KENTUCKY WORKFORCE AND LABOR MARKET INFORMATION GRANT
CORE PRODUCTS AND SERVICES PLAN

PROGRAM YEAR 2019

JULY 1, 2019 TO JUNE 30, 2020

Workforce and Labor Market Information Goals and Strategies

The Kentucky Workforce Intelligence Branch has prepared the following work plan in reference to the ETA-TEGL-WIG-2019 funding opportunity for Program Year (PY) 2019. Output from this plan will help drive the workforce and education strategies set forth by the Commonwealth of Kentucky and enable the state to meet all Workforce and Labor Market Information Grant (WIG) deliverables for PY 2019.

Accomplishment of the goals set forth in ETA-TEGL-WIG-2019 requires strong cooperation between State Workforce Agencies (SWAs), the Kentucky Workforce Innovation Board (KWIB), and Local Workforce Areas (LWAs) to support planning for long-term economic growth and stability. This grant provides the means for Kentucky to identify, develop, and maintain sustainable and competitive regional economies capable of addressing short and long-term employment needs. The cabinet responsible for the oversight of the KWIB, the LWAs, and SWAs is the Kentucky Education and Workforce Development Cabinet.

The Workforce Intelligence Branch (Branch), within the Kentucky Education and Workforce Development Cabinet, is responsible for developing and maintaining a comprehensive system of labor market and workforce data for Kentucky. The Branch generates a wide range of products through its Bureau of Labor Statistics (BLS) cooperative programs and develops additional information designed around customer needs through this Workforce and Labor Market Information Grant.

The Branch is housed within the Kentucky Center for Statistics (KYSTATS), the state agency charged with developing education, workforce, employment, and other metrics to inform broad public policy initiatives so that policymakers, practitioners, and the general public can make informed decisions. KYSTATS also maintains Kentucky's Longitudinal Data System (KLDS), a statewide longitudinal data system that facilitates integration of data from multiple education and workforce sources.

This alignment has allowed Kentucky's Labor Market Information (LMI) shop to expand both the scope and quality of the services and products provided to customers. Principal customer groups include policymakers, employers, LWAs, trainers, educators, students, career counselors, economic developers, job seekers, and government agencies. The deliverables summarized in this plan outline Kentucky's commitment to provide quality information to all users of the workforce and labor market information system.

Informational products and services are delivered to customers primarily through the KYSTATS website; and are available on both the Reports page and the LMI Library. In PY 2018, KYSTATS overhauled much of its existing site to create an updated, dynamic, and more user-friendly interface. Kentucky met with stakeholders and data users to identify needs and to guide the development of this new site design. In PY 2019, these new design principles will be implemented on the LMI Library page to create a seamless interface for users.

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In addition, workforce and labor market information is distributed via printed publications, correspondence, and personal interaction. The Branch is a consistent provider of workforce information, economic analysis, and other relevant tools that empower employers, students, job seekers, workers, educators, and policymakers in decision-making and planning. As with the new website layout, Kentucky consults with various groups to elicit feedback on existing products and to determine customer needs for additional ones.

In PY 2018, Kentucky continued its communications plan with the LWAs and expanded outreach to more effectively market the LMI data and products available. This enhanced communication with the LWAs will continue in PY 2019 and drive development of new reports and products for this key user group.

Frequent communication between KYSTATS and other user groups will enable the Branch to provide the economic and education data and analysis needed by customers and policymakers. This information is vital as Kentucky creates and develops economic growth strategies, and as the state supports WIOA.

This PY 2019 WIG plan depicts a workforce and labor market information system consisting of strategic partnerships that meet the ever growing and changing demands of all customer groups.

Statement of Work Deliverables

1. Workforce Information Database (WID)

During the upcoming program year, Kentucky will continue to populate, maintain, and update all of the designated core tables in the WID with state and local data. Kentucky will work with information technology staff to streamline the process of uploading data, and train additional staff in the administration of the database.

Kentucky will continue using the Infogroup, Inc., Employer Database (EMPDB) to provide customers with employer information in PY 2019. All Infogroup Employer Database updates will be incorporated into Kentucky's WID and the data from the EMPDB table will be made available to the public via the Find Employers tool on Kentucky's LMI site.

Kentucky is currently maintaining WID Database Version WID 2.7. In PY 2019, Kentucky will implement the update to WID Version 2.8.

The tasks to meet this objective are:

Task	Task Focus	Milestones	Principal Customers
Perform routine updates of core tables, including current cycle projections data	Data update	Ongoing	LWA boards, employers, educators, students, career counselors, economic developers, policymakers, job seekers, and government agencies
Implement WID Version 2.8	Data Structure Update	June 2020	Same
Incorporate Infogroup EMPDB updates into the WID semi-annually	Data update	As available	Same

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Task	Task Focus	Milestones	Principal Customers
Maintain employer search module on LMI webpage on KYSTATS website	Data update	As available	Same
Streamline processing of data uploads and revisions and expand staff training on WID requirements and processes	Capacity building/ Training	Ongoing	LMI Staff
Estimated Cost	$116,512		

2. State and local industry and occupational employment projections

During PY 2018, Kentucky implemented the BLS separations methodology to produce sub-state, long-term industry and occupational projections for the period 2016-2026.

Kentucky also collaborated for the first time with external organizations, including state and local economic and workforce development agencies, Chambers of Commerce, and LWAs, to obtain feedback on preliminary industry projections. These partners can provide valuable insight on upcoming or planned local economic events, including business closings, expansions, and locations; which may impact, or help validate, the preliminary industry projections produced by the Branch. This collaboration will continue in PY 2019.

During the first month of PY 2019, Kentucky will finalize its long-term occupational projections for sub-state areas. Kentucky will utilize Tableau software to produce and publish a new interactive and dynamic Occupational Outlook dashboard incorporating these new estimates.

In PY 2019, Kentucky will produce statewide, long-term occupational projections for the period 2018-2028. In addition, Kentucky will produce statewide, short-term projections to 2021, using 2019 as a base year, and submit these projections to the Projections Managing Partnership (PMP).

Current projections cycle data will be made available on the LMI webpage and incorporated into the WID. Finalized estimates will also be incorporated into various LMI tools and publications.

Kentucky will also continue to explore possible methods to produce five year projections.

Task	Task Focus	Milestones	Principal Customers
Produce and publish sub-state, long-term projections (2016-2026)	Data Quality/ Data Update	July 2019	LWA boards, employers, educators, students, career counselors, economic developers, policymakers, job seekers, and government agencies
Utilize finalized statewide and sub-state, long-term projections to produce an interactive Occupational Outlook dashboard	Data Delivery	July 2019	Same

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Task	Task Focus	Milestones	Principal Customers
Update NAICS time-series to include 2018 employment data	Data Update	December 2019	Same
Develop statewide, short-term projections (2019-2021) using 2019 as base year	Data Update	March 2020	Same
Develop statewide, long-term occupational and industry projections using Projections Suite and implementing the BLS separations methodology, and submit estimates to the PMP	Data Update	July 2020	Same
Collaborate with economic and workforce development agencies to obtain feedback on preliminary industry level projection for statewide, long-term projections	Outreach/ Data Quality	June 2020	Same
Populate WID with current cycle projections data and publish estimates on labor market information webpage	Data Delivery	As new projections become available	Same
Continue to explore methods in Projections Suite (and alternate models) to produce five year projections at the state and sub-state levels	Product Development	Ongoing	LMI Staff
Estimated Cost	$82,530		

3. Employee development and LMI training for service delivery

Kentucky will continue providing LMI training for State Workforce Agency personnel, local workforce development area professionals and board members, and job center staff.

In PY 2018, the Kentucky LMI shop participated in a series of mini-conferences held throughout the state. In PY 2019, KYSTATS will be holding its statewide Data Use Conference, a two-day conference in which a variety of workforce and educational data and information will be presented. The two-day event is designed to provide education and training on the labor market, workforce, and education products and services available through KYSTATS to State Workforce Agency personnel, local and regional workforce development area professionals and board members, and job center staff. Other target audience groups for this series include education and workforce practitioners and policymakers as well as key economic development partners and stakeholders.

In addition, the Branch will continue to consult with state and LWA professionals and confer with other organizations involved in policy making regarding workforce information issues and customer needs. Stakeholder meetings and focus groups will allow Kentucky to garner feedback from customers on a continual basis. Kentucky will utilize this feedback to evaluate customer satisfaction

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with both existing and newly developed LMI products, and to drive new product development. This customer input will be essential for Kentucky to identify the information and analysis most useful for customers. Regular exchanges of ideas between users and suppliers of workforce information will also occur through meetings, demonstrations, focus groups, and conferences.

Throughout PY 2019, Kentucky will be proactive in its exchanges with LWAs and other customer groups. Rather than waiting for customer requests for information, Kentucky will continue to routinely push out new products as they become available. This "product push" will provide customers with much needed information, and also inform them of the wide range of data and analysis available from the LMI shop.

To further increase visibility, Kentucky will actively market its LMI products and services. Working in collaboration with KYSTATS' communications staff, Kentucky will issue press releases, conduct presentations and workshops, and provide users with "one-pager" summaries of new LMI products and tools as they become available.

Internal staff development will also be a priority in PY 2019. In addition to attending the program specific technical trainings offered by the BLS and the PMP, Kentucky LMI staff will receive training on analytic and data visualization software (including Tableau and ArcGIS) to enhance LMI product design and delivery. Staff will also participate in state and national conferences and workshops to share best practices and learn from other workforce, education, and labor market information professionals.

In addition, Kentucky will develop detailed process documentation for existing and future staff. This documentation process, begun in PY 2018, will continue throughout PY 2019 and will be utilized in the training of new employees, as well as the cross-training of existing staff; and will ensure adherence to program methods and procedures, and continuity of service delivery to customers.

Task	Task Focus	Milestones	Principal Customers
Provide education and training, through conferences, presentations, and workshops on LMI products and services to state workforce agency personnel, local workforce development area professionals, job center staff, and other key user groups	Training/Outreach	Ongoing	LWA boards, employers, educators, students, career counselors, economic developers, policymakers, job seekers, and government agencies
Continue consultation with LWAs and organizations through meetings, focus groups, and other methods to determine customer needs	Product Development	Ongoing	Same
Continue proactive marketing strategy to increase visibility of LMI	Marketing	Ongoing	Same
Maintain "product push" to provide customers with new products as they become available	Information Delivery	Ongoing	Same

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Task	Task Focus	Milestones	Principal Customers
Attend program specific technical trainings as well as analytic and data visualization software trainings, and participate in workshops and conferences at the state, local and national level	Capacity building/ Training	Ongoing	LMI Staff
Continue development of detailed process documentation for existing and future staff to maintain adherence to program procedures and ensure service delivery	Capacity building/ Training	Ongoing	LMI Staff
Estimated Cost		$101,950	

4. Annual performance report

In PY 2019, Kentucky will prepare and submit an annual performance report to ETA summarizing grant activities for the program year. This performance report will list the core deliverables and activities as specified by ETA-TEGL-WIG-2019 and will be submitted by October 1, 2020.

5. Statewide annual economic analysis report

In PY 2019, Kentucky will conduct state, local, and/or regional studies and economic analyses of value to the Governor, the Kentucky General Assembly, and state and local workforce development boards and to provide information and support for education and workforce development initiatives, including support for WIOA, and in response to major layoffs or disasters. Analyses will be made available in both printed form and through dynamic reports accessible through the KYSTATS website.

One such report is the Kentucky Future Skills Report (KFSR), an interactive report that utilizes historic workforce supply, current employment outcomes, and future workforce demand to assist policymakers, practitioners, and the public in making education and workforce decisions. The KFSR is available online and will be updated and maintained throughout PY 2019.

Kentucky also launched a monthly LMI newsletter in PY 2018. The Labor Force Update provides timely analysis and information on various LMI topics. Publication of the monthly newsletter will continue throughout PY 2019.

Kentucky will also publish analyses based on customer needs. The broad scope of KYSTATS' partnerships within the education and workforce community has allowed the Branch to build upon existing relationships and cultivate new ones, increasing the interaction between LMI and its key customer groups. The communication and feedback from these customer groups will be the driving force behind the economic analyses and products produced by the Branch in PY 2019.

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The alignment with KYSTATS also provides the opportunity for use and analysis of data beyond the scope of that traditionally produced in Kentucky's LMI shop alone, namely that produced through the BLS cooperative programs and ETA projections.

In addition, Kentucky has partnered with the University of Kentucky's, Center for Business and Economic Research (CBER) to enhance the economic analyses provided on the state's workforce and labor market data. CBER will monitor employment trends in the state, analyze the state's Unemployment Insurance Claims data, and study Kentucky's labor force participation rates across demographic groups and geographic areas.

Task	Task Focus	Milestones	Principal Customers
Conduct state, local, and regional studies and analyses to produce detailed economic and workforce analyses, reports, and tools tailored to customer needs	Information Delivery	Ongoing	LWA boards, employers, educators, students, career counselors, economic developers, policymakers, job seekers, and government agencies
Maintain and publish the KFSR online	Information Delivery	Ongoing	Same
Expand outreach and interaction with LWAs, the business community, economic development, and other workforce agencies to identify areas needing analysis	Outreach/ Product Development	Ongoing	Same
Increase and cultivate relationships with education community to identify areas needing analysis	Outreach/ Product Development	Ongoing	Same
Leverage additional data and resources available through alignment with KYSTATS to develop new products utilizing both KYSTATS and BLS/ETA data	Product Development	Ongoing	Same
Work in collaboration with CBER to develop, conduct and publish various economic analyses	Information Delivery	Ongoing	Same
Continue cooperation and participation in the US Census LED project	Data Delivery	Ongoing	Same
Estimated Cost			$77,675

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6. Other economic and workforce and labor market information reports and products

In PY 2019, Kentucky will redesign its LMI webpage to create an updated, more-user friendly interface that aligns with the redesigned KYSTATS website. Kentucky will utilize the dynamic, redesigned site to publish standard LMI products, as well as new tools and products designed around feedback received from stakeholders and data users.

Kentucky will utilize Tableau software to give customers the ability to define and generate reports based on user-selected data and geography. Users will be able to create and view customized reports and maps, download files, and produce printable reports. Static tables and maps will also be published. For researchers and others seeking to download large amounts of data, Excel tables for current and historical data sets will be made available.

Traditional LMI publications, including state and area occupational outlooks, workforce profiles, economic analyses and reports will be enhanced and published throughout the year. Kentucky will revamp its existing Occupational Outlook, to produce a new, dynamic, Tableau-based Occupational Outlook to 2026. Likewise, the traditional Kentucky Career Profiles publication will be replaced with an interactive Career Explorer tool that incorporates occupational descriptions, skills, demand, and wage data.

In PY 2019, Kentucky will also begin publication of quarterly reports tailored for each of the state's ten LWAs, The Workforce Overview Report for Kentucky Regions (WORKR) will be produced throughout the upcoming year, utilizing the most recent LMI data available for each area. Development on the WORKR Profiles began in PY 2018. Kentucky worked with the LWAs directly to identify the elements needed by these key stakeholders, and to elicit feedback on the publication design. This new product is in the final draft stages, with plans to publish in early PY 2019.

Kentucky will continue to update the interactive Tableau-based reports launched in 2018, including the Industry Profiler and the Civilian Labor Force Report (CLFR). Kentucky will also continue to produce the monthly LMI Newsletter, the Labor Force Update.

Throughout the program year, Kentucky will work to improve these publications and develop new ones.

The website also continues to facilitate customer contact. The Contact Us page on the KYSTATS website allows users to comment and provide feedback, and the Data Request Form allows customers to easily request data and other information. Website users can also sign up to join the KYSTATS/LMI listserv.

Site visits and page views are tracked using Google Analytics. Kentucky will use these metrics to assess which data sets, publications, and other products are most utilized by customers.

Task	Task Focus	Milestones	Principal Customers
Maintain labor market information delivery system	Information Delivery	Ongoing	LWA boards, employers, educators, students, career counselors, economic developers, policymakers, job seekers, and government agencies

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Task	Task Focus	Milestones	Principal Customers
Publish dynamic, Tableau-based 2016-2026 Occupational Outlooks utilizing statewide and sub-state long-term projections data	Product Development/ Information Delivery	July 2019	Same
Publish interactive Career Explorer tool utilizing skills, job description, demand and wage data	Product Development/ Information Delivery	PY 2019	Same
Develop, publish, and maintain dynamic LMI reports based on needs determined by stakeholders and data users, including county area profiles	Product Development/ Information Delivery	Ongoing	Same
Publish historical tables for various datasets in easily downloadable Excel format for researchers and other data users	Data Delivery	Ongoing	Same
Produce and publish static maps, tables, press releases, workforce profiles, and economic analyses, monthly newsletters, and WORKR Profiles	Product/Data Delivery	Ongoing	Same
Evaluate, develop, and refine website content and design based on user feedback and site visit metrics	Product Development/ Evaluation	Ongoing	LMI Staff
Continue development of a Content Management System (CMS) to allow LMI staff to directly update site content and provide training to LMI shop personnel	Capacity Building/ Training	Ongoing	LMI Staff
Estimated Cost	$106,802		

Total Grant: $ 485,469

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