



**EDUCATION and WORKFORCE DEVELOPMENT CABINET
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Thomas O. Zawacki
Secretary

September 21, 2015

Mr. Les Range
Regional Administrator
U.S. Department of Labor
Employment and Training Administration
Sam Nunn Atlanta Federal Center
Room 6M12
61 Forsyth Street, S.W.
Atlanta, Georgia 30303

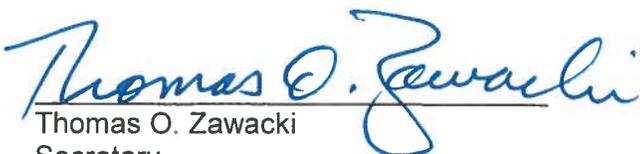
Dear Mr. Range:

The Commonwealth of Kentucky is pleased to present you with the Program Year (PY) 2014 Workforce Information Core Products and Services Annual Report. This letter has been prepared in accordance with the Training and Employment Guidance Letter No. 23-13. Kentucky is pleased that our accomplishments enabled us to meet a variety of customer needs. The Workforce Intelligence Branch and the Kentucky Workforce Innovation Board look forward to working together to expand our customer base and provide a variety of workforce information products and services in PY 2015.

The PY 2014 Workforce Information Core Products and Services Grant funds enabled us to improve and develop a more responsive workforce information system for our customers.

If you have questions or need additional information, please contact Ashley Jones at 502-782-3203.

Sincerely,


Thomas O. Zawacki
Secretary
Education and Workforce Development Cabinet


Hugh Haydon
Chair
Kentucky Workforce Innovation Board

cc: Jason Dunn
Lori Collins
Ashley Jones

**Commonwealth of Kentucky
Workforce Information Core Products and Services
Annual Report for PY 2014**

Education and Workforce Development Cabinet
Department of Workforce Investment
Office of Employment and Training
Workforce Intelligence Branch

Kentucky is pleased to present the 2014 Annual Report on the Workforce Information Core Products and Services Grant achievements.

The continuing cooperation and consultation with our customers and partners enabled the Workforce Intelligence (WI) Branch, Kentucky Office of Employment and Training, to meet our objectives for PY 2014. KYLMI, www.kylmi.ky.gov, the Commonwealth's electronic labor market information delivery system, had more than 52,000 visits and 673,000 page views during PY 2014.

A wide range of products were generated through the Bureau of Labor Statistics cooperative programs. The work deliverables reflect Kentucky's commitment to provide quality information to all customers of the workforce information system. Material and information published each month on KYLMI include unemployment rate press releases and maps, monthly hours and earnings charts, unemployment insurance data tables and monthly statistical comparisons.

1. Populate the Workforce Information Database (WID) with state and local data.

The KYLMI website is the home for all Kentucky labor market and workforce information. In PY 2014, Kentucky continued to populate and maintain all of the designated core tables in the Workforce Information Database (WID).

Some of the information housed in the WID includes: Local Area Unemployment Statistics (LAUS), Current Employment Statistics (CES), Quarterly Census of Employment and Wages (QCEW) data, Consumer Price Index (CPI), income data, occupational wages (OES), industry and occupational projections, and population data.

In addition to routine monthly, quarterly, and annual updates, in PY 2014 multiple data sets underwent historical revisions. Most notably, LAUS data was benchmarked to 1990 and historical revisions for the data series went back to 1976. CES data was also benchmarked to 1990. These revisions were incorporated into Kentucky's WID and are accessible through KYLMI.

Statewide long-term projections for 2012-2022 were added to the KYLMI site, as were quarterly updates to the QCEW tables and 2014 annual OES wage data. Historical revisions to the income and population tables were also undertaken.

Another key component in the WID is the Infogroup Employer Database. During PY 2014, Kentucky incorporated the 2015 Second Edition of the database into the WID.

Kentucky currently maintains Version 2.5 of the WID data structure and continues to work with our vendor, Geographic Solutions, to maintain all WID data. In PY 2015, Kentucky plans convert to WID Version 2.6.

2. Produce and disseminate industry and occupational employment projections.

During PY 2014, Kentucky published 2012-2022 statewide long-term occupational and industry projections. These projections were published on the KYLMI website and utilized in the publication of the Kentucky Occupational Outlook to 2022.

Long term sub-state projections for 2012-2022 were also produced. In PY 2015 Kentucky will utilize these projections to produce and publish Occupational Outlooks for all of these sub-state areas.

In PY 2014, Kentucky also updated the NAICS employment time series to include 2014 base year data for both long-term and short-term projections.

The updated 2014 monthly time series was used to develop statewide short-term industry and occupational projections for 2014-2016. These short-term projections were submitted to the Projections Consortium and incorporated into Kentucky's WID in PY 2014.

The updated 2014 annual time series will be used to produce long-term industry and occupational projections (2014-2024) in PY 2015.

Kentucky projections staff also attended the Projections Managing Partnership (PMP) conference in June 2015. The conference provided attendees the opportunity to further knowledge of the projections methodologies and concepts, and to enhance technical skills in using the Projections Suite (PS) software to develop both short and long-term projections.

3. Conduct and publish relevant economic analyses, special workforce information, and/or economic studies determined to be of benefit to the governor and state and local WIBs.

Kentucky continued to conduct special state, local, and regional studies to provide information and support to communities who are undergoing economic transition, implementing workforce development initiatives, or experiencing major layoffs or disasters. In PY 2014, the WI Branch received numerous requests for information caused by the continuing economic recession. In response, Kentucky utilized existing products and programs, and sought other avenues and sources of data in an effort to provide the best information to meet the needs of each customer.

Staff Training

Staff training continued to be a priority in PY 2014. Branch personnel attended several Employment and Training Administration (ETA), Bureau of Labor Statistics, and other state-sponsored statistical program trainings, and also participated in online trainings and webinars throughout the year. In addition to the PMP Conference in June 2015, Kentucky projections/ETA staff also attended ArcGIS trainings in September and October 2014, and the Kentucky State Data Center Conference in August 2014. Staff learned about a variety of labor market projects and initiatives, new and changing program requirements, and software applications. These trainings also afforded participants the opportunity to interact with colleagues from other states who are employed in similar positions and work with comparable workforce information products and services.

Cross training also became a priority in PY 2014. Projections staff received training from Kentucky's WID administrator on maintenance and structure of the WID as well as data and content uploads to the KYLMI website. This cross-training will continue in PY 2015.

Maintain and Cultivate Relationships with Local and Quasi-Government Agencies in Kentucky

Kentucky continued to foster its relationship with local and quasi-government entities in the state, i.e., local economic development agencies, schools, and chambers of commerce. The WI Branch provided analysis of local economic conditions, including local area projections and wage data, as requested by multiple agencies. We continued to work with school representatives, local economic developers, and others to provide detailed research on the current employment situation and the projected outlook for a given area, industry, or occupation.

The WI Branch participated in the Labor Market Information Advisory Group, designed to focus on user needs in terms of economic, career, labor market, and occupational information. The group is comprised of state and local government LMI data users, as well as those from higher education and the private sector. The Branch is collaborating to provide a systemic approach for identifying information needs, i.e., developing tools that communicate economic health by providing information to help people understand Kentucky's economy and labor market conditions, producing, analyzing, and delivering labor statistics to improve economic decision-making, and providing better information on current employment trends and career advice.

Additionally, WI Branch staff increased LMI presentations to WIA boards, elected officials, government organizations, leadership classes, educational and training programs, business and community associations, and other organizations as requested regarding demographic, social, educational, workforce and economic trends. WI continued to provide information regarding education and training, employment and workforce realities, and the general economic health of our state, its regions, and its counties. Key presentations given to our client base during PY 2014 are listed below.

Workforce Intelligence Presentations – July 2014 to June 2015

Date	Organization	Attendees	Number
July			
07/11/2014	West Louisville Economic Conference	Community Leaders	100
07/14/2014	St. Catherine College Community Forum	Community Leaders and College Students	30
07/18/2014	Boat Law Leadership Academy	Senior Boat Law Officials	20
07/23/2014	Bowling Green Rotary Club	Community Leaders	85
07/25/2014	Southeast Kentucky SHRM	Human Resource Directors	30
07/26/2014	Boating Law Administrators	State Boating Law Officers	15
August			
08/13/2014	Kentucky Agri Business Conference	Agri Products Dealers	70
08/15/2014	UK Dental Students Public	UK Dental Students	70
08/27/2014	Office of Local Government Conference	Local Elected Officials	800
September			
09/11/2014	KY Association of Adult Day Centers	Center Directors and Staff	25
October			
10/03/2014	Bellarmino MBA Class	MBA Grad Students	20
10/07/2014	Energy and Environment Conference	Community Leaders	250
10/07/2014	Iroquois Library Immigrant Conference	Community Leaders	30

10/08/2014	KY Rural Issues Legislative Commission	Kentucky Legislators	60
10/09/2014	KY Hispanic and Immigrant Summit	Hispanic Leaders	75
10/19/2014	Crescent Hill Baptist Church	Issues Class	20
10/22/2014	Health Providers Immigrant Meeting	Health Providers	10
10/22/2014	Elizabethtown Career Center	Center Staff	30
November			
11/05/2014	Native American Conference	Employment Staff	150
11/13/2014	Lexington Rotary Club	Community Leaders	150
11/18/2014	Murray Chamber of Commerce	Community Leaders	100
11/19/2014	Leadership Shelby County	Community Leaders	30
11/21/2014	SBA State Conference	Economic Development	125
December			
12/01/2014	Mayfield Rotary Club	Community Leaders	50
12/01/2014	Purchase ADD Workshop	Community Leaders	30
January			
01/20/2015	U of L Public Health Grad Class	MA and PhD Students	20
01/21/2015	Old Kentucky Home Realtors	Realtors	40
01/26/2015	UL Marketing Class	College Students	100
01/28/2015	LBAR Workshop	Realtors	50
February			
02/11/2015	Shelby County Human Resources	HR Staff	15
March			
03/12/2015	Minority Executive Institute	Minority Leaders	20
03/12/2015	Status of Working Families Conference	Community Leaders	40
03/24/2015	Lindsey Wilson College	Community Leaders and College Students	40

03/26/2015	KAR Leadership Class	Realtors	20
April			
04/12/2015	New Leaders Council	Community Leaders	25
04/13/2015	Fayette Alliance	Community Leaders	25
04/14/2015	KY Association of Gerontology	Aging Advocates	50
04/14/2015	Bourbon County Agi Conservation	Agi Leaders	125
04/17/2015	CLIME Law Enforcement Conference	Senior Police Officers	80
May			
05/01/2015	CLIME Law Enforcement Conference	Senior Police Officers	90
05/08/2015	Louisville Agi Club	Agi Leaders	40
05/20/2014	Fayette Alliance and Planning	Community Leaders	25
05/21/2015	Bingham Fellows – Louisville	Community Leaders	40
June			
06/17/2015	Paris Rotary Club	Community Leaders	40
06/19/2015	Rural Residents and Scholars	Medical Residents and Health Care Scholars	25

In addition to the presentations listed above, the WI staff also provides annual LMI training to college and career counselors.

Finally, in PY 2014, the Branch facilitated LMI technical training for KY OET Business Services and Job Seeker Services personnel. WI staff are actively participating as Subject Matter Experts (SMEs) for LMI courses designed to educate agency program trainers and facilitators on LMI data and concepts, and utilization of the KYLMI website. Pilot LMI courses began in April 2015. Current courses are scheduled to continue well into PY 2015.

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

In PY 2014, the KYLMI website, located at <https://kylmi.ky.gov>, underwent a site redesign. The new design is consistent with the agency's Kentucky Career Center branding, and is intended to make the site more user friendly and uniform in appearance with other OET websites. Kentucky continues to track KYLMI usage using Google Analytics.

Kentucky Occupational Outlook to 2022

The statewide *Kentucky Occupational Outlook to 2022* was published in August 2014. This publication examines occupational data, including projections, earnings, and education/training requirements for various occupations within the state, and is available on KYLMI website.

Kentucky ADD Outlooks to 2020

The *Kentucky Area Development District (ADD) Occupational Outlooks to 2020* were published in November 2014. These publications examine occupational data, including projections, earnings, and education/training requirements for various occupations, and are available on KYLMI website.

Kentucky Total and Nonwhite Labor Force and Population Data

The *2012 Kentucky Total and Nonwhite Labor Force and Population Data* was completed and added to the website in May 2015. This publication provides useful data for employers with regard to conformance with Equal Employment Opportunity hiring guidelines.

Other materials and information published monthly on KYLMI include unemployment rate press releases (including county and sub-state area tables), unemployment insurance data tables and monthly statistical comparisons, various data tables, charts, and educational and economic county profiles. Kentucky produced updated educational attainment tables using the 2009-2013 Census American Community Survey data, and also updated its Demographic, Educational and Economic County profiles for 2014 utilizing U.S. Census and Bureau of Labor Statistics' data from 2000-2013.

Kentucky continues to produce and publish ArcGIS maps on the KYLMI website to detail labor market, workforce, demographic, social, educational, employment and economic trends at the state and substate level. We also maintain links to StatsAmerica, QWI Explorer, LED OnTheMap, the U.S. Census Bureau, and the U.S. Bureau of Labor Statistics.

Links were added to all ETA grant related material.

5. Partner and consult on a continuing basis with workforce investment boards and other key workforce and economic development partners and stakeholders.

The WI Branch continued consultation with state and local WIA professionals and board members regarding workforce information issues. The Branch conferred with various state and local groups and other organizations involved in policy making regarding current and projected workforce information. Regular exchanges of ideas between users and suppliers of workforce information occurred through meetings, demonstrations, focus groups, and conferences. Because workforce information depicts complex conditions subject to interpretation, training was available to improve the technical skills of LWIB staff.

The primary contact between the WI Branch and the WIA community is the business liaison/services staff of the LWIB. The WI Branch continued to support the staff and meet their data requirements for business prospects, along with other informational requests. WI provided these services to other organizations involved in moving Kentucky forward to ensure we have an educated and skilled workforce for the 21st century.

The WI Branch continues to partner with the Office of Employment and Training in writing the Workforce Innovation Fund grant as well as the Economic Development Strategic planning report.

Collaborative efforts are evidenced by direct links to KYLMI on both the KWIB and LWIB websites. Staff also provided maps for the quarterly KWIB meeting upon request.

The WI Branch has collaborated extensively with the state's Division of Unemployment Insurance in reviewing and expanding their database and analytical capabilities. This is a natural alliance since the Division of Unemployment Insurance relies on OES, CES, LAUS, and QCEW data in making their policy decisions

Consultation and Customer Satisfaction Assessment

The WI Branch recognizes the importance of assessing customer satisfaction and the role it plays in the improvement of products and services. Customers were afforded the opportunity to provide feedback at all meetings, presentations, and conferences. This feedback was used to improve the products and services offered to users of labor market information. Customer response has been overwhelmingly positive regarding support and cooperation received from LMI staff.

Kentucky has continued to maintain a variety of other measures to facilitate customer feedback. From any page on the KYLMI website, users can access the Help link for our toll-free number. A Feedback option allows customers to send comments and

concerns to the website administrator. We also receive feedback from community and business leaders who attend our various presentations given throughout the Commonwealth.

A key component in measuring customer satisfaction is to assess user comments and suggestions regarding KYLMI, which is one of our main products and Kentucky's primary workforce information delivery system. Website feedback has been extremely positive and site usage continues to grow as illustrated by web traffic monitoring. In PY 2014, the website had nearly 700,000 page views.

Conclusion

Funding from the Workforce Information Core Products and Services Program is used to provide essential workforce information to Kentuckians. The Program enables the WI Branch to publish a wide array of print and electronic products that benefit our numerous customers and customer groups. Assessing and responding to the changing needs of our clientele will continue in PY 2015.