

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

PROGRAM YEAR 2020

JULY 1, 2020 TO JUNE 30, 2021

## Workforce and Labor Market Information Goals and Strategies

The Kentucky Workforce Intelligence Branch has prepared the following work plan in reference to the ETA-TEGL-WIG-2020 funding opportunity for Program Year (PY) 2020. 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 2020. These strategies will be especially critical as the Commonwealth works to evaluate, and ultimately recover from, the economic effects of the COVID-19 pandemic.

Accomplishment of the goals set forth in ETA-TEGL-WIG-2020 requires strong cooperation between State Workforce Agencies (SWAs), the Kentucky Workforce Innovation Board (KWIB), and Local Workforce Areas (LWAs) to support planning for long-term economic growth and stability. This grant provides the means for Kentucky to identify, develop, and maintain sustainable and competitive regional economies capable of addressing short and long-term employment needs. The cabinet responsible for the oversight of the KWIB, the LWAs, and SWAs is the Kentucky Education and Workforce Development Cabinet (EWDC).

The Workforce Intelligence Branch (Branch), within the Kentucky EWDC, 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 WIG.

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

This alignment has allowed Kentucky's Labor Market Information (LMI) shop to expand both the scope and quality of the services and products provided to customers. It has also uniquely positioned KYSTATS to respond to inquiries on multiple fronts regarding the disruptions to both the workforce and educational communities caused by the COVID-19 outbreak. Since the beginning of the pandemic, KYSTATS has been at the forefront, providing policymakers and data users with information, analyses, and new tools to evaluate the impacts to the labor market and education communities in the Commonwealth. Principal customer groups include policymakers, employers, LWAs, 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 the KYSTATS website; and are available on both the Reports page and the LMI page. In PY 2018, KYSTATS overhauled

much of its existing site to create an updated, dynamic, and more user-friendly interface. Kentucky met with stakeholders and data users to identify needs and to guide the development of this new site design. In PY 2019, Kentucky initiated work on a redesign of the existing LMI page to create a seamless interface for users. The LMI page redesign will be completed in PY 2020.

In addition, 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. As with the new website layout, Kentucky consults with various groups to elicit feedback on existing products and to determine customer needs for additional ones.

In PY 2019, Kentucky continued its communications plan with the LWAs and expanded outreach to more effectively market the LMI data and products available. This enhanced communication with the LWAs will continue in PY 2020 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 works to evaluate the impact of the pandemic, plans for economic recovery, and supports the Workforce Innovation and Opportunity Act (WIOA).

This PY 2020 WIG plan depicts a workforce and labor market information system consisting of strategic partnerships that meet the ever growing and changing demands of all customer groups.

### Statement of Work Deliverables

#### I. Workforce Information Database (WID)

During the upcoming program year, Kentucky will continue to populate, maintain, and update all of the designated core tables in the WID with state and local data. Kentucky will work with 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 2020. 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 LMI site.

Kentucky will also submit updated licensing data to the Analyst Resource Center (ARC) and incorporate updates into the WID as required.

Kentucky is currently maintaining WID Database Version 2.8, having implemented the update to the latest WID version in PY 2019.

The tasks to meet this objective are:

Task	Task Focus	Milestones	Principal Customers
Maintain the most recent version of the WID (Version 2.8) and perform routine updates of core tables, including current cycle projections data and updated licensing data	Data Update	Ongoing	LWA boards, employers, educators, students, career counselors, economic developers, policymakers, job seekers, and government agencies
Incorporate Infogroup EMPDB updates into the WID semi-annually	Data Update	As available	Same
Maintain employer search module on LMI webpage on KYSTATS website	Data Update	As available	Same
Streamline processing of data uploads and revisions and expand staff training on WID requirements and processes	Capacity Building/ Training	Ongoing	LMI Staff
Estimated Cost	\$116,500		

## 2. State and local industry and occupational employment projections

During the first month of PY 2019, Kentucky finalized its long-term occupational projections for sub-state areas for the period of 2016-2026 utilizing the BLS separations methodology that was introduced in PY 2018. Kentucky published both these sub-state projections, and the corresponding statewide projections for the same time period in a new, Tableau-based, interactive Occupational Outlook dashboard. This dynamic, online tool will be updated throughout PY 2020 as new projections cycle data becomes available.

During PY 2019, Kentucky began work on production of long-term, statewide industry and occupational projections utilizing the BLS separations methodology for the period 2018-2028. These projections will be completed in early PY 2020.

During PY 2020, Kentucky will continue to collaborate with external organizations, including state and local economic and workforce development agencies, Chambers of Commerce, and LWAs, to obtain feedback on preliminary industry projections. These partners can provide valuable insight on upcoming or planned local economic events, including business closings, expansions, and locations; which may impact, or help validate, the preliminary industry projections produced by the Branch.

In PY 2020, Kentucky will also produce sub-state, long-term occupational projections for the period 2018-2028. In addition, Kentucky will produce statewide, short-term projections to 2022, using 2020 as a base year, and submit these projections to the Projections Managing Partnership (PMP).

Current projections cycle data will be made available on the LMI webpage and incorporated into the WID. Finalized estimates will also be incorporated into various LMI tools and publications.

Kentucky will also continue to explore possible methods to produce five year projections; and will publish statewide five year projections in lieu of short-term two year projections if provided the option.

The tasks to meet this objective are:

Task	Task Focus	Milestones	Principal Customers
Complete and finalize statewide, long-term projections (2018-2028)	Data Quality/ Data Update	August 2020	LWA boards, employers, educators, students, career counselors, economic developers, policymakers, job seekers, and government agencies
Incorporate statewide and sub-state, long-term projections (2018-2028) into the interactive Occupational Outlook dashboard	Data Delivery	As new projections become available	Same
Update NAICS time-series to include 2019 employment data	Data Update	December 2020	Same
Develop statewide, short-term projections (2020-2022) using 2020 as base year	Data Update	March 2021	Same
Develop sub-state, long-term occupational and industry projections (2018-2028) using Projections Suite and implementing the BLS separations methodology, and submit estimates to the PMP	Data Update	July 2021	Same
Collaborate with economic and workforce development agencies to obtain feedback on preliminary industry level projection for sub-state, long-term projections	Outreach/ Data Quality	June 2021	Same
Populate WID with current cycle projections data and publish estimates on labor market information webpage	Data Delivery	As new projections become available	Same
Continue to explore methods in Projections Suite (and alternate models) to produce five year projections at the state and sub-state levels and will publish in lieu of short-term projections if provided an option	Product Development	Ongoing	LMI Staff
Estimated Cost	\$82,507		

### 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 2019, KYSTATS held its statewide Data Use Conference, a two-day event in which a variety of workforce and educational data and information was presented. The conference provided education and training on the labor market, workforce, and education products and services available through KYSTATS to State Workforce Agency personnel, local and regional workforce development area professionals and board members, and job center staff. Other target audience groups included

education and workforce practitioners and policymakers as well as key economic development partners and stakeholders.

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. Later in the program year, as the COVID-19 pandemic evolved, Kentucky actively engaged in virtual meetings with these stakeholders to garner feedback and determine the need for new product development in light of the unique challenges presented by the outbreak. 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, and to lay the groundwork for future recovery. In PY 2020, these regular exchanges of ideas between users and suppliers of workforce information will be a priority as Kentucky actively seeks out opportunities to provide information, as well as training, to local workforce policymakers, career center staff, employers, jobseekers, and others.

Throughout PY 2020, Kentucky will be proactive in its exchanges with LWAs and other customer groups. Rather than waiting for customer requests for information, Kentucky will continue to routinely push out new products as they become available. This “product push” will provide customers with much needed information, and also inform them of the wide range of data and analysis available from the LMI shop.

To further increase visibility, Kentucky will continue to actively market its LMI products and services. Working in collaboration with KYSTATS’ communications staff, Kentucky will issue press releases, conduct presentations and workshops, and provide users with “one-pager” summaries of new LMI products and tools as they become available.

Although in-person travel is expected to be limited in PY 2020, internal staff development will remain a priority. Kentucky LMI staff will receive virtual training on analytic and data visualization software (including Tableau and ArcGIS) to enhance LMI product design and delivery, and attend web-based technical trainings offered by the BLS and the PMP. Staff will also participate 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 addition, Kentucky will continue its detailed process documentation methods for existing and future staff. This documentation process, begun in PY 2018, will continue throughout PY 2020 and will be utilized in the training of new employees, as well as the cross-training of existing staff; and will ensure adherence to program methods and procedures, and continuity of service delivery to customers.

The tasks to meet this objective are:

Task	Task Focus	Milestones	Principal Customers
Provide education and training, through conferences, presentations, and workshops, including virtual trainings and meetings, on LMI products and services to state workforce agency personnel, local workforce development area professionals, job center staff, and other key user groups	Training/Outreach	Ongoing	LWA boards, employers, educators, students, career counselors, economic developers, policymakers, job seekers, and government agencies
Continue consultation with LWAs and organizations through meetings, focus groups, and other methods to determine customer needs, with a focus on challenges presented with regard to the impact of, and recovery from, the COVID-19 pandemic	Product Development	Ongoing	Same
Continue proactive marketing strategy to increase visibility of LMI	Marketing	Ongoing	Same
Maintain “product push” to provide customers with new products as they become available	Information Delivery	Ongoing	Same
Attend web-based program specific technical trainings as well as analytic and data visualization software trainings, and participate virtually in workshops, conferences, and collaboratives at the state, local and national level	Capacity building/ Training	Ongoing	LMI Staff
Continue development of detailed process documentation for existing and future staff to maintain adherence to program procedures and ensure service delivery	Capacity building/ Training	Ongoing	LMI Staff
Estimated Cost	\$101,940		

#### 4. Annual performance report

In PY 2020, 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 ETA-TEGL-WIG-2020 and will be submitted by October 1, 2021.

#### 5. Statewide annual economic analysis report

In PY 2020, Kentucky will conduct state, local, and/or regional studies and economic analyses of value to the Governor, the Kentucky General Assembly, and state and local workforce development boards to provide information and support for education and workforce development initiatives, including support for WIOA, and in response to major layoffs or disasters. Analyses will include metrics and information on COVID-19 impacts to inform policymakers and support economic and labor market recovery. Analyses will be made available in 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 2020.

Also in development for 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 UI claims as well as demographics. Analysis will be available at the statewide, Workforce Planning Region (WPR) and LWA levels. Initially conceived as a static, published quarterly report geared for each individual LWA, Kentucky worked with LWAs directly to identify the elements needed by these key stakeholders. The result is a redesigned, interactive WORKR that better meets the needs of the target audience. The online WORKR is scheduled for launch during the first half of PY 2020.

The Labor Force Update, Kentucky's monthly LMI newsletter, provides timely analysis and information on various LMI topics, including most recently, analyses of COVID-19 UI Claims data (June 2020) and employer reported impacts (July 2020). Publication of the monthly newsletter will continue throughout PY 2020.

In PY 2020, Kentucky will also publish analyses based on customer needs. The broad scope of KYSTATS' partnerships within the education and workforce community has allowed the Branch to build upon existing relationships and cultivate new ones, increasing the interaction between LMI and its key customer groups. The communication and feedback from these customer groups will be the driving force behind the economic analyses and products produced by the Branch in PY 2020.

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

In addition, in PY 2020, Kentucky will continue to partner with the University of Kentucky's Center for Business and Economic Research (CBER) to enhance the economic analyses provided on the state's workforce and labor market data. CBER will monitor employment trends in the state, analyze the state's Unemployment Insurance Claims data, and study Kentucky's labor force participation rates across demographic groups and geographic areas.

Finally, Kentucky will continue its participation with the U.S. Census Bureau's Longitudinal Employer-Household Dynamics (LEHD) program. A new Memorandum of Understanding between the Census, KYSTATS, and the Kentucky Office of Unemployment Insurance is in review and will be finalized in PY 2020.

The tasks to meet this objective are:

Task	Task Focus	Milestones	Principal Customers
Conduct state, local, and regional studies and analyses to produce detailed economic and workforce analyses, reports, and tools tailored to customer needs	Information Delivery	Ongoing	LWA boards, employers, educators, students, career counselors, economic developers, policymakers, job seekers, and government agencies
Maintain and publish the KFSR online	Information Delivery	Ongoing	Same
Complete development and launch of the WORKR online analysis	Information Delivery	December 2020	Same
Expand outreach and interaction with LWAs, the business community, economic development, and other workforce agencies to identify areas needing analysis	Outreach/ Product Development	Ongoing	Same
Increase and cultivate relationships with education community to identify areas needing analysis	Outreach/ Product Development	Ongoing	Same
Leverage additional data and resources available through alignment with KYSTATS to develop new products utilizing both KYSTATS and BLS/ETA data	Product Development	Ongoing	Same
Work in collaboration with CBER to develop, conduct, and publish various economic analyses	Information Delivery	Ongoing	Same
Continue cooperation and participation in the US Census LEHD project	Data Delivery	Ongoing	Same
Estimated Cost	\$77,665		

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

In PY 2020, Kentucky will launch the redesign of its LMI webpage to create an updated, more-user friendly interface that aligns with the redesigned KYSTATS website. Kentucky will utilize the dynamic, redesigned site 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 continue to be made available.

Traditional LMI publications, including workforce profiles, economic analyses and reports will be enhanced and published throughout the year. Kentucky will update its revamped, dynamic state and area Occupational Outlook with data from the most recent round of available projections and occupational employment and wage data from the Occupational Employment and Wage (OES) program and KYSTATS. Likewise, the traditional Kentucky Career Profiles publication, which were replaced in PY 2019 with an interactive Career Explorer tool that incorporates occupational descriptions, skills, demand, and wage data will be maintained.

Kentucky will continue to update and improve its existing interactive reports. In PY 2019, redesign efforts began for both the Industry Profiler and for the Civilian Labor Force Estimates datasets currently on the site. While still utilizing Tableau software, the Industry Profiler is being expanded to include, not just Quarterly Census of Employment and Wage (QCEW) data, but also information from the Business Employment Dynamics (BED) program and experimental, state-level estimates from the Job Openings and Labor Turnover Survey (JOLTS). The redesigned Civilian Labor Force Estimates dataset will continue to provide users with annual and monthly BLS Civilian Labor Force Estimates for US, state, counties, and other sub-state areas, but will do so utilizing Sequel Server Reporting Services (SSRS) for the first time, enhancing functionality for those seeking the ability to extract data sets with ease. The Civilian Labor Force SSRS tool will replace the existing Excel datasets and supplement the Tableau-based, visualization tool, the Civilian Labor Force Report (CLFR). Both the redesigned Industry Profiler, and the Civilian Labor Force SSRS tool, are scheduled for launch PY 2020. Kentucky will also continue to produce the monthly LMI Newsletter, the Labor Force Update.

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 listserv.

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

The tasks to meet this objective are:

Task	Task Focus	Milestones	Principal Customers
Maintain labor market information delivery system	Information Delivery	Ongoing	LWA boards, employers, educators, students, career counselors, economic developers, policymakers, job seekers, and government agencies
Maintain dynamic, Tableau-based Occupational Outlook Dashboard utilizing statewide and sub-state long-term projections data	Product Development/ Information Delivery	As data becomes available	Same

Task	Task Focus	Milestones	Principal Customers
Maintain interactive Career Explorer tool utilizing skills, job description, demand and wage data	Product Development/ Information Delivery	Ongoing	Same
Enhance, develop, publish, and maintain dynamic LMI 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, economic analyses, and monthly newsletters	Product/Data Delivery	Ongoing	Same
Evaluate, develop, and refine website content and design based on user feedback and site visit metrics	Product Development/ Evaluation	Ongoing	LMI Staff
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
Estimated Cost	\$106,800		

**Total Grant: \$ 485,412**

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