TRAINING AND EMPLOYMENT NOTICE	NO. 12-11
	DATE October 24, 2011

TO: STATE WORKFORCE AGENCIES
STATE WORKFORCE LIAISONS
STATE WORKFORCE ADMINISTRATORS
STATE LABOR COMMISSIONERS
STATE AND LOCAL WORKFORCE BOARD CHAIRS
 AND DIRECTORS
STATE VETERANS EMPLOYMENT AND TRAINING DIRECTORS
RAPID RESPONSE COORDINATORS
BUSINESS ENGAGEMENT COORDINATORS
STATE UNEMPLOYMENT INSURANCE DIRECTORS
ONE-STOP CAREER CENTER MANAGERS
JOB CORPS CENTER DIRECTORS

FROM: JANE OATES /s/
Assistant Secretary

SUBJECT: "Translating Labor Market Information (LMI) into Service Delivery"
E-Learning Training Series is Available for Use and Replication

1. Purpose. To announce the availability of the Translating LMI into Service Delivery e-Learning training series, in order to encourage increased use of LMI, workforce information, and economic analyses to improve workforce development decision-making. This e-Learning series was specifically designed to meet the needs of busy workforce development professionals, including One-Stop Career Center front-line staff, managers, business service representatives, rapid response coordinators, workforce investment board (WIB) policy makers, and other stakeholders.   All of the e-Learning training modules and associated supporting materials, including slide shows, implementation instructions, videos, user guides, study aides, and quizzes have been posted on the LMI Win-Win Network Community of Practice Web site (part of Workforce3One) at
https://winwin.workforce3one.org/page/resources/1001111558627793664

2. Background. The Employment and Training Administration (ETA) believes that every service delivery decision made in the workforce development system should be based on accurate and reliable data, information, and an understanding of the current condition of the local, state, and regional economies, projections for growth and/or decline, and the needs of business.

This e-Learning training series was created to respond to the need for basic LMI training in a manner that is more convenient and less costly than traditional classroom training (although some of the modules permit classroom instruction).

The original e-Learning curriculum was developed in 2009-10 by the ETA technical assistance team, which included subject matter and instructional design experts. ETA then asked the States of Mississippi, Missouri, and Ohio to field test, customize, and implement the e-Learning training in their states in 2010 and 2011. These states have provided their e-Learning training modules at no charge to other state workforce agencies, workforce investment boards, economic development entities, educational and training providers, and other stakeholder organizations.

3. **Overview of the State and Benchmark Versions of the e-Learning Series**

Mississippi

The Mississippi version presumes that trainees have limited LMI experience. Therefore, Mississippi used several tactics to make complex information understandable to this audience. The course incorporates both electronic and in-person training, including an audio track to accompany the presentation slides. To avoid removing too many staff from a single office to assemble a class, MS organized classes on a regional basis at a central location.

Mississippi tested its modules with 10 focus groups that included 75 to 80 individuals, starting with state LMI staff and the Employment Service Division. When the classes proved popular, the project team expanded the training to the state's Veterans' service and the Rapid Response staff.

The Mississippi LMI Fundamentals training includes the following modules:
1. ABCs of Labor Market Information;
2. Utilizing LMI to Help Job Seekers;
3. Using LMI for Skill Assessment, Competency Analysis, and Career Planning;
4. Using LMI to Drive Reemployment Strategies; and
5. Guiding Businesses and Partners to Use LMI Resources.

Missouri

Missouri's Economic Indicator Webinar series relies upon a distance-learning or remote training approach, and includes four modules. The introductory Labor Market Information Fundamentals module serves as a prerequisite for the three advanced modules. Module 2 addresses the needs of One-Stop Career Center staff, and Modules 3 and 4 are intended for business engagement staff, economic developers, and policymakers. Each module consists of two or three self-guided Webinars lasting approximately 20 to 30 minutes each.

Missouri, like Mississippi, assumes that trainees will possess limited LMI knowledge. The training combines Missouri-specific LMI data and data tools with Federal data from the Bureau of Labor Statistics, ETA, and the Census Bureau. The state's

modules include case studies based on the problems and challenges staffers face every day.

Missouri's Economic Indicator Webinar training includes the following modules:
1. LMI Fundamentals;
2. Using Skills Assessments and Career Pathway Planning;
3. Using Economic and Workforce Data to Drive Reemployment and Economic Recovery Strategy; and
4. Guiding Businesses to Use LMI Resources to Support Human Resource Functions.

Ohio

Ohio's LMI e-Learning course was designed to be presented as online training for workforce professionals, and consists of four modules. The LMI Fundamentals module covers basic terms, concepts and various LMI programs, and provides an overview of Ohio's LMI.com Web site (which houses most of the state's LMI resources) as well as non-Ohio LMI sources.

The second module was designed for workforce professionals who work with employers. This three-part series covers how to use LMI to identify employers for outreach, how to use LMI to meet various employer needs, and how to support a business case to attract new employers. The final lesson is a practicum which requires students to complete hands-on exercises during the training lesson.

The third module, for workforce professionals who assist job seekers, focuses on the use of LMI to determine whether participants are likely to return to work without WIA-funded training. This module also explores how to use LMI to investigate alternate career directions, and how to use LMI to make training and re-employment decisions.

The fourth module addresses broader economic development decisions, especially for regions. It includes an Ohio regional economic development case study to demonstrate how to conduct regional analyses. This module's final lesson shows how to use LMI data to respond to economic disasters.

Ohio's LMI E-Learning course includes the following modules:
1. Fundamentals of LMI;
2. Adding Value for Employers;
3. Adding Value for Job Seekers; and
4. Economic Development and Recovery.

Benchmark Version

Benchmarking is a process of identifying a standard in relation to both product and process that is used to understand, evaluate, and identify areas and means for improvement. The benchmark "Fundamentals of LMI" version of this e-Learning

series was developed by the Manhattan Strategy Group and incorporates elements from the 2009 Webinar series and the Mississippi, Missouri, and Ohio E-Learning courses (but does not include state -specific information). This version was designed for adoption and customization by other states and organizations for internal use by an organization and/or individual for non-commercial training purposes.

The self-administered Fundamentals of LMI e-Learning series includes an audio track and the following modules:
1. Introduction to LMI;
2. LMI for the Job Seeker;
3. LMI for Assessing Skills;
4. LMI for Re-Employment; and
5. LMI for Business.

As noted above, all of the e-Learning training series and associated supporting materials — including slide shows, implementation instructions, videos, user guides, study aides, and quizzes — have been posted on the LMI Win-Win Network Community of Practice at
https://winwin.workforce3one.org/page/resources/1001111558627793664

4. **Action Requested.** ETA encourages all states and addressees to review these training materials and to consider implementation of this important e-Learning series within their organization. ETA also requests that recipients of this announcement further publicize the availability of the Translating LMI into Service Delivery e-Learning series to their state and local workforce system partners, interested individuals, and other potentially interested stakeholders.

5. **Feedback and Inquiries.** ETA welcomes feedback regarding the presentation, content, and any other aspect of the e-Learning modules. Please e-mail or call Anthony Dais (dais.anthony@dol.gov or (202) 693-2784) to provide feedback. If you want more information about LMI or workforce information training, please contact the appropriate ETA Regional Office or contact your state workforce agency's LMI, research, or economic analysis entity. The following hyperlink leads to a list of state LMI contacts: http://www.bls.gov/bls/ofolist.htm