

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

PROGRAM YEAR 2022

JULY 1, 2022 TO JUNE 30, 2023

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-2022 funding opportunity for Program Year (PY) 2022. 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 2022. These strategies will be especially critical as the Commonwealth continues to evaluate the shifting economic landscape since the COVID-19 pandemic.

Accomplishment of the goals set forth in ETA-TEGL-WIG-2022 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 Labor Cabinet (KELC).

The Workforce Intelligence Branch (Branch), within the KELC, 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 material designed around customer needs through this WIG.

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, workforce and other state data sources.

This alignment allows Kentucky's Labor Market Information (LMI) shop to routinely expand both the scope and quality of the services and products provided to customers. It also uniquely positions KYSTATS to develop data driven analyses and tools for various customer groups to evaluate and support economic recovery from the pandemic. Principal customer groups include policymakers, employers, LWAs, trainers, educators, students, career counselors, economic developers, job seekers, and government agencies among others. The deliverables summarized in this plan represent 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 page. In addition, workforce and labor market information is distributed via 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. Kentucky consults with various groups to elicit feedback on existing products and to determine customer needs for additional ones.

In PY 2021, Kentucky continued its communications and outreach plan with the LWAs, despite the limitations imposed by COVID-19 restrictions. Kentucky aggressively utilized electronic and virtual platforms to maintain regular interaction and outreach with this key user group. This emphasis on continued communications was critical to effectively market LMI data and products; and to drive the development of new reports and analyses. This communication with the LWAs will continue in PY 2022.

Frequent communication between KYSTATS and other user groups will enable the Branch to provide the economic and education data and analyses needed by customers and policymakers. This information is vital as Kentucky works to evaluate the lingering impacts of the pandemic, develops strategies for economic recovery, and supports the Workforce Innovation and Opportunity Act (WIOA).

This PY 2022 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 technology staff to continue streamlining the process of uploading data, and train additional staff in the administration of the database.

Kentucky will continue using the Data Axle Employer Database (EMPDB) to provide customers with employer information in PY 2022. All EMPDB 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 2.8. Kentucky will upgrade to WID Version 3.0 once it is released and in accordance with the deadline set by ETA.

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 3.0 | Data Structure Update | By required ETA deadline | Same |

| Task | Task Focus | Milestones | Principal Customers |
|---|-----------------------------|--------------|---------------------|
| Incorporate Data Axle EMPDB updates into the WID semi-annually | Data Update | As available | Same |
| 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 | \$105,210 | | |

2. State and local industry and occupational employment projections

In PY 2021 Kentucky developed statewide, long-term industry and occupational projections for the period of 2020-2030. These projections will be submitted to the Projections Managing Partnership (PMP) in early PY 2022 by the July 8, 2022 deadline as required by ETA.

In PY 2022, Kentucky will also develop sub-state, long-term projections for the period of 2020-2030. In addition, Kentucky will produce statewide, short-term projections to 2024 using 2022 as a base year. Kentucky will submit both of these required projections sets to the PMP.

Current projections data will be made available on the LMI webpage and incorporated into the WID. Finalized estimates will also be incorporated into the Occupational Outlook dashboard and other LMI tools and publications as new projections cycle data become available.

In addition, Kentucky will continue to produce its mid-term, five-year projections. These mid-term projections are utilized in multiple reports published by KYSTATS and are produced annually at both the state and sub-state level. In PY 2022, Kentucky will pursue the option of publishing these five-year projections in lieu of the short-term, two-year projections if permitted by the PMP and ETA.

The tasks to meet this objective are:

| Task | Task Focus | Milestones | Principal Customers |
|--|---------------------------|-------------------------------------|--|
| Finalize, submit, and publish statewide projections for the period of 2020-2030 | Data Quality/ Data Update | July 8, 2022 | LWA boards, employers, educators, students, career counselors, economic developers, policymakers, job seekers, and government agencies |
| Incorporate statewide and sub-state, long-term projections into the interactive Occupational Outlook dashboard | Data Delivery | As new projections become available | Same |
| Update NAICS time-series to include 2021 employment data | Data Update | December 2022 | Same |

| Task | Task Focus | Milestones | Principal Customers |
|--|---------------|-------------------------------------|---------------------|
| Develop statewide, short-term projections (2022-2024) using 2022 as base year | Data Update | March 2023 | Same |
| Develop sub-state, long-term occupational and industry projections (2020-2030) using Projections Suite and submit estimates to the PMP | Data Update | July 2023 | Same |
| Populate WID with current cycle projections data and publish estimates on labor market information webpage | Data Delivery | As new projections become available | Same |
| Develop mid-term, five-year state and sub-state occupational and industry projections for 2021-2026, and pursue option of publishing in lieu of short-term projections if permitted by PMP and ETA | Data Update | Ongoing | Same |
| Estimated Cost | \$86,080 | | |

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 2021, the Branch continued to consult with state and LWA professionals and conferred with other organizations involved in policymaking regarding workforce information issues and customer needs. Despite travel restrictions that continued through much of the program year, Kentucky actively engaged in virtual meetings with these stakeholders to garner feedback and determine the need for new product development in light of the unique challenges presented by the Covid-19 outbreak. This customer input was essential for Kentucky to identify the information and analysis necessary to evaluate the economic disruption caused by the pandemic, to develop new products to meet these needs, and to lay the groundwork for future recovery. In PY 2022, these regular exchanges of ideas between users and suppliers of workforce information will continue to be a priority as Kentucky actively seeks out opportunities to provide information, tools, and training to local workforce policymakers, career center staff, employers, jobseekers, and others.

Throughout PY 2022, 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 continue to actively market its LMI products and services. Working in collaboration with KYSTATS’ communications staff, Kentucky will issue press releases, conduct presentations and workshops, and update users of new LMI products and tools as they become available.

KYSTATS is also planning a “LMI Roadshow” in PY 2022. This series of meetings will provide information and training for service delivery to Kentucky Career Center locations throughout the state.

Although restrictions on in-person travel may persist into PY 2022, internal staff development will remain a priority and Kentucky will utilize virtual, web-based, and online trainings as necessary. Kentucky LMI staff will receive training on analytic and data visualization software (including Tableau, SQL, and R) to enhance LMI product design and delivery, and attend technical trainings offered by the BLS and the PMP. Staff will also participate in state and national conferences, workshops, and collaboratives to share best practices and learn from other workforce, education, and labor market information professionals.

In addition, as part of Kentucky’s commitment to equity and inclusion, staff will receive training to further their ability to create reports and tools accessible to individuals with disabilities.

Finally, Kentucky will continue its detailed process documentation for existing and future staff. This documentation process is an ongoing practice that will continue throughout PY 2022 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.

The tasks to meet this objective are:

| Task | Task Focus | Milestones | Principal Customers |
|---|----------------------|------------|--|
| Provide education and training, through conferences, presentations, and workshops, including in-person and virtual trainings and meetings 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, with a focus on challenges presented with regard to the economic recovery from the COVID-19 pandemic | 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 |

| Task | Task Focus | Milestones | Principal Customers |
|--|-----------------------------|------------|---------------------|
| Attend program specific technical trainings as well as analytic and data visualization software trainings, and participate in workshops, conferences, and collaboratives at the state, local, and national level | Capacity building/ Training | Ongoing | LMI Staff |
| Participate and develop internal training to assist staff in creating accessible reports and tools for individuals with disabilities, increasing equity, and inclusion for these customers | 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 | \$100,425 | | |

4. Statewide annual economic analysis report

In PY 2022, 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 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 include metrics and information on COVID-19 impacts and recovery efforts to inform policymakers and support economic and labor market recovery. Analyses will be made available on the KYSTATS website.

In addition to the annual economic analysis report submitted to ETA, Kentucky will publish additional reports throughout the program year. One such report is the Kentucky Students' Right to Know, mandated by the Kentucky General Assembly in House Bill (HB) 419 in PY 2020. This dashboard links college majors to the most in-demand jobs in the Commonwealth, along with typical education requirements, wages, and institutions offering these majors. The Kentucky Students' Right to Know will be maintained and updated in PY 2022.

Another report, the Kentucky Workforce Dashboard (KWD), was revamped in PY 2021. The KWD provides an overview of labor market health, funding distribution, and service outcomes, and reflects the workforce and education priorities as defined by the KWIB strategic plan, WIOA, and Kentucky workforce partners. The KWD will be updated in PY 2022.

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 2022.

Another report is the Workforce Overview Report for Kentucky Regions (WORKR). Kentucky worked directly with the LWAs to identify the elements needed for these key

stakeholders to develop the WORKR. This dynamic, Tableau-based analysis incorporates information and data on occupations, industries, projections, the labor force, wages, and unemployment insurance (UI) claims as well as demographics. Analysis is available at the statewide, Workforce Planning Region (WPR), and LWA levels. The WORKR also allows for comparisons of key metrics between Kentucky and surrounding states. The WORKR will continue to be updated throughout PY 2022.

The Labor Force Update, Kentucky’s monthly LMI newsletter, continues to provide analysis and information on various LMI topics, including most recently, analyses of Kentucky’s workforce pipeline and employment recovery in Kentucky’s local workforce areas. Other newsletters in PY 2021 addressed topics including racial and ethnic employment and wage inequalities during the pandemic, telework in Kentucky, age-adjusted labor force participation rates, and an analysis of quit levels in Kentucky. Beginning in PY 2022, the Labor Force Update will be published in blog format to allow for more concise, timely analyses than those afforded by a once-monthly newsletter.

In PY 2022, Kentucky will continue to 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 2022.

One such product, developed in direct response to customer needs as the pandemic ramped up in Kentucky, is the Kentucky County Unemployment Update (CUU). This interactive report, utilizing unemployment claims data from the Program for Measuring Insured Unemployment Statistics System (PROMIS) allows users to view key UI initial claims indicators at the county level, including weekly initial claims, percent of overall claims by county, claims by industry, and trends by select demographic indicators including gender, race, and age. The CUU was published on the KYSTATS website in May 2020 and is updated monthly. The report will continue in PY 2022.

In addition, in PY 2022, Kentucky will continue to partner 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.

Finally, Kentucky will continue its participation with the U. S. Census Bureau’s Longitudinal Employer-Household Dynamics (LEHD) program.

The tasks to meet this objective are:

| 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 including the annual economic analysis and the Kentucky Labor Force Update | Information Delivery | Ongoing | LWA boards, employers, educators, students, career counselors, economic developers, policymakers, job seekers, and government agencies |

| Task | Task Focus | Milestones | Principal Customers |
|--|-------------------------------|------------|---------------------|
| Maintain and publish the Kentucky Students' Right to Know dashboard | Information Delivery | Ongoing | Same |
| Maintain and publish the KWD online | Information Delivery | Ongoing | Same |
| Maintain and publish the KFSR online | Information Delivery | Ongoing | Same |
| Maintain and publish the WORKR 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 the 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 LEHD project | Data Delivery | Ongoing | Same |
| Estimated Cost | \$76,515 | | |

5. Other economic, workforce, and labor market information reports and products

The KYSTATS website continues to be the primary method of delivery for labor market information. In PY 2021, work was completed on a redesign of the LMI page to align that interface with the rest of the KYSTATS website. In PY 2022, the website will continue to be maintained and a content management system (CMS) will be completed to allow LMI staff to directly update select site content.

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.

Kentucky will continue to utilize Tableau software to give customers the ability to define and generate reports based on user-selected metrics 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 will continue to be made available.

Traditional LMI publications and reports will be enhanced and published throughout the year. Kentucky will update its dynamic state and area Occupational Outlook with data from the most recent round of available projections and occupational employment and wage data from the Occupational Employment and Wage (OEWS) program and KYSTATS. Likewise, the interactive Career Explorer tool that incorporates occupational descriptions, skills, demand, and wage data, will be updated as well.

Kentucky will also continue to update and improve its existing interactive reports in PY 2022, including the Economic Activity Report (EAR) which utilizes Quarterly Census of Employment and Wages (QCEW) data, as well as information from the Business Employment Dynamics (BED) program and state-level estimates from the Job Openings and Labor Turnover Survey (JOLTS). The EAR dashboard allows users to explore industry level employment and wages, job gains and losses, and labor turnover data, including job openings, hires, separations, layoffs, and quits over time.

The Current and Historical Local Area Unemployment Statistics (LAUS) Report will also be updated throughout PY 2022. This report provides users with annual and monthly BLS Civilian Labor Force (CLF) estimates for the U.S., state, counties, and other sub-state areas, utilizing Microsoft SQL Server Reporting Services (SSRS), enhancing functionality for researchers and others seeking the ability to extract data sets with ease. This SSRS tool currently supplements the Tableau-based, visualization tool, the Civilian Labor Force Report (CLFR). In PY 2022, Kentucky will continue to explore options to incorporate data visualization directly into the Current and Historical LAUS Report, eliminating the need for two separate reports.

Throughout the program year, Kentucky will work to improve these publications and develop new ones. Kentucky will also continue to explore the possibility of utilizing SSRS to develop a report geared toward those seeking to extract occupational employment and wage data sets.

The tasks to meet this objective are:

| 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 |
| Maintain dynamic, Tableau-based Occupational Outlook Dashboard utilizing statewide, and sub-state long-term projections data | Product Development/ Information Delivery | As new projections data becomes available | Same |
| Maintain interactive Career Explorer tool utilizing skills, job description, demand, and wage data | Product Development/ Information Delivery | Ongoing | Same |

| Task | Task Focus | Milestones | Principal Customers |
|---|--|------------|---------------------|
| Enhance, develop, publish, and maintain other dynamic LMI reports based on needs determined by stakeholders and data users | Product Development/ Information Delivery | Ongoing | Same |
| Publish current and 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 | 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 |
| Complete 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 | \$109,990 | | |

6. Annual performance report

Kentucky will prepare and submit an annual performance report to ETA summarizing grant activities for PY 2022. This performance report will list the core deliverables and activities as specified by ETA-TEGL-WIG-2022 and will be submitted by October 1, 2023.

Total Grant: \$ 478,220

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