

KENTUCKY WORKFORCE INFORMATION GRANT CORE PRODUCTS AND SERVICES PLAN

PROGRAM YEAR 2017

JULY 1, 2017 TO JUNE 30, 2018

Workforce Information Goals and Strategies

The Kentucky Workforce Intelligence Branch has prepared the following work plan in reference to the ETA-TEGL-WIG-2017 funding opportunity for Program Year 2017. 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 six required deliverables for PY 2017.

The accomplishment of the goals set forth in ETA-TEGL-WIG-2017 requires strong cooperation between state workforce agencies (SWAs), the Kentucky Workforce Innovation Board (KWIB), and Local Workforce Areas (LWAs) to support the 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 agency responsible for the oversight of the KWIB, the LWAs, and SWAs is the 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 cooperative programs and develops additional information designed around customer needs through this Workforce Information Core Products and Services Grant.

In PY 2016, the Branch partnered with the Kentucky Center for Education and Workforce Statistics (KCEWS). KCEWS is the state agency charged with developing education, workforce, and employment metrics to inform broad public policy initiatives so that policymakers, practitioners, and the general public can make informed decisions. KCEWS also maintains Kentucky's Longitudinal Data System (KLDS), a statewide longitudinal data system that facilitates integration of data from multiple education and workforce data sources. Beginning in August of 2017, the Branch will be administratively located within KCEWS.

This strategic partnership will allow 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, Local Workforce Areas, 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 information system.

Informational products and services are delivered to customers primarily through Kentucky's Labor Market Information (KYLMI) website. In PY 2016, Kentucky sought to overhaul its existing LMI website in order to create a new, more dynamic and user-friendly platform, one integrated with the existing KCEWS website, and based upon customer needs. Kentucky met with stakeholders and data users to identify data needs and guide the development of this new site. The transition to the new LMI website will be completed in early PY 2017. Kentucky will continue to meet with stakeholders and data users throughout the program year to solicit feedback and refine the site to best meet customer needs.

In addition to the website, 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. The alignment between KCEWS and the Branch will allow Kentucky's LMI shop to expand upon the products and services provided. As with the new website design, Kentucky will meet with various groups to collect feedback on existing products and to determine customer needs for additional products.

In PY 2017, Kentucky will establish a communications plan with the Local Workforce Areas and expand its outreach with a "product push" to more effectively market the LMI data and products available. This enhanced communication with the Local Workforce Areas will also drive development of new reports and products for this key user group.

Frequent communication between the Branch and other user groups will enable the Branch, in collaboration with KCEWS, 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 implements WIOA.

This PY 2017 Workforce Information Core Products and Services Grant plan depicts a workforce information system consisting of strategic partnerships that meet the ever growing and changing demands of all customer groups. It also addresses the power of information technology and dissemination of data in a discerning manner.

Statement of Work Deliverables

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

In PY 2016 Kentucky began work to transition its existing Workforce Information Database (WIDb) from a private vendor to KCEWS. This transition will be completed in early PY 2017.

During the upcoming program year, Kentucky will continue to populate, maintain, and update all of the designated core tables in the WIDb. 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 to use the infoGroup, Inc. Employer Database to provide customers with employer information in PY 2017. All infoGroup Employer Database updates will be incorporated into Kentucky's WIDb and the data from the EMPDB table will be made available to the public via a Find Employers tool on Kentucky's new LMI site.

Kentucky will also implement and maintain the most recent version of the database structure (WIDb Version 2.7).

The tasks to meet this objective are:

Task	Task Focus	Milestones	Principal Customers
Complete transition of WIDb from Geographic Solutions to KCEWS' servers	Website Transition	July 2017	Local Workforce Area boards, employers, educators, students, career counselors, economic developers, policymakers, job seekers, and government agencies
Perform routine updates of core tables, including current cycle projections data	Data update	Ongoing	Same
Update occupational licensing files and submit to National Crosswalk Service Center	Data update	July 2018	Same
Incorporate InfoGroup Employer Database (EMPDB) updates into the WIDb semi-annually	Data update	As available	Same

Task	Task Focus	Milestones	Principal Customers
Implement redesigned employer search module on new KYLMI website	Data delivery	July 2017	Same
Upgrade to latest version of database structure (WIDb Version 2.7)	Data delivery	June 2018	Same
Streamline processing of data uploads and revisions/updates, and expand staff training on WIDb requirements and processes	Capacity building/ Training	Ongoing	LMI Staff
Estimated Cost	\$125,000		

2. Produce and disseminate state and local industry and occupational employment projections.

During PY 2016, Kentucky produced sub-state, long-term industry and occupational projections for the period 2014-2024. During the first part of PY 2017, Kentucky will re-run these projections using alternate employment inputs in an effort to improve the overall quality of the estimates. Kentucky will use this second round of 2014-2024 projections to produce Occupational Outlooks to 2024 for each of the state's Local Workforce Areas.

In PY 2017, Kentucky will also implement the new BLS methodology to produce statewide long-term industry and occupational projections for the period 2016-2026. Kentucky will also produce statewide short-term projections to 2017, using 2017 as a base year, and submit these projections to ETA. All current projections cycle data will be made available on the Kentucky LMI website.

In addition, Kentucky will explore possible methods to produce five year projections.

Task	Task Focus	Milestones	Principal Customers
Generate second set of sub-state, long-term projections (2014-2024) using 2014 as base year	Data Quality/ Data Update	July 2017	Local Workforce Area boards, employers, educators, students, career counselors, economic developers, policymakers, job seekers, and government agencies

Task	Task Focus	Milestones	Principal Customers
Utilize revised sub-state long-term projections to produce the Occupational Outlook for each of Kentucky's Local Workforce Areas	Data Delivery	August 2017	Same
Update NAICS time-series to include the most current base year (2016) for statewide long-term projections	Data Update	April 2018	Same
Develop statewide short-term projections (2017-2019) using 2017 as base year	Data Update	February 2018	Same
Develop statewide long-term occupational and industry projections using Projections Suite and implementing the new BLS methodology, and submit estimates to the PMP	Data Update	June 2018	Same
Populate WIDb with current cycle projections data and publish estimates on labor market information website	Data Delivery	As new projections become available	Same
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	\$75,208		

3. Conduct and publish a comprehensive statewide economic analysis report or other relevant economic analyses, special workforce information, and/or economic studies of benefit to the Governor, Kentucky General Assembly and state and Local Workforce Area boards.

In PY 2017, Kentucky will conduct state, local, and/or regional studies and economic analyses to provide information and support for education and workforce policymakers, state and sub-state workforce development initiatives, including WIOA strategic planning, and in response to major layoffs or disasters. Analysis will be made available in both printed form and through dynamic reports that users can access through the redesigned LMI 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 2017.

The broad scope of KCEWS' existing partnerships within the education and workforce community will allow the Workforce Intelligence Branch to build upon current 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 analysis and products produced by the Branch in PY 2017.

The alignment with KCEWS 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, as well as analyze the state's labor force participation rates across demographic groups and geographic areas.

Task	Task Focus	Milestones	Principal Customers
Leverage additional data and resources available through alignment with KCEWS to develop new products utilizing both KCEWS and BLS/ETA data	Product Development	Ongoing	Local Workforce Area boards, employers, educators, students, career counselors, economic developers, policymakers, job seekers, and government agencies
Maintain and publish the Kentucky Future Skills Report (KFSR) online	Information Delivery	Ongoing	Same
Expand outreach and interaction with Local Workforce Areas, 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

Task	Task Focus	Milestones	Principal Customers
Produce detailed, economic analyses, reports, and tools tailored to customer needs	Information Delivery	Ongoing	Same
Work in collaboration with CBER to develop, conduct and publish various economic analyses, including the Kentucky Labor Force Participation Rate study	Information Delivery	Ongoing	Same
Continue cooperation and participation in the US Census LED project	Data Delivery	Ongoing	Same
Estimated Cost	\$60,000		

4. Other economic and labor market products, information, and reports on the Internet.

In early PY 2017 Kentucky will launch a redesigned, more dynamic and user-friendly LMI website. Kentucky will utilize this new site to publish traditional LMI products, as well as new 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.

Standard LMI publications, including area and state occupational outlooks, static maps, Kentucky Career Profiles, and the annual labor force and population demographic report (formerly the Total and Non-White Report) will also be published in PY 2017. Throughout the program year, Kentucky will work to improve on these publications and develop new products including monthly economic analysis reports and area profiles.

Task	Task Focus	Milestones	Principal Customers
Launch re-designed labor market information delivery system	Website Launch	July 2017	Local Workforce Area boards, employers, educators, students, career counselors, economic developers, policymakers, job seekers, and government agencies
Publish 2014-2024 Occupational Outlooks for Local Workforce Areas based on second generation sub-state long-term projections estimates	Information Delivery	August 2017	Same
Develop and publish dynamic labor market information reports based needs determined by stakeholders and data users, including county area profiles	Product Development/ Information Delivery	Ongoing	Same
Develop and publish re-designed Kentucky Career Profiles for 2018	Product Development/ Information Delivery	June 2018	Same
Develop and publish revamped demographic labor force and population data (formerly Total & Non-White Report)	Product Development/Data Delivery	June 2018	Same
Publish historical tables for various datasets in easily downloadable Excel format for researchers and other data users	Data Delivery	Ongoing	Same
Develop and publish re-designed 2016-2026 Kentucky Occupational Outlooks utilizing statewide long-term projections data	Product Development/ Information Delivery	June 2018	Same
Produce and publish static maps, tables, press releases, monthly employment situation reports, and economic analysis	Data Delivery	Ongoing	Same
Maintain and refine website content and design based on user feedback. Provide website and Tableau training to staff.	Product Development/Staff Training	Ongoing	LMI Staff
Estimated Cost	\$102,416		

5. Consult on a continuing basis with Local Workforce Area boards and other key workforce and economic development partners and stakeholders.

The Branch will continue to consult with state and Local Workforce Area professionals and board members regarding workforce information issues and customer needs. The Branch will also consult with other organizations at the state and local level providing education and/or training, as well as organizations involved in policy making regarding current and projected workforce information. Regular exchanges of ideas between users and suppliers of workforce information will also occur through meetings, demonstrations, focus groups, and conferences.

In PY 2017, Kentucky will become more proactive in its exchanges with Local Workforce Areas and other customer groups. Rather than waiting for customer requests for information, Kentucky seeks to routinely push out new products as they become available. This “product push” is designed to both provide customers with much needed information, and also to inform them of the wide range of data and analysis available from the LMI shop.

To further increase visibility, in PY 2017 Kentucky will begin actively marketing its products to Local Workforce Areas and other user groups. Working in collaboration with KCEWS’ communications staff, Kentucky will issue press releases, provide workshops and conduct training on the LMI products and services available. Kentucky will also participate in the KCEWS Annual Data Conference in August 2017, a two-day conference in which a variety of workforce and educational data and information will be presented.

Task	Task Focus	Milestones	Principal Customers
Develop and implement marketing strategy to increase visibility of LMI	Marketing	Ongoing	Local Workforce Area boards, employers, educators, students, career counselors, economic developers, policymakers, job seekers, and government agencies
Implement “product push” to provide customers with new products as they become available	Information Delivery	Ongoing	Same
Continue and increase consultation with Local Workforce Areas through meetings, focus groups, and other methods to determine customer needs	Product Development	Ongoing	Same
Provide training, presentations, and workshops for key user groups on new LMI website, interactive tools like the KFSR, and other products	Training/Outreach	Ongoing	Same

Estimated Cost	\$76,431
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6. Customer Satisfaction Assessment.

The Kentucky Education and Workforce Development Cabinet recognizes the importance of customer satisfaction. Stakeholder meetings and focus groups will allow Kentucky to garner feedback from customers on a continual basis. In addition to customer-driven product development, Kentucky staff will use these meetings to evaluate customer satisfaction with both existing and newly developed LMI products and services. This customer input will be essential for Kentucky to identify the information and analysis most useful for customers.

The new labor market information website will also facilitate customer contact. The Contact KCEWS page will allow users to comment and provide feedback, and the Data Request Form will allow users to easily request data and other information from the website. Website users can also sign up to join the KCEWS/LMI list serve.

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

Estimated Cost: \$ 38,639

Total Grant: \$ 477,694

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