

Commonwealth of Kentucky Workforce Labor Market Information Grant Core Products and Services Annual Report for PY 2017

Education and Workforce Development Cabinet
Kentucky Center for Statistics (KYSTATS)
Workforce Intelligence Branch

Kentucky is pleased to present the PY 2017 Annual Report on the Workforce Information Core Products and Services Grant. Continuing cooperation and consultation with both customers and partners enabled the Workforce Intelligence (WI) Branch within the Kentucky Education and Workforce Development Cabinet, to meet our objectives for PY 2017. The fulfillment of the deliverables outlined below provided the means for the Commonwealth to identify, develop, and maintain sustainable and competitive regional economies and support planning for long-term economic growth and stability.

In PY 2017, a wide range of products were generated through the Bureau of Labor Statistics' cooperative programs. The Branch also reorganized, becoming part of the Kentucky Center for Statistics (KYSTATS). KYSTATS is the state agency charged with collecting and linking data to evaluate education and workforce efforts in the Commonwealth so that policymakers, practitioners, and the general public can make better 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 data sources and creates reports for policymakers, practitioners, and the general public.

This strategic move has allowed the Branch to expand both the scope and quality of the services and products traditionally provided by the LMI shop, and reflects Kentucky's commitment to provide quality information to all customers of the workforce information system.

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

The KYLMI website is the home for Kentucky's labor market and workforce information. In PY 2016 Kentucky worked extensively to develop a new, more dynamic, and user-friendly LMI website, based upon stakeholder feedback and integrated within the existing KYSTATS website. This new site, located at <https://kystats.ky.gov/KYLMI>, was launched in early PY 2017.

An integral part of the new site development was the transition of Kentucky's Workforce Information Database (WID) from a private vendor, Geographic Solutions, to KYSTATS. Working in collaboration with the KYSTATS development team, the Branch completed the WID transition in early PY 2017. Kentucky also upgraded to WID version 2.7 in June 2018.

During PY 2017 Kentucky continued to populate and maintain all of the designated core tables in the Workforce Information Database (WID). Kentucky development staff also worked to streamline the process of formatting, revising, and loading data to WID.

Kentucky updated its licensing data for the LICAUTH, LICENSE, and LIXCOCC tables in the WID. This updated licensing data was also submitted to the Analyst Resource Center (ARC) for inclusion in the ARC database in June 2018. The ARC periodically shares this database with CareerOneStop for use in their License Finder tool.



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Other 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 employment and wages (OES), industry and occupational projections, and population data.

Another key component in the WID is the Infogroup Employer Database. During PY 2017, Kentucky incorporated the 2018 Second Edition of the database into the WID. As part of the transition to the new website, Kentucky developed and later refined a new interactive Find Employers dashboard to allow users to access the Employer Database. The dashboard, developed in Tableau, is accessible at <https://kystats.ky.gov/KYLMi> and allows users to search for employers by keyword, county, industry, size range, and other select criteria.

| Task | Task Focus | Milestone Date | Principal Customers | Status |
|--|-----------------------------|----------------|---|-----------|
| Complete transition of WID from Geographic Solutions to KYSTATS' servers | Website Transition | July 2017 | Local Workforce Area boards, employers, educators, students, career counselors, economic developers, policymakers, job seekers, and government agencies | Completed |
| Perform routine updates of core tables, including current cycle projections data | Data update | Ongoing | Same as above | Ongoing |
| Update occupational licensing files and submit to National Crosswalk Service Center | Data update | July 2018 | Same as above | Completed |
| Incorporate InfoGroup Employer Database (EMPDB) updates into the WID semi-annually | Data update | As available | Same as above | Ongoing |
| Implement redesigned employer search module on new KYLMi website | Data delivery | July 2017 | Same as above | Completed |
| Upgrade to latest version of database structure (WID Version 2.7) | Data delivery | June 2018 | Same as above | Completed |
| Streamline processing of data uploads and revisions/updates, and expand staff training on WID requirements and processes | Capacity building/ Training | Ongoing | LMI Staff | Ongoing |



2. Produce and disseminate industry and occupational employment projections.

In an effort to improve the quality of sub-state, long term industry and occupational projections, Kentucky utilized alternate employment inputs to produce a second set of sub-state, long-term projections for the period 2014-2024.

This second round of projections was finalized in early PY 2017 and utilized in the sub-state level Occupational Outlooks to 2024 for each of the state’s Local Workforce Areas. Occupational Outlooks were published on the new labor market information website early PY 2017.

In PY 2017, Kentucky updated the NAICS employment time series to include 2016 as a base year for statewide long-term projections to 2026. Kentucky also developed statewide short-term (two year) industry and occupational projections for 2017-2019 using 2017 as a base year. These short-term projections were submitted to the Projections Consortium in February 2018 and incorporated into Kentucky’s WID in March 2018.

In PY 2017, Kentucky staff implemented the new BLS Separations Methodology to develop statewide long-term occupational and industry projections for 2016-2026. These projections were submitted to the PMP for comparison and finalization at the end of PY 2017. In August 2018 Kentucky re-ran these projections using updated staffing patterns generated from the recently updated Local Employment and Wage Information System (LEWIS), to allow for greater publication detail and decreased suppression of occupations. The second set of statewide, long-term projections were submitted to the PMP in August and incorporated into the Kentucky Occupational Outlook to 2026, which was published in September 2018. This second round of statewide projections were also utilized to draft the Career Profiles publication and in a Tableau-based interactive Career Profiles tool scheduled for release in the fall of 2018.

Kentucky LMI staff also collaborated with the KYSTATS research team to update the five-year occupational projections (at both the state and sub-state level) utilized in the Kentucky Future Skills Report (KFSR), Kentucky’s first supply/demand report. In addition, the Branch explored options to produce five year projections, including the review of other state methodologies.

| Task | Task Focus | Milestone Date | Principal Customers | Status |
|---|------------------------------|----------------|---|-----------|
| 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 | Completed |
| 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 as above | Completed |
| Update NAICS time-series to include the most current base year (2016) for statewide long-term projections | Data Update | July 2018 | Same as above | Completed |



| Task | Task Focus | Milestone Date | Principal Customers | Status |
|--|---------------------|---|---------------------|---|
| Develop statewide, short-term projections (2017-2019) using 2017 as base year | Data Update | February 2018 | Same as above | Completed |
| Develop statewide long-term occupational and industry projections using Projections Suite and implementing the new BLS Separations methodology and submit estimates to the PMP | Data Update | June 2018 | Same as above | Completed – Finalized July 2018; rerun in August 2018 |
| Populate WID with current cycle projections data and publish estimates on labor market information website | Data Delivery | As new projections estimates become available | Same as above | Completed |
| Explore options for producing five-year projections at the state and sub-state levels | Product Development | Ongoing | LMI Staff | Ongoing |

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

Kentucky continued to conduct special state, local, and regional studies to provide information to communities who are undergoing economic transition, implementing state and sub-state workforce development initiatives, or experiencing major layoffs or disasters, and to support implementation, and reporting on, the Workforce Innovation and Opportunity Act (WIOA). In PY 2017, the Branch received numerous requests for information. 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.

The broad scope of KYSTATS' existing partnerships within the education and workforce community, including local Chambers of Commerce, state K-12 and postsecondary education organizations, and others, has allowed the Workforce Intelligence Branch to build upon current relationships and cultivate new ones, increasing the interaction between LMI and its key customer groups. This communication and feedback from the customer groups was the driving force behind the economic analysis and products produced by the Branch in PY 2017.

A key piece of analysis was made available to customers through the Kentucky Future Skills Report (KFSR). The KFSR is an online, interactive report utilizing 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 was updated in PY 2017 with the most current supply, outcomes, and future demand data (2017-2021).

Analysis was also provided to customers via a new interactive report, the Kentucky Industry Profiler. The Kentucky Industry Profiler utilizes monthly, quarterly, and annual employment and wage data to provide detailed, industry-level information by geographical area.



This dynamic dashboard allows users to view current industry data, analyze historical trends over time, and make comparisons across broad and detailed industry groups, geographies, and ownerships.

Kentucky also prepared detailed analysis for the U.S. Department of Labor in accordance with the provisions of the Consolidated Farm and Rural Development Act, Employment and Training Administration regulations, and the procedures described in the Employment Service Program Letter 9-91 for the Rural Industrialization Loan and Grant Program. The Branch provided detailed labor market, workforce, and economic information, and assessment related to an application for a rural loan on related local industry to evaluate potential impacts to competitors. This analysis was submitted to the U.S. Department of Labor in May 2018, and also provided to the ETA regional office.

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. In PY 2017 CBER monitored employment trends across the state, prepared press releases, and conducted analysis of the state’s labor force participation rates across demographic groups and geographic areas.

Staff Training

A knowledgeable and well-trained staff is essential to the development of useful analyses. To this end, staff training was a priority in PY 2017. Branch personnel attended several U.S. Department of Labor and other state-sponsored statistical program trainings, and also participated in online trainings and webinars throughout the year. In addition, LMI staff participated in training provided by the Projections Management Partnership (PMP); attended and presented at national conferences, such as the Association of Public Data Users’ (APDU) Conference; and received training in Tableau, which is utilized in the new KYLMI website and allows for the development of online, interactive tools that customers can use to easily create reports, maps, and graphs based on user defined criteria.

All of these trainings afforded Kentucky’s staff the opportunity to learn about a variety of labor market projects and initiatives, new and changing program requirements, and software applications. The trainings also allowed participants the chance to interact with colleagues from other states and agencies who are employed in similar positions and work with comparable workforce information products and services.

Finally, with the alignment of LMI and KYSTATS, cross-training continued in PY 2017. KYSTATS development staff received training from Kentucky’s LMI staff on WID content, tables, maintenance, and structure. In turn, LMI staff were trained in the available modules and tools utilized on the existing KYSTATS’ website. WIG projections staff also consulted with KYSTATS researchers on projections models and methodologies. Cross training will continue as LMI and KYSTATS explore ways to best utilize staff and seek ways in which to incorporate the data and analyses provided by each into new and dynamic products for customers.

| Task | Task Focus | Milestone Date | Principal Customers | Status |
|---|---------------------|----------------|---|---------|
| Leverage additional data and resources available through alignment with KYSTATS to develop new products utilizing both KYSTATS and BLS/ETA data | Product Development | Ongoing | Local Workforce Area boards, employers, educators, students, career counselors, economic developers, policymakers, job seekers, and government agencies | Ongoing |



| Task | Task Focus | Milestone Date | Principal Customers | Status |
|--|-------------------------------|----------------|---------------------|--------------------------------------|
| Maintain and publish the Kentucky Future Skills Report (KFSR) online | Information Delivery | Ongoing | Same as above | Updated KFSR published February 2018 |
| Develop and launch the Kentucky Industry Profiler Report online | Information Delivery | July 2018 | Same as above | Completed |
| Provide analysis and detailed labor market, workforce, and economic information for the U.S. Department of Labor for the Rural Industrialization Loan and Grant Program | Information Delivery | May 2018 | Same as above | Completed |
| 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 as above | Ongoing |
| Increase and cultivate relationships with education community to identify areas needing analysis | Outreach/ Product Development | Ongoing | Same as above | Ongoing |
| Produce detailed economic analyses, reports, and tools tailored to customer needs | Information Delivery | Ongoing | Same as above | Ongoing |
| Work in collaboration with CBER to develop, conduct, and publish various economic analyses | Information Delivery | Ongoing | Same as above | Ongoing |
| Continue cooperation and participation in the US Census LED project | Data Delivery | Ongoing | Same as above | Ongoing |
| Continue staff development on national, state, and local LMI initiatives, technical program requirements, software applications; and internal cross training in product development and delivery methods | Capacity building/ Training | Ongoing | LMI Staff | Ongoing |



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

Informational products and services are delivered to customers primarily through Kentucky's Labor Market Information (KYLMI) website. In early PY 2017 Kentucky launched a redesigned, more dynamic and user-friendly LMI website.

From the initial stages of site design throughout the development process, Kentucky consulted with stakeholders and data users, including educators, economic developers, workforce professionals, and others, to identify data needs and guide the development of this new site. This focus on customer-driven product design and development continued throughout the program year. As Kentucky prepares new site content and tools, meetings with stakeholders and data users will continue in order to elicit feedback and refine the site to best meet customer needs.

The new KYLMI website, located at <https://KYSTATS.ky.gov/KYLMI>, utilizes Tableau software to give customers the ability to define and generate reports based on user-selected data and geography. Users can create and view customized reports and maps, download files, and produce printable reports.

The LMI Area Profile, a dynamic report providing a snapshot of key economic measures by area and industry sector, can be found at https://kcewsreports.ky.gov/t/KCEWS/views/LMIAreaProfile/FullSize?:embed=y&showShareOptions=true&:display_count=no&:showVizHome=no.

Another dynamic piece of analysis, the Kentucky Future Skills Report (KFSR) allows users to explore historic workforce supply, current employment outcomes, and future workforce demand. The full version of the updated KFSR is available at https://kystats.ky.gov/Reports/TableauReport?url=https%3A%2F%2Fkcewsreports.ky.gov%2Ft%2FKCEWS%2Fviews%2FKFSR2017UpdatedRelease%2FKFSR_0%3F%3Aembed%3Dy%26%3AshowAppBanner%3Dfalse%26%3AshowShareOptions%3Dtrue%26%3Adisplay_count%3Dno%26%3AshowVizHome%3Dno.

The Kentucky Industry Profiler, provides interactive analysis for users seeking to examine current and historical employment and wage trends by detailed industry levels, geographies, ownerships, and time periods. The Kentucky Industry Profiler is available online at https://kystats.ky.gov/Reports/TableauReport?url=https%3A%2F%2Fkcewsreports.ky.gov%2Ft%2FKCEWS%2Fviews%2FIndustry_profiler_postBA%2FIndustryExplorer%3FiframeSizedToWindow%3Dtrue%26%3Aembed%3Dy%26%3AshowAppBanner%3Dfalse%26%3Adisplay_count%3Dno%26%3AshowVizHome%3Dno.

The Find Employers Module, which utilizes the Employer Database and was updated and redesigned in PY 2017, is located at https://kcewsreports.ky.gov/t/KCEWS/views/EMPDB_2018/FinalDisplay?iframeSizedToWindow=true&embed=y&:display_count=no&:showAppBanner=false&:linktarget=_parent&:showVizHome=no.

Kentucky also produced Workforce Profiles for the state and each of the ten Local Workforce Areas. Each profile provides a brief overview of the selected area's population, commuting patterns, educational attainment, projected workforce demand, key industry sectors. The Kentucky Workforce Profiles are available at https://kystats.ky.gov/Reports/ShowReports?ReportId=KSWB_2018&publishDate=20180501.

In early PY 2017 Kentucky incorporated its second round of sub-state, long-term projections (2014-2024) into Occupational Outlooks for each of the Local Workforce Areas. The LWA Outlooks to 2024 are available from the LMI homepage at <https://kystats.ky.gov/KYLMI>.

The Kentucky Occupational Outlook to 2026, which utilizes the most recent 2016-2026 long-term statewide projections, was published in September 2018 and is available at <https://kystats.ky.gov/Content/Reports/2016-2026%20KY%20Occupational%20Outlook.pdf>. Development also began during the program year to create a dynamic, Tableau-based Career Profiles Report to supplement the standard Career Profiles publication



traditionally produced by the Branch. Both utilize the statewide long-term projections that were completed in August 2018 and are scheduled to be released in the fall of 2018.

During PY 2017 Kentucky also published the 2016 Kentucky Population and Labor Force Estimates by Sex and Race, a redesigned labor force and population demographic report (formerly the Total and Non-White). The report is available at https://kystats.ky.gov/Content/Reports/2016_KYPopulationAndLaborForceEstimates.pdf.

Finally, in PY 2017, Kentucky began development on a new monthly newsletter to provide analyses and highlights of recent LMI data releases. The first issue of the Kentucky Labor Force Update was published in August 2018 and is available at https://kystats.ky.gov/Reports/ShowReports?ReportId=WVP-LF_2018&publishDate=20180926.

Static tables and maps are also available. For researchers and others seeking to download large amounts of data, Excel tables for current and historical data sets are available. This format was strongly preferred by stakeholders and is simpler to maintain.

Annual and quarterly updates to the QCEW tables were added, as were 2017 annual OES employment wage estimate files for the state and sub-state areas. Tables with monthly CES employment estimates are available for download, and the historical and current LAUS data series available to the public has been expanded to include labor force participation rates.

Standard LMI publications, including maps, press releases, and other economic analysis are also available. The Branch collaborated extensively with the Kentucky Division of Unemployment Insurance (UI) to enhance and aggregate for Local Workforce Areas, the Monthly Performance Measures produced by UI and published by Workforce Intelligence.

These tables and LMI publications are housed within the Kentucky Labor Market Information Library located at <https://KYSTATS.ky.gov/KYLM>. On this page, Kentucky maintains links to the Kentucky Career Center, StatsAmerica, QWI Explorer, Census LED OnTheMap, U.S. Bureau of Labor Statistics, Business Employment Dynamics, and the U.S. Census Bureau.

Visits and downloads to the new site will be tracked using Google Analytics.

| Task | Task Focus | Milestone Date | Principal Customers | Status |
|---|----------------------|----------------|---|-----------|
| Launch redesigned 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 | Completed |
| Publish 2014-2024 Occupational Outlooks for Local Workforce Areas based on second generation sub-state, long-term projections | Information Delivery | August 2017 | Same as above | Completed |



| Task | Task Focus | Milestone Date | Principal Customers | Status |
|--|--|----------------|---------------------|---|
| Develop and publish dynamic labor market information reports based on needs determined by stakeholders and data users, including county area profiles. New dynamic reports developed in PY 2017 include: | Product Development/ Information Delivery | Ongoing | Same as above | Ongoing |
| <ul style="list-style-type: none"> LMI Area Profiles | Product Development/ Dynamic LMI Report and Publications | July 2017 | Same as above | Completed |
| <ul style="list-style-type: none"> Industry Profiler | Product Development/ Dynamic LMI Report and Publications | June 2018 | Same as above | Completed August 2018 |
| <ul style="list-style-type: none"> CLFR Civilian Labor Force Report (CLFR) | Product Development/ Dynamic LMI Report and Publications | June 2018 | Same as above | In progress. Second iteration of tool in development; to be completed in PY 2018 |
| <ul style="list-style-type: none"> Draft BEDR (Business Employment Dynamics Report) | Product Development/ Dynamic LMI Report and Publications | June 2018 | Same as above | Initial draft completed |
| <ul style="list-style-type: none"> Develop interactive Career Profiles report based on static publication | Product Development/ Dynamic LMI Report and Publications | Fall 2018 | Same as above | In progress. |
| Develop and publish redesigned Kentucky Career Profiles for 2018 | Product Development/ Information Delivery | July 2018 | Same as above | In progress. (Carryover to PY 2018, delayed by revisions to statewide projections estimates.) |
| Develop and publish revamped demographic labor force and population data (former Total & Non-White Report) | Product Development/ Information Delivery | June 2018 | Same as above | Completed |
| Develop and publish redesigned 2016-2026 Kentucky Occupational Outlooks utilizing statewide, long-term projections data | Product Development/ Information Delivery | June 2018 | Same as above | Completed August 2018 |



| Task | Task Focus | Milestone Date | Principal Customers | Status |
|--|---|-------------------------------|---------------------|-----------|
| Develop and publish Workforce Profiles for Kentucky and each of the Local Workforce Areas | Product Development/ Information Delivery | May 2018 | Same as above | Completed |
| Develop and publish monthly newsletters to provide analyses and LMI release highlights (Kentucky Labor Force Update) | Product Development/ Information Delivery | Monthly beginning August 2018 | Same as above | Ongoing |
| Produce and publish static maps, tables, press releases, monthly employment situation reports, and economic analysis | Data Delivery | Ongoing | Same as above | Ongoing |
| Maintain and refine website content based on user feedback. Provide website and Tableau training to staff. | Product Development/ Information Delivery | Ongoing | LMI Staff | Ongoing |

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

The Branch continued consultation with state and local WIOA professionals and board members regarding workforce information issues; and conferred with various national, state, and local agencies and other organizations involved in policy making regarding current and projected workforce information needs. Regular exchanges of ideas between users and suppliers of workforce information occurred through numerous meetings, demonstrations, focus groups, and conferences.

In PY 2017, Kentucky became more proactive in its exchanges with Local workforce Areas and other customer groups. Rather than waiting for customer requests for information, Kentucky implemented a “product push” to routinely deliver new products to customers as they became available. This “product push” is designed to not only to provide customers with much needed information, but also to inform them of the wide range of data and analyses available from the LMI shop.

To increase visibility further, Kentucky began actively marketing its products to Local Workforce Areas and other user groups. Working in collaboration with KYSTATS communications staff, Kentucky issued press releases, conducted workshops, and provided training on the products and services available from LMI. KYSTATS held the 2017 Data Use Conference in Louisville, Kentucky. The two-day conference, geared toward education and workforce professionals, data users, and policymakers, offered 15 presentations and was attended by close to 200 individuals representing the various education and workforce sectors.

In addition, Kentucky launched a mini-conference series later in the program year. This series of mini-conferences, which will continue in PY 2018, will be held throughout the state and will provide training for Local Workforce Area professionals and other key customer groups, on the data, analyses, and reports available to them, including the KFSR and Kentucky Industry Profiler. Included with this training is guidance on how to utilize these tools for local planning purposes, enabling local communities to identify, develop and maintain sustainable regional economies.



Because workforce information depicts complex conditions subject to interpretation, training was provided to improve the technical skills of Local Workforce Area professionals and staff. LMI technical training, including LMI data, concepts, and utilization of the KYLMI website, was made available for Kentucky Office of Employment and Training (OET) Business Services and Job Seeker Services personnel. The Branch partnered with the OET to provide data and support for the WIOA formula allotments for the agency, and provided data and analyses for elements used in reporting metrics for the state WIOA Combined State Plan.

Kentucky routinely provides analysis of local economic conditions, including local area projections, industry, occupation, employment, unemployment, and wage data, as requested by WIOA professionals and other customers, including state and local economic development agencies, schools, and chambers of commerce.

Finally, Kentucky continues to actively garner feedback from Local Workforce Areas and other customer groups develop standard recurring publications that will be of benefit to a wider-range audience. Once developed, these products will be pushed out routinely to supplement the information already provided by the Branch.

| Task | Task Focus | Milestone Date | Principal Customers | Status |
|--|----------------------|----------------|---|---------|
| 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 | Ongoing |
| Implement “product push” to provide customers with new products as they become available | Information Delivery | Ongoing | Same as above | Ongoing |
| Continue and increase consultation with Local Workforce Areas through meetings, focus groups, and other method to determine customer needs | Product Development | Ongoing | Same as above | Ongoing |
| 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 as above | Ongoing |

Consultation and Customer Satisfaction Assessment

The Branch recognizes the importance of assessing customer satisfaction and the role it plays in the improvement of products and services. Throughout PY 2017 a concerted effort was made to obtain customer input on new product design, as well as feedback on existing products. Through meetings, presentations, conferences, focus groups, and individuals consultations, Kentucky solicited feedback to improve the products and services offered to users of labor market information. Customer response has been overwhelmingly positive regarding this new emphasis on user-driven product development. This focus will continue in PY 2018.

The new labor market information page, hosted on the KYSTATS’ website facilitates customer contact. The Contact KYSTATS page allows users to provide feedback, and the Data Request Form allows users to easily



request data and other information from the website. Users can also sign up to join the KYSTATS listserv.

Site visits and page views are tracked using Google Analytics. Since the launch in July 2017, the Labor Market Information Report Library has had more than 50,000 page views, while the views on the KYSTATS site overall have increased to nearly 150,000.

Conclusion

Funding from the Workforce Labor Market Information Grant is used to provide essential workforce information to Kentuckians. The Program enables the 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 customers will continue in PY 2018.

