

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

PROGRAM YEAR 2018

JULY 1, 2018 TO JUNE 30, 2019

Workforce and Labor Market Information Goals and Strategies

The Kentucky Workforce Intelligence Branch has prepared the following work plan in reference to the Training and Employment Guidance Letter (TEGL) Number 20-17 for Program Year 2018. 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 2018.

Accomplishment of the goals set forth in TEGL 20-17 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 agency responsible for the oversight of the KWIB, the LWAs, and SWAs is the Education and Workforce Development Cabinet.

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

In PY 2017, the Branch was placed within the Kentucky Center for Statistics (KYSTATS). KYSTATS is the state agency charged with developing education, workforce, employment, and other metrics to inform broad public policy initiatives so that policymakers, practitioners, and the general public can make informed decisions. KYSTATS also maintains Kentucky's Longitudinal Data System (KLDS), a statewide longitudinal data system that facilitates integration of data from multiple education and workforce data sources.

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

Informational products and services are delivered to customers primarily through Kentucky's LMI website. In PY 2017, Kentucky overhauled its existing site to create a new, more dynamic and user-friendly platform, one integrated with the existing KYSTATS website, and based upon customer needs. Kentucky met with stakeholders and data users to identify data needs and guide the development of this new site. The transition to the new LMI website was completed in early PY 2017 and KYSTATS continues to meet with stakeholders and data users to elicit feedback and refine the site to best meet customer needs.

In addition to the website, workforce and labor market information is distributed via printed publications, correspondence, and personal interaction. The Branch is a consistent provider of workforce information, economic analysis, and other relevant tools that empower employers, students, job seekers, workers, educators, and policymakers in decision making and planning. The alignment between KYSTATS and the Branch has allowed Kentucky's LMI shop to expand upon the products and services provided. As with the new website design, Kentucky consults with various groups to collect feedback on existing products and to determine customer needs for additional ones.

In PY 2017, Kentucky established a communications plan with the Local Workforce Areas and expanded outreach with a "product push" to more effectively market the LMI data and products available. This enhanced communication with the Local Workforce Areas will continue in PY 2018 and drive development of new reports and products for this key user group.

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

This PY 2018 Workforce and Labor Market Information Grant 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. It also addresses the power of information technology and dissemination of data in a discerning manner.

Statement of Work Deliverables

1. Workforce Information Database (WID)

In PY 2017, Kentucky completed the transition of its existing Workforce Information Database (WID) from a private vendor to KYSTATS. During the upcoming program year, Kentucky will continue to populate, maintain, and update all of the designated core tables in the WID with state and local data. Kentucky will work with information technology staff to streamline the process of uploading data, and train additional staff in the administration of the database.

Kentucky will continue using the Infogroup, Inc., Employer Database (EMPDB) to provide customers with employer information in PY 2018. All Infogroup Employer Database updates will be incorporated into Kentucky’s WID and the data from the EMPDB table will be made available to the public via the Find Employers tool on Kentucky’s new LMI site.

Kentucky is currently maintaining the most recent version of the database, WID 2.7. In PY 2018, Kentucky will implement any updates that are released to the database structure.

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	Local Workforce Area boards, employers, educators, students, career counselors, economic developers, policymakers, job seekers, and government agencies
Incorporate Infogroup Employer Database (EMPDB) updates into the WID semi-annually	Data update	As available	Same
Maintain employer search module on KYLMI webpage on KYSTATS website	Data update	As available	Same
Streamline processing of data uploads and revisions and expand staff training on WID requirements and processes	Capacity building/ Training	Ongoing	LMI Staff
Estimated Cost	\$116,706		

2. State and local industry and occupational employment projections

During PY 2017, Kentucky implemented the new BLS separations methodology to produce statewide, long-term industry and occupational projections for the period 2016-2026. During the first week of PY 2018, Kentucky will validate and compare these estimates with other states’ estimates. Once the comparison process is complete, Kentucky will publish its projections to the Projections Central Website. Kentucky will then incorporate these final estimates into updated Career Profiles and produce and publish the Kentucky Occupational Outlook to 2026.

In PY 2018, Kentucky will also produce sub-state, long-term occupational projections for the period 2016-2026. In addition, Kentucky will produce statewide, short-term projections to 2020, using 2018 as a base year, and submit these projections to the Projections Managing Partnership (PMP).

Current projections cycle data will be made available on the KY LMI webpage and incorporated into the WID.

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

Task	Task Focus	Milestones	Principal Customers
Perform state comparison and publish statewide, long term projections (2016-2026) to the PMP website	Data Quality/ Data Update	July 6, 2018	Local Workforce Area boards, employers, educators, students, career counselors, economic developers, policymakers, job seekers, and government agencies
Utilize finalized statewide, long-term projections to produce the Kentucky Occupational Outlook to 2026	Data Delivery	August 2018	Same
Update NAICS time-series to include 2017 employment data	Data Update	December 2018	Same
Develop statewide, short-term projections (2018-2020) using 2018 as base year	Data Update	March 2019	Same
Develop sub-state, long-term occupational and industry projections using Projections Suite and implementing the new BLS methodology, and submit estimates to the PMP	Data Update	July 2019	Same
Populate WID with current cycle projections data and publish estimates on labor market information webpage	Data Delivery	As new projections become available	Same

Task	Task Focus	Milestones	Principal Customers
Continue to explore methods in Projections Suite (and alternate models) to produce five year projections at the state and sub-state levels	Product Development	Ongoing	LMI Staff
Estimated Cost	\$82,667		

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 2017, the Kentucky LMI shop participated in the KYSTATS Annual Data Conference, a two-day conference in which a variety of workforce and educational data and information was presented. In PY 2018, Kentucky has planned a series of “mini-conferences” to be held throughout the state. This conference series is designed to provide education and training on the labor market, workforce, and education products and services available through KYSTATS to State Workforce Agency personnel, local workforce development area professionals and board members, and job center staff. Other target audience groups for this series include education and workforce practitioners and policymakers as well as key economic development partners and stakeholders.

In addition, the Branch will continue to consult with state and Local Workforce Area professionals and confer with other organizations involved in policy making regarding workforce information issues and customer needs. Stakeholder meetings and focus groups will allow Kentucky to garner feedback from customers on a continual basis. Kentucky will utilize this feedback to evaluate customer satisfaction with both existing and newly developed LMI products, and to drive new product development. This customer input will be essential for Kentucky to identify the information and analysis most useful for customers. Regular exchanges of ideas between users and suppliers of workforce information will also occur through meetings, demonstrations, focus groups, and conferences.

Throughout PY 2018, Kentucky will be proactive in its exchanges with Local Workforce Areas and other customer groups. Rather than waiting for customer requests for information, Kentucky will routinely push out new products as they become available. This “product push” will provide customers with much needed information, and also inform them of the wide range of data and analysis available from the LMI shop.

To further increase visibility, Kentucky will actively market its LMI products and services. Working in collaboration with KYSTATS’ communications staff, Kentucky will issue press

releases, conduct presentations and workshops, and provide users with “one-pager” summaries of new LMI products and tools as they become available.

Internal staff development will also be a priority in PY 2018. In addition to attending the program specific technical trainings offered by the Bureau of Labor Statistics and the Projections Managing Partnership, Kentucky LMI staff will receive training on analytic and data visualization software (including Tableau and ArcGIS) to enhance LMI product design and delivery. Staff will also participate in state and national conferences and workshops to share best practices and learn from other workforce, education, and labor market information professionals.

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

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

Attend program specific technical trainings as well as analytic and data visualization software trainings, and participate in workshops and conferences at the state, local and national level	Capacity building/ Training	Ongoing	LMI Staff
Develop 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	\$102,118		

4. Annual performance report

In PY 2018 Kentucky will prepare and submit an annual performance report to ETA summarizing grant activities for the program year. This performance report will list the core deliverables and activities as specified by TEGL 20-17 and will be submitted by October 1, 2019.

5. Statewide annual economic analysis report

In PY 2018, 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 area boards and to provide information and support for education and workforce development initiatives, including support for WIOA, and in response to major layoffs or disasters. Analyses will be made available in both printed form and through dynamic reports accessible through the KYSTATS website.

One such report is the Kentucky Future Skills Report (KFSR), an interactive report that utilizes historic workforce supply, current employment outcomes, and future workforce demand to assist policymakers, practitioners, and the public in making education and workforce decisions. The KFSR is available online and will be updated and maintained throughout PY 2018.

Kentucky will also publish analyses based on customer needs. The broad scope of KYSTATS' partnerships within the education and workforce community has allowed the Workforce Intelligence 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 2018.

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

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

Task	Task Focus	Milestones	Principal Customers
Conduct state, local, and regional studies and analyses to produce detailed economic and workforce analyses, reports, and tools tailored to customer needs	Information Delivery	Ongoing	Local Workforce Area boards, employers, educators, students, career counselors, economic developers, policymakers, job seekers, and government agencies
Maintain and publish the Kentucky Future Skills Report (KFSR) online	Information Delivery	Ongoing	Same
Expand outreach and interaction with Local Workforce Areas, the business community, economic development, and other workforce agencies to identify areas needing analysis	Outreach/ Product Development	Ongoing	Same
Increase and cultivate relationships with education community to identify areas needing analysis	Outreach/ Product Development	Ongoing	Same
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

Task	Task Focus	Milestones	Principal Customers
Work in collaboration with CBER to develop, conduct and publish various economic analyses	Information Delivery	Ongoing	Same
Continue cooperation and participation in the US Census LED project	Data Delivery	Ongoing	Same
Estimated Cost	\$77,805		

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

In PY 2018, Kentucky will utilize the dynamic, redesigned LMI website to publish standard LMI products, as well as new tools and products designed around feedback received from stakeholders and data users.

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

Traditional LMI publications, including state and area occupational outlooks, workforce profiles, economic analyses and reports, and Kentucky Career Profiles will also be published. Throughout the program year, Kentucky will work to improve these publications and develop new ones.

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

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

Task	Task Focus	Milestones	Principal Customers
Maintain labor market information delivery system	Information Delivery	Ongoing	Local Workforce Area boards, employers, educators, students, career counselors, economic developers, policymakers, job seekers, and government agencies
Publish 2016-2026 Kentucky Occupational Outlooks utilizing finalized statewide long-term projections data	Product Development/ Information Delivery	August 2018	Same
Publish re-designed Kentucky Career Profiles for 2018 utilizing finalized statewide long-term projections data	Product Development/ Information Delivery	August 2018	Same
Develop and publish dynamic labor market information reports based on needs determined by stakeholders and data users, including county area profiles	Product Development/ Information Delivery	Ongoing	Same
Publish historical tables for various datasets in easily downloadable Excel format for researchers and other data users	Data Delivery	Ongoing	Same
Produce and publish static maps, tables, press releases, workforce profiles, and economic analyses	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
Develop 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

Task	Task Focus	Milestones	Principal Customers
Estimated Cost	\$106,981		

Total Grant: \$ 486,277

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