers.

- **Projected outcome(s) and system impact(s)**

- Customer satisfaction survey results with Job Vacancy survey will reveal 80% or more satisfied or very satisfied.

- Occupational analysis products distributed to all Michigan Works! Service Centers and information posted on state's LMI website.
- Updated MI-CAR and Career Profiles products distributed to middle schools, high schools, and one-stop centers.
- **Planned milestones**
 - Job Vacancy survey results published by March 2006
 - Critical Occupations available on workforce information website by January 2006
 - MI-CAR and Career Profiles product dissemination completed by July 2006
- **Estimated costs (identify equipment purchases of \$5,000 or more per unit cost)**
Estimated PY-2005 cost: \$ 190,000

4. Ensure that workforce information and support required by state and local workforce investment boards are provided.

- **Description of core product, service or other demand activity**
 Develop customized WDB Annual Service Plan reflecting the following products and services:

Workforce Information Research

Product	Description	Milestones
Research on Skills	Conduct research on potential methodologies/data sources for: <ul style="list-style-type: none"> • Future skill sets of entrepreneurs • Soft-skills data capture 	June 2006
Research on Innovation Indicators	Research the identification and tracking of 5 top leading indicators that relate to innovation in the economy/workforce	June 2006

Workforce Information Analysis

Product	Description	Milestones
Annual Planning Information Report	Analysis and statistical data relevant to 5-year plan and other planning needs	April 2006
Regional Industry Clusters	Analysis of key industry clusters by county, MWA area, or Regional Skills Alliance area	May 2006
LMI Posters for Service Centers	Posters presenting career information	September 2005
50 Hot Jobs Brochures	Brochures for Michigan Works! Service Centers with information on high-demand jobs	October 2005
FAQ on LMI for Frontline One-Stop Staff	Brief document with FAQs on availability of information on job market	October 2005

Regional Employment Updates (Local Area Data Releases)	MWA-specific information on labor force trends and/or industry developments	Monthly
Michigan Labor Market News	Monthly summary of statewide & regional labor market and industry job trends	Monthly
Talent Bank Applicants	Summary report of Talent Bank Applicant levels and demographics for State and MWA areas	Quarterly
MWA Employer Penetration Report	Summary table reflecting proportion of MWA area employers utilizing public labor exchange system (Talent Bank)	Quarterly

Electronic Products

Product	Description	Milestones
LMI Website Module for Workforce Development	Workforce Informer module dedicated for workforce development staff	Ongoing development
ALMIS Employer Database	Comprehensive database of employers with contact information to be used in service centers for job search assistance	October 2005
SkillWindow	Research customization for Michigan of Utah's SkillWindow software. This system mines job orders for information on key skills, education, and experience requirements. Software revisions will be needed to sweep job orders in the Michigan Talent Bank.	June 2006

Workforce Information Presentations/Training/Consulting

Product	Description	Milestones
Joint Labor Market Information Conference	Annual presentation on local labor market issues at a forum designated by WDB	July 2005- June 2006
LMI Update for WDB meetings	10 to 15-minute presentation at WDB meetings on local labor market developments	July 2005- June 2006
LMI@Work	Training in the use of LMI to improve one-stop service delivery	July 2005- June 2006
Labor Market Class for Jobseekers	Short class at one-stop centers on career trends and information resources	July 2005- June 2006
Local Employment Dynamics Training	Staff training on the new Census/Michigan project to produce Quarterly Workforce Indicators. These are new county and MWA specific data on job creation, new hire earnings, labor turnover, and more by detailed industry and with new demographic detail.	June 2006
Regional Analyst Consultation	BLMISI economic analysts provide MWAs with consultation on information-related projects, such as Regional Skills Alliances and other local MWA initiatives or data needs	July 2005- June 2006

- Customer support for product or service as indicated in customer satisfaction survey results or other customer consultations**
 Consultation with MWA Directors and product and presentation customer satisfaction results have indicated a high need and level of satisfaction with these products.
- Support goals of the state's WIA/Wagner-Peyser Five-Year Strategic Plan**
 These products will support the goals of the Governor's workforce investment initiative, the needs of the state and local workforce boards and the one-stop delivery system. They address the focus on information needed by WDBs to conduct strategic and program

planning. These products provide baseline resources needed to support the labor market core services for service centers. They also address the need to support Regional Skills Alliances and Industry Clusters. The Council for Labor & Economic Growth will take an increased role in policy development and additional products/services may be developed to support this function.

- **Principal Customers**
CLEG, Local WDBs, Workforce Board staff, employers, and service center customers
- **Projected outcome(s) and system impact(s)**
 - Achieve 5% gain in website visits to WDB-related products on new Workforce Development BLMISI website module
 - Achieve 80% satisfaction with selected analysis products through customer satisfaction surveys
 - Attain 5% increase in number of training sessions/presentations for WDBs

Increased activity in this core product area will address the critical need for local planning information and analysis that facilitates strategic planning and program development. These activities will address significant data gaps and local user needs.

- **Planned milestones**

See table above

- **Estimated costs (identify equipment purchases of \$5,000 or more per unit cost)**
Estimated PY-2005 cost: \$ 215,327

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

- **Description of core product, service or other demand activity**
 - A new user-friendly website with user-customizable pages, data, and information will be developed for accessing Michigan's labor market information by October 2005.
 - The website will have a newly embedded flexibility that will allow information and data to be viewed, formatted, and accessed in a variety of customizable ways. This will help users in their understanding and analysis of labor market information.
 - An ability to e-mail interested registered customers links to newly published releases on our website will keep our customers current on labor market developments. These timely e-mails will be sent as important data and analysis is made available to the public.

- Development of new search and help features will continue for efficient searches of data and topics contained within the website as well as outside sources for additional information.
 - The new website will revolve around a content management system (CMS) that will allow bureau staff to author and populate the website with minimal interventions by Information Technology staff saving both bureau's time and resources. This new process will also give bureau staff more pride and ownership of the statistics and analysis they produce.
 - The ALMIS Database will be accessed in real time to produce the website's information and data content. This joint interoperability will allow users the flexibility needed for greater productivity and ease of use.
 - Website users will be encouraged to provide continuing feedback and offer suggestions regarding the data, the website and its functioning. This will be the basis for providing a more intelligent, consumer-friendly, and customer-driven delivery system.
 - Funds will be also used to upgrade and maintain software and pay for continued infrastructure and interface development.
- **Customer support for product or service as indicated in customer satisfaction survey results or other customer consultations**
 The ALMIS Database contains current and historic labor market and related information that is delivered through a user friendly website. Principal customers have accessed and used the information contained in the ALMIS database for their professional, policy, research and development needs. It encompasses statewide as well as local information to meet our customers' expectations and needs. Positive feedback and comments at presentations, conferences and in professional interactions have legitimized this path of delivering state and local information by our bureau.
- **Support goals of the state's WIA/Wagner-Peyser Five-Year Strategic Plan**
 Access to this LMI will provide assistance to workforce development boards, students and educators for educational and career planning, the unemployed for job search, and government sector planners and private sector researchers. Many of the products on the website are developed to specifically address strategic customer needs. This information dissemination and product targeting supports several goals in the state's WIA/Wagner-Peyser Two-Year Strategic Plan.
- **Principal Customers**
 Customers include employers, the general public, students, researchers, economic/workforce developers and planners, curriculum planners, career counselors, and service center customers including new and re-entrants to the labor force who are unemployed.
- **Projected outcome(s) and system impact(s)**
 - A 5% increase in number of visitors and visits to the new workforce information website as measured against PY 2004 usage of current public website.

- Achievement of a 70% satisfaction rating as measured by an online survey or other customer evaluations.

System impact includes providing access to timely data on the state and local labor markets. In addition, it provides access to a variety of products and services that facilitate labor market participation. The LMI website has significant impact on the workforce/economic development system.

- **Planned milestones**
 - Test and refine website operation and content through July – September 2005.
 - Complete website core content development by September 2005.
 - Deploy website to the all users and the general public by October 1, 2005.
- **Estimated costs (identify equipment purchases of \$5,000 or more per unit cost)**
Estimated PY-2004 cost: \$ 250,000

6. Support state workforce information training activities.

- **Description of core product, service or other demand activity**
 - The Bureau of Labor Market Information & Strategic Initiatives (BLMISI) will develop a plan to aggressively market its customer training services.
 - The BLMISI will deliver “Labor Market Class for Jobseekers” training sessions at Michigan Works! Service Centers from July 2005 - June 2006.
 - The BLMISI will further customize the LMI @ Work training and offer sessions to each WDB area during PY 2005.
 - The BLMISI will provide training on the Quarterly Workforce Indicators that will be produced for local WDB areas by the Local Employment Dynamics program.
 - Workforce information training/presentation sessions will be offered throughout PY 2005 to local schools, economic development agencies, and employer groups.
 - Distance training or E-training technologies will be utilized where appropriate. Electronic products containing training or presentation content will be produced and placed on the labor market information website.
 - BLMISI will send staff to the annual LMI Forum, and to selected training courses offered by the LMI Institute.
- **Customer support for product or service as indicated in customer satisfaction survey results or other customer consultations**
 Consultation with WDB Directors and product and presentation customer satisfaction results have indicated a high need and level of satisfaction with these training activities and training products. Turnover among front-line in service centers requires an ongoing training presence in workforce information. Internal staff has expressed professional development as one of the key workplace needs.

- **Support goals of the state’s WIA/Wagner-Peyser Two-Year Strategic Plan**
Access to these training efforts and products will provide assistance to workforce development boards and educational organizations to conduct and improve unified strategic planning within their regions, help with career decision making and job matching, and provide relevant information to employers, workers and those in training to enter the labor force.
- **Principal Customers**
These training sessions and products fill the needs of: Michigan Works! Service Center and workforce development program support staff, economic developers, educators, counselors and jobseekers, and internal staff.
- **Projected outcome(s) and system impact(s)**
 - A 5% annual increase in number of training sessions delivered or customers trained
 - Achieve 80% satisfaction with selected training/presentation sessions through customer satisfaction surveys

Activity in this area will address the growing technical support needs of local labor market information users. In addition activity in this area will facilitate understanding of information and stimulate demand.

- **Planned milestones**
 - Delivery of customer training sessions per training schedule
 - Completion of LMI Institute classes by June 2006
- **Estimated costs (identify equipment purchases of \$5,000 or more per unit cost)**
Estimated PY-2005 cost: \$ 80,000

C. Consultation and Customer Satisfaction Assessment

BLMISI will continue to consult with representatives of the business, workforce development, and education consumer groups, and seek feedback from jobseekers and other labor market information customers, utilizing survey and consultation methodologies to:

- Assess the effectiveness of One-Stop grant deliverables, and BLMISI information products and services in meeting customer needs and expectations
- Obtain information needed for continuous product improvement

Goals of the system will include:

1. Collection of data measuring both product and service satisfaction and importance
2. Quantifiable measurement after delivery of service
3. Inclusion of a core set of questions to measure progress over time
4. Evaluation of LMI usage statistics as a measure of trends in product demand

The system may include some or all of the following components:

- A random satisfaction survey of information recipients
- Redesign of the existing on-line survey of satisfaction with the BLMISI website
- Survey instruments and consultation designed to get feedback on specific BLMISI systems, products, and publications
- Survey evaluations of training and presentation services

Detailed Processes

To measure satisfaction with quality of service provided by BLMISI staff:

- Produce short 3-4 item questionnaire
- Fax to every 3rd customer receiving consulting services and every 3rd customer provided information dissemination

To measure satisfaction with BLMISI website:

- Retrieve automated questionnaire responses monthly
- Compile results biannually using survey software

To measure satisfaction with grant deliverables, existing products and services, and training/presentations:

- Use consultation and surveys to measure satisfaction with at least four BLMISI products or services
- Distribute an evaluation questionnaire to all attendees of presentations and training sessions
- Compile results using survey software

Analysis of utilization statistics

Compile information and analyze trends in the following areas on a quarterly basis:

- Website visits
- Website product downloads
- Customer requests for assistance
- Number of presentation/training sessions delivered
- Number of attendees at presentation/training sessions