

# Commonwealth of Kentucky Workforce and Labor Market Information Grant Core Products and Services Annual Report for PY 2020

Education and Workforce Development Cabinet  
Kentucky Center for Statistics  
Workforce Intelligence Branch

Kentucky is pleased to present the PY 2020 Annual Report on the Workforce and Labor Information Grant (WIG) core products and services. Continuing cooperation and consultation with both customers and partner agencies enabled the Workforce Intelligence Branch, within the Kentucky Education and Workforce Development Cabinet, to meet its objectives for PY 2020. 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. These objectives are especially critical as the Commonwealth works to fully recover and evaluate the continuing economic effects of the COVID-19 pandemic.

The Workforce Intelligence Branch (Branch) is housed within the Kentucky Center for Statistics (KYSTATS), 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 informed decisions. KYSTATS also maintains the Kentucky Longitudinal Data System (KLDS), a statewide longitudinal data system that facilitates integration of data from multiple education, workforce, and other government sources.

This strategic alignment continues to afford the Branch opportunities to expand both the scope and quality of the services and products traditionally provided through Labor Market Information (LMI); and reflects Kentucky's commitment to provide quality information to all customers of the workforce information system. It has also uniquely positioned KYSTATS to respond to inquiries on multiple fronts regarding the disruptions to the workforce and educational communities resulting from the COVID-19 pandemic.

In PY 2020, a wide range of products and services were generated through collaboration with the KLDS research team; and as always, through the Branch's Bureau of Labor Statistics' (BLS) cooperative programs and the Employment and Training Administration (ETA) WIG.

## 1. Workforce Information Database (WID)

During PY 2020, Kentucky continued to populate and maintain all of the designated core tables in the WID. Kentucky development staff also continued to streamline the process of formatting, revising, and loading data to the WID.

Kentucky upgraded to WID Version 2.8 in PY 2019, and continues to maintain this most recent version of WID.

Kentucky updated its licensing data for the LICAUTH, LICENSE, and LICXCOCC tables in the WID at the end of PY 2019. This updated licensing data was also submitted to the Analyst Resource Center (ARC) for inclusion in the ARC database. The ARC periodically shares this database with CareerOneStop for use in their License Finder tool. Per the requirements of ARC, Kentucky updates these core tables every two years. The next updates are due in PY 2021.

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



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Price Index (CPI), income data, occupational employment and wage estimates, industry and occupational projections, and population data.

Another key component in the WID is the Data Axle (formerly Infogroup) Employer Database. During PY 2020, Kentucky incorporated the 2021 First Edition of the database into the WID. Kentucky also updated the Find Employers Dashboard allowing users to access the most recent version of the Employer Database. The dashboard, developed in Tableau, allows users to search for employers by industry, keyword, county, size range, and other select criteria; and is accessible at <https://kystats.ky.gov/Reports/Tableau/KYLM EMPDB>.

Task	Task Focus	Milestone Date	Principal Customers	Status
Maintain the most recent version of the WID (Version 2.8) and perform routine updates of designated core tables, including current cycle projections data and updated licensing data	Data Update	Ongoing	Local Workforce Area boards, employers, educators, students, career counselors, economic developers, policymakers, job seekers, and government agencies	Ongoing
Incorporate Data Axle EMPDB updates into the WID semi-annually	Data Update	As available	Same	Ongoing
Maintain and update Find Employers search module on the KYLMI webpage on KYSTATS website	Data Update	Ongoing	Same	Ongoing
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. State and local industry and occupational employment projections

In PY 2019, Kentucky began development of statewide, long-term industry and occupational projections for the period of 2018-2028. In early PY 2020, Kentucky finalized these projections and submitted them to the Projections Management Partnership (PMP) on August 18, 2020 in accordance with the extension granted by ETA.

In PY 2020, Kentucky also produced long-term occupational projections for the period of 2018-2028 for sub-state areas. Both sub-state and statewide projections data files were made available on the KYSTATS website and incorporated into the WID.

In PY 2020, finalized long-term occupational projections were also made available on the KYSTATS website utilizing the interactive Occupational Outlook. This dynamic, Tableau-based report, which replaced the traditional Outlook publication in PY 2018, incorporates both state and sub-state level projections for 2018-2028, as well as educational attainment and wage data. The Occupational Outlook Dashboard is located at [https://kystats.ky.gov/Reports/Tableau/2021\\_OCC](https://kystats.ky.gov/Reports/Tableau/2021_OCC).

In addition, in PY 2020, Kentucky updated the industry employment time series to include 2019 employment data.

This updated time series was used to develop statewide, short-term (two-year) industry, and occupational projections for 2020-2022 using 2020 as the base year. These short-term projections were submitted to the PMP in March 2021 and incorporated into Kentucky's WID.

Finally, in PY 2020, Kentucky continued its exploration into methods to produce five-year projections utilizing Projections Suite and alternate models to produce mid-term estimates. LMI staff 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 labor supply/demand report. The updated KFSR contains projections for the period of 2019-2024 and is located at <https://kystats.ky.gov/Latest/KFSR>.

Task	Task Focus	Milestone Date	Principal Customers	Status
Complete and finalize statewide, long-term projections (2018-2028)	Data Update	August 2020	Local Workforce Area boards, employers, educators, students, career counselors, economic developers, policymakers, job seekers, and government agencies	Completed - Developed June 2020 Finalized August 2020
Develop sub-state, long-term occupational and industry projections (2018-2028) using Projections Suite and implementing the BLS Separations methodology	Data Update	August 2020	Same	Completed
Update NAICS time-series to include 2019 employment data	Data Update	December 2020	Same	Completed
Develop statewide, short-term projections (2020-2022) using 2020 as a base year and submit to the PMP	Data Update	March 2021	Same	Completed
Incorporate statewide and sub-state, long-term projections into interactive Outlook Dashboard with current cycle projections data	Data Delivery	As new projections estimates become available	Same	Ongoing
Populate WID with current cycle projections data and publish estimates on labor market information webpage	Data Delivery	As new projections estimates become available	Same	Ongoing
Continue to explore options in Projections Suite (and alternate models) to produce five-year projections at the state and sub-state levels	Product Development	Ongoing	LMI Staff	Ongoing

### 3. Employee development and LMI training for service delivery

Kentucky experienced restrictions on travel and in-person meetings due to COVID. To continue to work effectively within these constraints, Kentucky sought other avenues to provide customer training in PY 2020, including training for LMI service delivery.

In PY 2019, the state unemployment insurance (UI) office increased staffing to process the unprecedented number of unemployment claims resulting from the pandemic. In PY 2020, as the focus shifted to re-employing claimants, KYSTATS provided materials and one-on-one virtual instruction to UI training and development staff for use in on-boarding and training of UI employees to supplement the job search education these staff provide to career center clients.

Kentucky also utilized electronic and virtual platforms to provide training on labor market data, concepts, tools, and utilization of the KYSTATS website to improve the skills and service delivery to all customers of the workforce system. Training was provided to state education and

workforce agency personnel, career center staff, as well as Local Workforce Area (LWA) professionals and board members.

A breakout of LMI training to various customer groups in PY 2020 is below.

Date	Location	Presentation Subject	Audience	Number of Attendees
August 19, 2020	Virtual	Initial COVID-19 Employment Exploration	KWIB Leadership, Deputy Secretary of Education and Workforce Development	10
October 16, 2020	Virtual	Work Ready Communities Dashboard	Work Ready Communities committee members and partners	30
October 19, 2020	Virtual	KYSTATS Walk Through Including LMI page/data	Kentucky Workforce Investment Board	5
December 10, 2020	Virtual	Work Ready Communities Deep Dive	All Work Ready Community Representatives Across the State	200+
December 17, 2020	Virtual	Local Area Unemployment Statistics and UI Claims	Kentucky Workforce Investment Board	100+
January 20, 2021	Virtual	Kentucky Future of Work	Kentucky Career and Technical College System Stakeholders	15
March 1, 2021	Virtual	Intro to KYSTATS	Kentucky Career and Technical College System Stakeholders	7
March 18, 2021	Virtual	WORKR	Kentucky Workforce Investment Board	20
March 22, 2021	Virtual	Intro to KYSTATS	EWDC Communications Staff	1
March 26, 2021	Virtual	WORKR and COVID UI Payments Dashboard	KYSTATS Board Members	40+
April 27, 2021	Virtual	WORKR and LMI Overview	Kentucky Chamber of Commerce	N/A
June 1, 2021	Virtual	HB 419 Students' Right to Know Dashboard	Kentucky State Legislators and KYSTATS Board Members	N/A
June 21, 2021	Virtual	Supporting the LMI Ecosystem	NASWA LMI Committee Members and Partners	N/A

In addition, the Branch continued to consult with state and LWA professionals and confer with other organizations involved in policymaking regarding workforce information issues and customer needs. Stakeholder meetings and focus groups allowed Kentucky to garner feedback from customers on a continual basis.

Kentucky actively engaged in virtual meetings with these stakeholders to determine the need for new product development in light of the unique challenges presented by the pandemic. This customer input has been essential for Kentucky to identify the information and analysis necessary to evaluate the impacts and economic disruption caused by the pandemic, to develop new products to meet these needs.

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 demand. Regular exchanges of ideas between users and suppliers of workforce information occurred through virtual meetings, demonstrations, focus groups, and online conferences. This exchange of ideas between users and suppliers of workforce information was a priority as Kentucky sought out opportunities to provide information, as well as training, to local workforce policymakers, career center staff, employers, jobseekers, and others.

Kentucky also continued its communications and outreach plan with the LWAs despite the limitations imposed by COVID 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.

Kentucky continued its proactive marketing approach in PY 2020. Rather than waiting for customer requests for information, Kentucky continued to push out and promote new products as they became available. This “product push” provided customers with much needed information, and informed them of the wide range of data and analysis available from the LMI shop. To further increase visibility, Kentucky issued press releases and conducted virtual presentations on new products and tools as they become available.

The wide-ranging partnerships that KYSTATS has established throughout the state, has afforded the LMI shop opportunities for marketing and outreach, raising the profile of LMI products and services. This increased visibility has fostered the interaction between LMI and its core user groups, ultimately driving product improvement in the LMI shop.

Kentucky was also committed to employee development in PY 2020. As COVID-19 limited in-person travel throughout the program year, Kentucky transitioned exclusively to remote and online trainings. Branch personnel attended several U.S. Department of Labor and other state-sponsored statistical program trainings. Staff also participated in online state and national conferences, workshops, and collaboratives to share best practices and learn from other workforce, education, and labor market information professionals.

In PY 2020, LMI staff participated in training provided by the PMP; attended workshops conducted by the U.S. Census Bureau, including the Local Employment Dynamics (LED) Partners Workshop and workshops on the proposed Office of Management and Budget (OMB) area re-definitions; and participated in other national conferences, including National Association of State Workforce Agencies (NASWA) meetings.

All of these 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, cross-training between the LMI, research, and development teams at KYSTATS continued in PY 2020. KYSTATS researchers consulted with LMI projections staff on projections models and methodologies. In turn, LMI analysts were trained by the KYSTATS research team in programs and tools (including Tableau software and R programming) utilized in data reporting. Development staff continued to learn about WID content, maintenance, and structure, and educated LMI staff on new reporting tools including Microsoft SQL Server Reporting Services (SSRS). Cross-training will continue as LMI and KYSTATS explore ways to best utilize staff and seek methods in which to incorporate the data and analyses provided by each into new and dynamic products for customers.

Finally, in PY 2020, Kentucky continued its detailed process documentation method for existing and future staff. This documentation process will continue throughout the upcoming program year 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	Milestone Date	Principal Customers	Status
Provide education and training, through virtual 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	Local Workforce Area boards, employers, educators, students, career counselors, economic developers, policymakers, job seekers, and government agencies	Ongoing
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 impact of, and recovery from, the COVID-19 pandemic	Product Development	Ongoing	Same	Ongoing
Continue proactive marketing strategy to increase visibility of LMI	Marketing	Ongoing	Same	Ongoing
Maintain “product push” to provide customers with LMI products and services as they become available	Information Delivery	Ongoing	Same	Ongoing
Attend web-based program specific technical trainings, and participate virtually in workshops and conferences at the state, local and national level	Capacity Building/ Training	Ongoing	LMI Staff	Ongoing
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	Ongoing

#### 4. Annual economic analysis and other reports

In PY 2020, Kentucky conducted state, local and 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 also included metrics and information on COVID-19 impacts and recovery efforts to inform policymakers and support economic and labor market recovery. Analyses were made available in printed form and through dynamic reports accessible through the KYSTATS website.

One such report, prepared in accordance with the requirements of Training and Employment Guidance Letter (TEGL) No. 2-20, was the comprehensive statewide economic analysis for PY 2020. This report, designed to support the planning and decision-making efforts of Kentucky's policymakers, as well as the state and local workforce development boards, provides a detailed analysis of Kentucky's economy and workforce at both the statewide and regional (LWA) level. Included in the analysis is an in-depth review of Kentucky's Gross Domestic Product (GDP), personal income, population, demographics, educational attainment, civilian labor force (including participation rates, employment, and unemployment), unemployment insurance claims, occupational and industry employment and wages, and projections. The statewide economic analysis for PY 2020 was submitted to the ETA regional office.

Another report, the Kentucky Students' Right to Know Dashboard, was mandated by the Kentucky General Assembly in House Bill (HB) 419, and published in PY 2020. This interactive, Tableau-based report 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 continue to be maintained and updated in PY 2021 and is located at [https://kystats.ky.gov/Reports/Tableau/2021\\_KCSRK](https://kystats.ky.gov/Reports/Tableau/2021_KCSRK).

Throughout the program year, Kentucky routinely provided analysis of local economic conditions, including local area occupational 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.

Kentucky also prepared special state, local, and regional studies to provide information to communities undergoing economic transition, those implementing state and sub-state workforce development initiatives, or experiencing major layoffs or disasters, including the impacts of the COVID-19 pandemic, and to support implementation, and reporting on WIOA. In PY 2020, the Branch received numerous requests for information. In response, Kentucky utilized existing products and programs, and sought other avenues and sources of data as necessary to provide the best information to meet the needs of each customer.

In PY 2020, the Branch partnered with the Kentucky Office of Employment and Training (OET) to provide data and support for the annual WIOA formula allotments for the agency. The Branch also routinely provided data elements and analyses used in reporting metrics for the WIOA Combined State Plan.

KYSTATS continued its efforts to collaborate with the Kentucky Office of Unemployment Insurance (UI) on the upcoming UI system redesign in Kentucky. As a significant user of UI data, both in the BLS labor market statistical programs and through the KLDS, KYSTATS has a vested interest in the success of Kentucky's UI modernization efforts. As a critical stakeholder in impending redesign, KYSTATS will continue to provide detailed documentation on LMI and KLDS requirements (including mainframe job requirements and extract file structures) as the process moves forward.

KYSTATS also continued to collaborate with the Kentucky UI Office to enhance, and aggregate for LWAs, the Monthly Performance Measures developed by the UI Quality Control Branch and published by Workforce Intelligence. The resulting tables are updated monthly and published on the KYSTATS website at <https://kystats.ky.gov/KYLM/UILClaimTables>.

Kentucky continued its partnership 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 2020, CBER monitored employment trends across the state, prepared press releases, and conducted an updated analysis of the state's labor force participation rates across demographic groups and geographic areas. CBER continues to analyze employment and unemployment impacts as the COVID-19 pandemic unfolds.

Kentucky also renewed its agreement with the U.S. Census Bureau to participate in the Longitudinal Employer-Household Dynamics (LEHD) project, providing quarterly data used by the program to produce detailed statistics on employment, earning, and job flows for different industries, geographies, and demographic groups.

Kentucky also examined, and submitted formal comments on the potential impacts to BLS statistical programs that could result from approval and Census adoption of the OMB proposal to change to the standards for delineating metropolitan and micropolitan statistical areas.

In addition to the partnerships listed above, Kentucky also relied upon collaboration and consultation with customer groups to develop new products and analyses. Kentucky routinely consulted with stakeholders and data users, including state agency partners, educators, economic developers, workforce professionals, career center staff, and others, to identify data needs and guide product development and enhancement. Further, the alignment between KYSTATS and the Branch, has allowed for leveraging of additional data and resources to develop new tools and analyses that utilize both KYSTATS and BLS/ETA data.

The leveraging of these resources enabled KYSTATS to take a lead role in providing policymakers and data users with information, analyses, and new tools to evaluate the COVID-19 impacts on the labor market and educational communities in the Commonwealth.

One such report, developed in direct response to customer needs as the COVID-19 pandemic emerged in Kentucky, is the Kentucky County Unemployment Update. This interactive report, utilizing unemployment claims data from the BLS Program for Measuring Insured Unemployment Statistics (PROMIS) system, 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. The Kentucky County Unemployment Update was published on the KYSTATS website in May 2020 and updated throughout PY 2020. It is available at [https://kystats.ky.gov/Reports/Tableau/CUU\\_2020](https://kystats.ky.gov/Reports/Tableau/CUU_2020).

Another report launched in PY 2020 is the Workforce Overview Report for Kentucky Regions (WORKR). This dynamic, Tableau-based analysis incorporates information and data on occupations, industries, projections, 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. Initially conceived as a static, quarterly report geared for each individual LWA, Kentucky worked with LWAs directly to identify the elements needed by these key stakeholders. The result was a redesigned, interactive WORKR that better met the needs of the target audience. The WORKR was launched in PY 2020 and will continue to be updated throughout PY 2021. It is available at <https://kystats.ky.gov/Reports/Tableau/WORKR>.

The COVID-19 Unemployment Insurance Payments dashboard examines those Kentuckians receiving unemployment insurance payments between March and September 2020. Users can see when individuals began receiving payments, how long they received payments and how many were still receiving payments at the end of September. Data are broken out by industry, education level, age, race, and gender. The COVID-19 Unemployment Insurance Payment report was published in February 2021 and is located at [https://kystats.ky.gov/Reports/Tableau/2021\\_COVID\\_UI](https://kystats.ky.gov/Reports/Tableau/2021_COVID_UI).

The Initial COVID-19 Employment Exploration is an interactive report that provides select characteristics of persons who filed an initial unemployment insurance claim during the first six weeks of the pandemic, between March 15 and April 30, 2020. Wage distribution can be examined by various demographics and industries and comparisons made to the overall 2019 Kentucky UI-covered workforce. The Initial COVID-19 Employment Exploration was published in August 2020 and is available at [https://kystats.ky.gov/Reports/Tableau/2020\\_ICEE](https://kystats.ky.gov/Reports/Tableau/2020_ICEE).



Kentucky also provided recurring analysis, including timely analysis relating to the COVID-19 pandemic, in the form of its monthly LMI newsletter, the *Kentucky Labor Force Update*. Each issue of the *Kentucky Labor Force Update* examines a different workforce or labor market topic, including most recently, an exploration of employment outcomes during the initial months of the pandemic. Other subjects explored in PY 2020 include:

- Job Retention and the Paycheck Protection Program (CARES Act)
- Occupational Employment Projections
- Kentucky's Falling Unemployment Rate
- Essential and Frontline Workers in Kentucky
- Gender Employment Disparities During the Coronavirus Pandemic
- Postsecondary Employment Outcomes Outside of Kentucky
- Recent Labor Market Trends in Kentucky and Surrounding States
- Migration of Rural and Urban High School Graduates in Kentucky
- Career and Technical Education Employer Connector
- Minimum Wage Workers in Kentucky
- Postsecondary Enrollment During the Pandemic
- Fluctuations in Labor Supply and Demand Throughout the Pandemic

Past and current issues of the *Kentucky Labor Force Update* are available on the KYSTATS website at <https://kystats.ky.gov/Reports/Reports>.

Another 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 November 2020 with the most current supply, outcomes, and future demand data (2019-2024). The full version of the updated KFSR is available at <https://kystats.ky.gov/Latest/KFSR>. The KFSR will be maintained and updated in PY 2021.

In PY 2020, Kentucky also enhanced the industry level data previously available to users through the Industry Profiler report and published a new industry-based tool. The Economic Activity Report (EAR) incorporates monthly, quarterly, and annual employment and wage data from the QCEW program to provide detailed, industry-level information by geographic area. As was the case with the Industry Profiler, users can still view current industry data, analyze historical trends over time, and make comparisons across broad and detailed industry groups, geographies and ownerships. However, the EAR also integrates estimates from the U.S. Bureau of Labor Statistics' Business Employment Dynamics (BED) program as well as data from the Job Opening and Labor Turnover Survey (JOLTS). Development of this expanded industry tool began in PY 2019 and was completed in PY 2020. The EAR is available at <https://kystats.ky.gov/Reports/Tableau/EAR> and it is updated as new data became available.

Kentucky also pursued new avenues to provide users with BLS civilian labor force estimates. Leveraging resources from the KYSTATS development team, collaboration began to create a report to provide users with annual and monthly BLS Civilian Labor Force (CLF) estimates for the U.S., state, counties, and other sub-state areas utilizing SSRS, enhancing functionality for researchers and others seeking the ability to extract data sets with ease. This new SSRS tool, the Current and Historical Civilian Labor Force Report, replaced the existing Excel CLF/LAUS datasets on the LMI website in PY 2020 and currently supplements the Tableau-based, visualization tool, the Civilian Labor Force Report (CLFR). The Current and Historical LAUS Report was developed in PY 2019 and launched in PY 2020. It is located at [https://kystats.ky.gov/Srs/Index/Master\\_LAUS\\_Report](https://kystats.ky.gov/Srs/Index/Master_LAUS_Report) and is updated with each new release of civilian labor force data.

A similar SSRS based-tool is also in the works for PY 2021, this one utilizing occupational employment and wage estimates from KYSTATS and the BLS OEWS program. A workgroup was established and report specifications developed in PY 2020 with the new tool slated for publication in PY 2021.

Several existing tools were also updated during the program year.

Developed in direct response to the needs of the Kentucky Workforce Investment Board (KWIB) and the Office of Employment and Training, the Kentucky Workforce Dashboard (KWD) serves as a summary for Kentucky's workforce ecosystem. It provides, in a single location, an overview for each LWA of labor market health, workforce funding distribution, and service outcomes for employers, customers, UI, and Adult Education. The metrics utilized in the dashboard reflect the workforce and technical education priorities of WIOA, the KWIB's strategic plan, and the Commonwealth's workforce partners. In PY 2020, work was initiated on a major overhaul of the KWD in order to streamline the considerable amount of data provided by the report. The KWD is a live, but evolving dashboard and is located at [https://kystats.ky.gov/Reports/Tableau/KWD\\_2021](https://kystats.ky.gov/Reports/Tableau/KWD_2021).

The interactive version of the Occupational Outlook was updated with 2018-2028 statewide and sub-state, long-term projections, as well as education attainment and wage data in PY 2020. The dashboard is located at [https://kystats.ky.gov/Reports/Tableau/2021\\_OCC](https://kystats.ky.gov/Reports/Tableau/2021_OCC).

The Civilian Labor Force Report (CLFR) is a Tableau-based report that allows users to explore current and historical labor force estimates, including civilian labor force, employment, unemployment, and unemployment rate. The measures provided in this dashboard allow users to return results by county, LWA, and Area Development District (ADD) and to compare estimates across multiple geography types. The CLFR is updated routinely and is located at [https://kystats.ky.gov/Reports/Tableau/CLFR\\_2019](https://kystats.ky.gov/Reports/Tableau/CLFR_2019).

The LMI Area Profile, a dynamic report providing a snapshot of key economic metrics by area and industry sector, was updated throughout PY 2020 to provide the most recent civilian labor force estimates as well as occupational and industry sector employment and wages. The LMI Area Profile can be found at [https://kcewsreports.ky.gov/t/KCEWS/views/LMIAreaProfile/FullSize?:embed=y&:showShareOptions=true&:display\\_count=no&:showVizHome=no](https://kcewsreports.ky.gov/t/KCEWS/views/LMIAreaProfile/FullSize?:embed=y&:showShareOptions=true&:display_count=no&:showVizHome=no).

The Find Employers tool was updated to include the 2021 First Edition of the Employer Database and is located at [https://kystats.ky.gov/Reports/Tableau/KYLM\\_I\\_EMPDB](https://kystats.ky.gov/Reports/Tableau/KYLM_I_EMPDB).

For researchers and others seeking to download large amounts of data, Excel tables for current and historical data sets are also available. The QCEW tables published on the website were redesigned in PY 2018 to allow for greater publication detail at both industry and geographic level. QCEW data are available for the state, counties, and aggregated to LWAs back to 1990, and are updated quarterly. Annual occupational employment and wage estimate files for the state and sub-state areas are updated each program year, and Excel files, containing the latest round of long-term projections are also updated as new data becomes available. Static tables, including monthly CES tables and monthly UI Performance Measures, are provided. Standard LMI publications, including maps, press releases, and other economic analysis are also available. These tables and LMI publications are housed within the Kentucky Labor Market Information Library located at [https://kystats.ky.gov/KYLM\\_I](https://kystats.ky.gov/KYLM_I). On this page, Kentucky maintains links to the Kentucky Career Center and other state government sites, QWI Explorer, Census LED OnTheMap, U.S. Bureau of Labor Statistics, and the U.S. Census Bureau.

Informational products and services are primarily delivered to customers through the KYSTATS website at <https://kystats.ky.gov>, and are available on both the Reports page and the LMI Report Library. Both the LMI page, located at [https://kystats.ky.gov/KYLM\\_I](https://kystats.ky.gov/KYLM_I), and the KYSTATS

website utilize Tableau software to provide 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.

In PY 2020, Kentucky continued work on the redesign of the LMI Report Library to match the streamlined and more user-friendly platform of the KYSTATS main page, which itself was redesigned in PY 2018. Kentucky met with stakeholders and data users to identify needs and guide the development of this new design, with the overarching goal of creating a more intuitive site for visitors. The resulting KYSTATS website continues to provide users with an array of dynamic reports, data, and analysis, but allows users to access the information they need with minimal navigation (fewer clicks) and promotes the sharing of interactive tools and reports through truncated web links. These design principles will be implemented on the LMI Report Library page to create a seamless interface for users.

Visits and downloads to the website are tracked using Google Analytics. In PY 2020, the Labor Market Information Report Library had 59,840 page views, while the KYSTATS website overall had 131,090 views.

The website also 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.

Task	Task Focus	Milestone Date	Principal Customers	Status
Prepare and submit to ETA a detailed, statewide economic analysis for the program year	Economic Analysis	October 1, 2021	Local Workforce Area boards, employers, educators, students, career counselors, economic developers, policymakers, job seekers, and government agencies	Completed
Conduct state, local, and regional studies and analyses to produce detailed economic and workforce analyses, reports, and tools tailored to customer needs	Economic Analysis/ Information Delivery	Ongoing	Same	Ongoing
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	Ongoing
Support WIOA planning and implementation by providing data for annual funding allotments and for WIOA reporting metrics	Data Delivery	Ongoing	Same	Ongoing
Increase and cultivate relationships with the education community to identify areas needing analysis	Outreach/ Product Development	Ongoing	Same	Ongoing
Continue efforts to collaborate with the Kentucky Office of Unemployment Insurance on system modernization efforts	UI System Redesign	Ongoing	All users of the Kentucky UI System	Ongoing

Task	Task Focus	Milestone Date	Principal Customers	Status
Work in collaboration with CBER to develop, conduct and publish various economic analyses	Information Delivery	Ongoing	Local Workforce Area boards, employers, educators, students, career counselors, economic developers, policymakers, job seekers, and government agencies	Ongoing
Continue cooperation and participation in the U.S. Census LED project	Data Delivery	Ongoing	Same	Ongoing
Maintain and enhance labor market information delivery system	Information Delivery	Ongoing	Same	Ongoing
Leverage additional data and resources available through alignment with KYSTATS to develop new product utilizing both KYSTATS and BLS/ETA data	Product Development	Ongoing	Same	Ongoing
Develop, publish, and maintain dynamic LMI reports based on needs determined by stakeholders and data users, including:	Product Development/ Information Delivery	Ongoing	Same	Ongoing
<ul style="list-style-type: none"> <li>Publish and maintain dynamic, Tableau-based Occupational Outlooks utilizing most recent statewide and sub-state long-term projections data</li> </ul>	Product Development/ Information Delivery	Last update February 2021	Same	Updated as new projections become available
<ul style="list-style-type: none"> <li>Maintain Career Explorer tool utilizing skills, job descriptions, demand, and wage data</li> </ul>	Product Development/ Information Delivery	Ongoing	Same	Ongoing
<ul style="list-style-type: none"> <li>Maintain, publish and update the KFSR on an annual basis</li> </ul>	Product Development/ Information Delivery	November 2020	Same	Updated Annually
<ul style="list-style-type: none"> <li>Update and maintain Kentucky County Unemployment Report with UI claims data</li> </ul>	Product Development/ Information Delivery	Ongoing	Same	Updated Quarterly
<ul style="list-style-type: none"> <li>Revamp, update and maintain Workforce Dashboard measures needed for the WIOA, the KWIB, and state workforce partners</li> </ul>	Product Maintenance/ Dynamic LMI Reports	Ongoing	Same	Redesign ongoing Updated Semi-Annually

Task	Task Focus	Milestone Date	Principal Customers	Status
<ul style="list-style-type: none"> <li>Develop and publish and maintain Current and Historical LAUS Report utilizing SSRS</li> </ul>	Product Development/ Information Delivery	February 2021	Same	Launched February 2021 Updated semi-monthly as new data is release
<ul style="list-style-type: none"> <li>Develop and publish occupational employment and wage report utilizing SSRS</li> </ul>	Product Development/ Information Delivery	January 2022	Same	In development
<ul style="list-style-type: none"> <li>Develop publish and maintain the Students' Right to Know interactive report</li> </ul>	Product Development/ Information Delivery	June 2021	Same	Launched June 2021 Updated Annually
<ul style="list-style-type: none"> <li>Develop and publish COVID-19 Unemployment Insurance Payments Report</li> </ul>	Product Development/ Information Delivery	February 2021	Same	Completed
<ul style="list-style-type: none"> <li>Initial COVID-19 Employment Exploration Report</li> </ul>	Product Development/ Information Delivery	August 2020	Same	Completed
<ul style="list-style-type: none"> <li>Develop and publish and maintain Economic Activity Report (EAR) utilizing QCEW, BED, and JOLTS data</li> </ul>	Product Development/ Information Delivery	November 2020	Same	Launched November 2020 Updated Quarterly
<ul style="list-style-type: none"> <li>Develop and publish interactive WORKER incorporating metrics requested by local workforce partners</li> </ul>	Product Development/ Information Delivery	January 2021	Same	Launched January 2021 Updated Quarterly
<ul style="list-style-type: none"> <li>Update LMI Area Profiles on a monthly, quarterly, and annual basis</li> </ul>	Product Maintenance/ Dynamic LMI Reports	Ongoing	Same	Ongoing
<ul style="list-style-type: none"> <li>Update and maintain interactive Civilian Labor Force Report (CLFR) monthly</li> </ul>	Product Maintenance/ Dynamic LMI Reports	Ongoing	Same	Updated Monthly
Publish historical tables for various datasets in easily downloadable Excel format for researchers and other data users	Data Delivery	Ongoing	Same	Ongoing
Produce and publish static maps, tables, press releases, workforce profiles, and economic analyses	Product/Data Delivery	Ongoing	Same	Ongoing
Develop new, recurring analyses for incorporation into the monthly LMI newsletter ( <i>Kentucky Labor Force Update</i> )	Economic Analysis/ Product Development	Ongoing	Same	Published Monthly

Task	Task Focus	Milestone Date	Principal Customers	Status
Work in collaboration with the Kentucky Office of Unemployment Insurance to enhance, aggregate, and publish UI's Monthly Performance Measures	Product/Data Delivery	Ongoing	Same	Updated Monthly
Evaluate, develop, and refine website content and design based on user feedback and site visit metrics	Product Development/Evaluation	Ongoing	Same	Ongoing
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	Ongoing

## 5. Recommendations to ETA for changes and improvements to WIG requirements

Funding from the Workforce and Labor Market Information Grant (WIG) 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 numerous customer groups. Assessing and responding to the changing needs of these customers will continue in PY 2021.

Because of the reliance on UI systems for much of the data produced through BLS statistical programs, (particularly QCEW and LAUS), and for data utilized by the KLDS system, and the Census LEHD program, Kentucky would like to see increased involvement from ETA regarding state UI system modernization efforts.

## 6. Conclusion and Statement on COVID-19

PY 2020 was a year highlighted by collaborations, partnerships, and new product development for the Workforce Intelligence Branch. As part of KYSTATS, the Branch continued to expand the scope of its customer base, advance the development of new products, and maintain an emphasis on stakeholder involvement in LMI service delivery.

With the continuation of the COVID-19 pandemic, it was also a year that was unparalleled in terms of the demands put on the workforce and education system. From the beginning, KYSTATS was at the forefront, providing policymakers and data users with the information, analyses, and new tools to assess the impacts to the labor market and education systems throughout the Commonwealth.

As the impacts of COVID rapidly evolved throughout the year, the demand to understand how the economy was responding in real time was immediate. KYSTATS responded by working collaboratively to identify the information and develop the analyses that was crucial for stakeholders, customers, and communities to evaluate the shifting impacts and economic disruptions.

Despite the challenges encountered across both the state and nation, PY 2020 was a year of innovation for KYSTATS, who rose to meet these challenges. In response to the overwhelming demand for data-driven analyses that used the most recent information available, KYSTATS developed multiple reports and analyses related specifically to COVID-19 including:

- The County Unemployment Update, an interactive dashboard displaying initial unemployment insurance claims data from the Program for Measuring Insured

Unemployment Statistics (PROMIS), and allows data to be examined by industry, gender, race, and age for all 120 counties;

- The COVID-19 Unemployment Insurance Payments dashboard, which provides information on Kentuckians receiving unemployment insurance payments between March and September 2020, including data on when claimants started receiving payments, how long they received payments, and how many were still receiving payments at the end of September. Information is broken out by industry, education level, age, race, and gender.
- The Initial COVID-19 Employment Exploration is an interactive report showing the select characteristics of persons that filed an initial unemployment insurance claim in the early weeks of the pandemic, between March 15 and April 20, 2020. Wage distributions can be examined by various demographics and industries, comparing them to the overall 2019 Kentucky UI-covered workforce.

Articles in the monthly Labor Force Update also provided analyses of COVID-19 impacts, including occupations that were most at risk, findings from the Small Business Pulse Survey, initial analysis of the Paycheck Protection Program, and gender disparities, among other topics.

KYSTATS also responded to numerous requests for information on regular basis from customers seeking information and tools to assess the effects of the pandemic.

This commitment to serve all users of the workforce and labor market information system, including policymakers, employers, LWAs, trainers, educators, students, career counselors, economic developers, job seekers, and government agencies, will continue in PY 2021. As the pandemic continues, KYSTATS will continue to provide customers with the data and analyses necessary to evaluate the shifting economic landscape and to lay the groundwork for future recovery.