



Using the Skill *TRAN* Web-Based Service for Business Listings

A Tutorial

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Background	2
Philosophy – Core Definitions	2
Integrated Data Sources	3
Purpose of the Business Listings	4
How to Login to the SkillTRAN Web-Based Service	5
Screen Design / Navigational Controls	5
Step 1A. The Main Screen - Select a client or Add a New Client	6
Step 1B. Enter Client Demographics (and Report Finder)	7
Step 2 - Choose occupations for Labor Market Research (or Enter Occupations by Job Title or DOT Code)	8
Step 3A - Define the Labor Market Area - (LMA)	11
Step 3B - Request Labor Market Information – (LMI)	13
Step 4 - Choose Industries – Skill <i>TRAN</i> Suggestions and/or Your Preferences	14
Adding your own Industry by Keyword(s)	16
Adding your own Industry by Category (NAICS Code)	17
Step 5 - Get Report	18
Using the Report - Structure & Format	19
Frequently Asked Questions (FAQs):	20
Appendix A – Geographic / Topographic Issues	21
Appendix B - infoUSA® – Data Quality vs. Other Major Providers of Business Information	22

Using the Skill *TRAN* Web-Based Service for Business Listings

www.online.skilltran.com

Background

Skill *TRAN* has designed a web-based service for **labor market research (LMR)** for the purposes of job search, job development, and labor market survey. Skill *TRAN* draws upon its more than 20 years of experience delivering such information from a number of different suppliers. This new service works with:

- Skill *TRAN*'s legacy software
- Results from other systems
- Expressed occupational preferences or vocational goals

Skill *TRAN* designs its products to be easy-to-learn and easy-to-use. Help files are always available to summarize much of the information presented in this tutorial. Customer questions and suggestions are always welcomed.

Philosophy – Core Definitions

Jobs do not exist in a vacuum; jobs are associated with companies. Companies employ people to perform a **job** (a group of work activities) necessary to the **business activity** of the company. Companies with a similar business activity are called an **industry**. Similar jobs across different companies are called an **occupation**. The types of jobs needed by a company vary from industry to industry. For example, a pizza place has a different group of jobs in it than does a doctor's office or a machine shop. This can be referred to as an **occupational staffing pattern**. Companies of similar sizes in the same industry tend to have similar staffing patterns. As the size of a company (number of employees) grows within a particular industry, its staffing pattern will also expand.

Industries have traditionally been defined using the **SIC** – Standard Industrial Classification, first adopted by the US government in 1938. This 4-digit coding system was heavily skewed to the manufacturing sector of the economy. Every 5-10 years, the SIC codes were revised a little bit to account for changes in the economic structure. In 1997, the SIC was replaced by the **NAICS** – North American Industry Classification System. It was revised most recently in 2002. All government statistical programs are gradually converting their traditional data collection and reporting instruments to the new 6-digit NAICS codes. The additional two digits of coding enable more precise description of the business activity of a company. New industries have been introduced in the NAICS to detail growth in the information and service economies and a decline of the manufacturing sector.

Effective labor market research requires consideration of a variety of factors, including the **labor market area (LMA)** or geographic area to be researched, the proper industries given the staffing patterns implied by various occupations, and the size of the companies within each industry. When a sufficient number of companies (potential employers) can verify during **labor market survey (LMS)** that actual job positions exist within each company for an occupation, then a particular occupational goal can be deemed **feasible** for a given LMA.

The Skill *TRAN* web service is designed to assist the vocational professional in researching these various factors. The service has many user-friendly features to expedite this important, but otherwise time-consuming research process. The service was carefully built to validate the report requests so that inconsistencies can be resolved before requesting a report. This helps to assure that the report quality is high and that customers obtain the information that was intended. Users of this service must make some important decisions throughout development of the report request. This tutorial guide helps to fine-tune that decision-making process.

Using the Skill *TRAN* Web-Based Service for Business Listings

Integrated Data Sources

The Skill *TRAN* web service for business listings integrates a range of data resources to facilitate the labor market research process. One key element of this process is a special, proprietary cross-reference file that ties occupations (by DOT code) to the industries (by NAICS code) most likely to need that DOT occupation. Skill *TRAN* suggests industries that might hire for a DOT occupation. Such suggestions can be used by the vocational professional or augmented by adding different industries to the list for an occupation. The DOT-NAICS cross-reference table can change based on Skill *TRAN*'s continuing review. Skill *TRAN* uses available government statistics, customer suggestions, and placement insight to the NAICS structure to maintain this cross-reference file. Customer suggestions for Skill *TRAN* review of an occupation are always welcomed by phone or email.

Key data resources/features in the Skill *TRAN* web service for business listings include:

- ✓ Complete *Dictionary of Occupational Titles* (12,700+ occupations and 36,000+ alternate military and civilian titles by which these 12,700+ DOT occupations are also known)
- ✓ Descriptions and selected worker characteristics for each DOT occupation
- ✓ Includes original research on some new, emerging occupations
- ✓ Search by Job Title or DOT code
- ✓ Sort a list of occupations by Source, Alphabetic by Title, DOT Industry, Strength, SVP, GED-RML, or O*NET Code
- ✓ DOT Industry Classification (with description)
- ✓ Occupational list management features (include/exclude unskilled occupations, etc.)
- ✓ Search industries by NAICS 2002 category or by keyword
- ✓ Proprietary Skill *TRAN* cross-reference from DOT to NAICS codes
- ✓ Cross references to O*NET-SOC (O*NET 4.0/5.0) codes and O*NET Occupation Descriptions
- ✓ Confidential storage of basic client information and prior reports
- ✓ Geographic Detail – Entire U.S. – by City, County, MSA, State, Nationally, Zip Code, Zip Code Radius
- ✓ User-preferred questions for Labor Market Survey
- ✓ Business Listings (original source – infoUSA®), including NAICS Industry (Code and Title), Company Name and Unique Company Identifier (DSID), Address, City, State, Zip, Phone Number, Contact Name and Contact Title, Number of Employees (Range), Sales Volume (Range), Business Type: Headquarters/Branch/Subsidiary



Business information from infoUSA® is updated continuously. Skill *TRAN* takes a quarterly snapshot of these continuous updates. infoUSA obtains its data from multiple sources and then telephone verifies the information at least annually. Every month approximately one million businesses change within the database of 12+ million records. From one year to the next, 70% of the businesses within the database have a significant amount of change. The data encompasses nearly every single business, no matter how small, how large, or how newly established. **See Appendix B for more detail.** infoUSA's data sources include:

- ✓ 5,200 Yellow Page and Business White Page Directories
- ✓ 17 Million phone calls to verify information. Every business is called one to four times a year.
- ✓ County Courthouse and Secretary of State Data
- ✓ Leading business magazines and newspapers
- ✓ Annual Reports
- ✓ 10Ks and other SEC filings
- ✓ New business registration and incorporations
- ✓ Postal service information including National Change of Address, ZIP+4 carrier route and Delivery Sequence Files

infoUSA® is a registered trademark of infoUSA, Omaha, NE. Nasdaq: IUSA

Using the Skill *TRAN* Web-Based Service for Business Listings

Purpose of the Business Listings

Business information can be used to document local labor market survey and job search contacts. The information can be printed out and used to:

- ✓ **Document** the existence and frequency of job positions within businesses
- ✓ **Find** actual, current job openings
- ✓ **Establish** starting and average wages for an occupation
- ✓ **Clarify** complex disability or cultural issues for a specific case
- ✓ **Validate** recent hiring patterns, future needs, turnover rate
- ✓ **Sample a subset** of available companies and extrapolate to the full local labor market area
- ✓ **Build a more reliable, defensible foundation** to develop an expert opinion

Extra space is provided in the business listings report for additional notes. Optional user-entered labor market survey questions can be added to each business listing to facilitate the survey calls.

The lists of businesses are intended ONLY as a guide for labor market survey and job search / job development. All other use is prohibited.

The listings do not imply that actual jobs are known to exist or are available in each of these firms. The user of the report must determine the existence of actual positions during labor market survey / job search. Employment opportunities are more probable among the larger businesses listed.

Potential sources of error: Some of these companies may have closed, relocated, or changed their phone number. Some companies may have a mis-coded principal business activity ([NAICS code](#)) or may have changed product lines or been acquired by another firm. The user of this report is encouraged to confirm the accuracy of the industry data during job search and labor market survey.

The business information used in this report is licensed from infoUSA. The data is updated quarterly through a third party supplier to Skill *TRAN* to maximize accuracy and reliability. InfoUSA's information is continuously updated from new directories, and is also telephone-verified. It is the best business information available, but it is not perfect. There will always be a small percentage of errors and "out of business" names. It is not uncommon to have 5-10% undeliverable names, especially in industries with high levels of turnover.

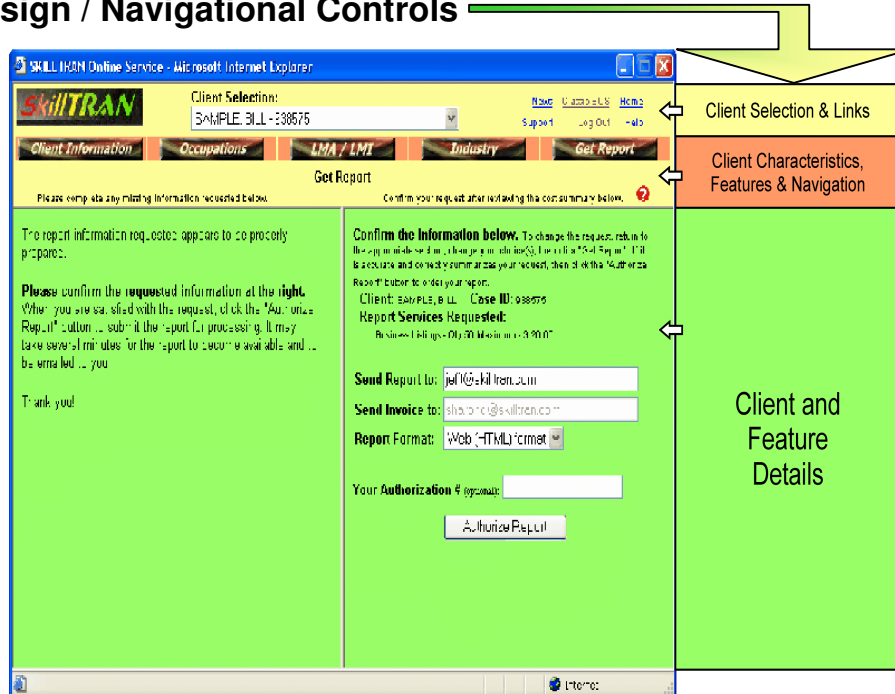
Using the Skill *TRAN* Web-Based Service for Business Listings

How to Login to the Skill*TRAN* Web-Based Service

- You must have a user name and password to be able to login to the Skill*TRAN* service. Contact Skill*TRAN* at 1-800-827-2182 or submit this web form: http://www.skilltran.com/SOS_signup.htm
- Make sure that your desktop display resolution is at least 800 x 600 resolution, small font size. Visit www.skilltran.com/onlinesupport.htm for details on changing this resolution and other tips.
- If you connect to the Internet using AOL®, CompuServe®, or some other service with its own web browser software, use it to connect to the Internet, but then minimize it. Then use the *Microsoft® Internet Explorer* to navigate to www.online.skilltran.com.
- Otherwise, just use Microsoft's Internet Explorer to navigate to www.online.skilltran.com.
- Set the browser to View, Text Size, Medium.
- **If you use special software to block pop-up ads**, please disable it during the Skill*TRAN* session; otherwise, you will not be able to login to Skill*TRAN*. Restore it after the session.

To login, navigate to www.online.skilltran.com, then enter the assigned user name and password in the proper text boxes. Click the Login button. If this is your first login, you may be asked some additional questions. Enter the requested information – Skill*TRAN* will remember these responses for use later. You will then be shown the main screen. The screens cannot be re-sized (by Skill*TRAN* design).

Screen Design / Navigational Controls

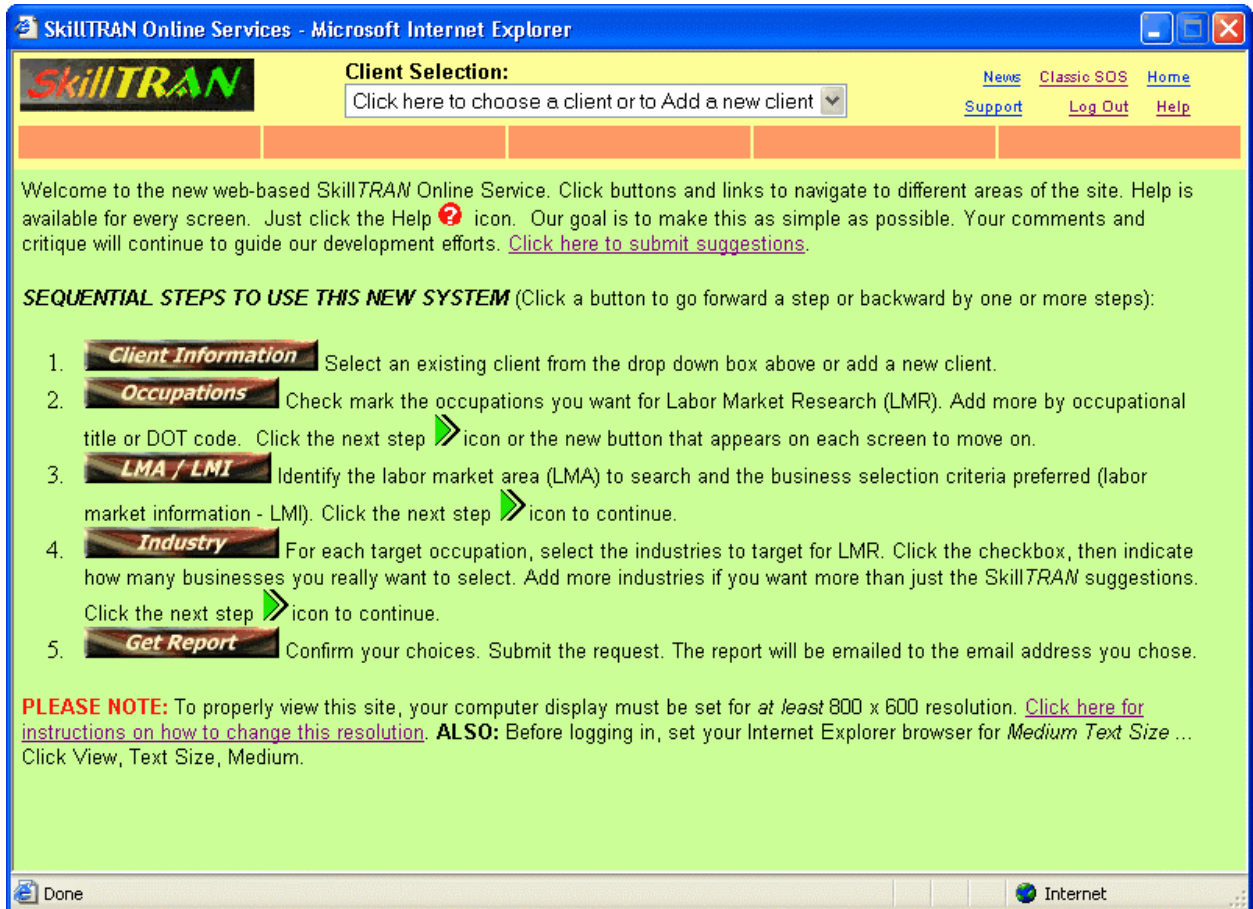


Each screen has three major horizontal sections.

- The **narrow upper section** contains the Skill*TRAN* logo, a drop box enabling selection of an existing client or addition of a new client, and links to other areas.
- **The middle section** has descriptive buttons for each major step in the process and additional options that change from screen to screen. These options often trigger changes in the "Client and Feature Details" section below it. **The navigational buttons allow movement forward or backward through the system.** Just click a button to move to that next section. Make your desired changes, and then click the next button. Not all buttons are displayed at the same time ... only those that are appropriate in the process of requesting a report.
- The **tall lower section** contains the details about a client and various features of the service. Sometimes this is one wide section across; other times it is subdivided into two sections. Each of these subsections is where you enter information about the client or make choices that direct the preparation of the report.

Using the Skill *TRAN* Web-Based Service for Business Listings

Step 1A. The Main Screen - Select a client or Add a New Client



This is the main screen for Skill *TRAN*'s web-based service. In the wide green section, there is an opening message and an explanation of the help file system (just click the ? icon to pop up helpful text).

To begin using the service, click the Client Selection drop box at the top of the screen to show a list of existing clients. Clients are listed as Last Name, First Name – Case ID# (optional). Click the name of an existing client or click the label: “Add a new client”. Either choice displays the Client Information screen in the left side of the lower section (see Step 1b below). Existing clients are retained from one session to the next or are passed behind-the-scenes from the legacy telnet-based service when business listings were requested during any of the classic services (PPS, PREPOST, or JSS). For your convenience, occupations resulting from those classic searches are also passed to this new service so that you do not have to entered them manually.

Using the Skill *TRAN* Web-Based Service for Business Listings

Step 1B. Enter Client Demographics (and Report Finder)

The screenshot shows the SkillTRAN Online Service interface in Microsoft Internet Explorer. The browser title is "SKILLTRAN Online Service - Microsoft Internet Explorer". The page has a yellow background and a blue header. The "Client Selection" dropdown menu is set to "SAMPLE, BILL - 938575". There are navigation links for "News", "Classic SOS", "Home", "Support", "Log Out", and "Help". Below the header, there are two main sections: "CLIENT DEMOGRAPHICS" and "REPORT FINDER".

CLIENT DEMOGRAPHICS [Items marked * are required] ?

*First: BILL M.I. *Last Name: SAMPLE
*DOB: 02/05/1971 *Last4 of SSN: 0495 Case ID #: 938575
Address1: 1825 Hidalgo Street
Address2:
City: San Antonio *State: TX *Zip: 78205
HomePhone: CellPhone:
Work Phone: Alt. Phone:
Referral Source: Phone:
Referral Contact: Title:
Comments (Optional):

Next step, click: Occupations

REPORT FINDER - Reports done within the last 90 days ?

Click the report you want to view. The report will be shown in a new browser window. Then click File, Print to reprint the report.

Date	Time	Service	Report Heading
2003-10-22	23:56:51	BL	BILL SAMPLE
2003-10-23	23:28:51	BL	BILL SAMPLE

Report Finder

If this is an existing client (from a prior session or as passed from the classic telnet-based service), available information is displayed in the appropriate text boxes. Be sure to review all such information for accuracy. Complete the entries in the required text boxes (**labeled in red text**). If required information is missing or incomplete, an alert box will pop up to let you know what is inconsistent and what needs to be fixed up before you can continue. **Be sure to put the Street Address into the Address1 field** if you want hyperlinks for Driving Directions from the client's home to a potential employer.

To move on to the next step, click the **Occupations** button to continue on to the next step – entry or review of occupations for labor market research.

Report Finder

If you have done a report previously on this client, you can click the Report Finder link (on the right hand side of the screen) to display a list of reports. The business listings reports must have been completed within the last 90 days. Then click the client name in the Report Heading column to pop up the report. You can click **File**, **Print** to immediately print the displayed report from the new browser window. If the client information was automatically brought over from the classic telnet-based service, then that legacy report is also available for review here as well (for the last 30 days only).

Using the Skill *TRAN* Web-Based Service for Business Listings

Step 2 - Choose occupations for Labor Market Research (or Enter Occupations by Job Title or DOT Code)

SKILLTRAN Online Service - Microsoft Internet Explorer

Client Selection: SAMPLE, BILL - 938575

Client Information Occupations LMA / LMI

Job Title: (Full or partial, military or civilian) Lookup this job title

MANAGE THE OCCUPATIONAL LIST BELOW for LMR: ?

Check ALL occupations: On Off Hide unchecked occupations

DOT Code: - - Add to the list below

2 Unskilled Occs: Include Exclude Show All occupations

Click each below to choose occupations for Labor Market Research. Mouse over the words to see a brief description. Click the words for a full description.

LMR	SRC	DOT Code	Occupational Title	DOT Industry	Strength	SVP	RML	O*NET
<input type="checkbox"/>	43	815.380-010	WELDER SETTER, ELECTRON-BEAM MACHINE	welding	L	6	433	51-4122.01
<input type="checkbox"/>	43	813.685-010	BRAZER, CONTROLLED ATMOSPHERIC FURNACE	welding	L	4	323	51-4122.04
<input type="checkbox"/>	43	739.684-134	NEEDLE-BOARD REPAIRER	textiles, other	L	3	212	49-9041.00
<input type="checkbox"/>	43	637.684-014	QUALITY-CONTROL TECHNICIAN	service ind. mach.	L	3	333	51-9061.05
<input type="checkbox"/>	43	729.381-014	PIN-GAME-MACHINE INSPECTOR	service ind. mach.	L	5	423	49-9091.00
<input type="checkbox"/>	43	731.684-010	COIN-MACHINE ASSEMBLER	service ind. mach.	L	3	212	51-9199.99
<input type="checkbox"/>	43	829.684-010	BATTERY INSPECTOR	railroad equipment	L	4	333	49-2092.03
<input type="checkbox"/>	43	649.685-090	PERFORATING-MACHINE OPERATOR	printing/publishing	L	4	211	51-9199.99
<input type="checkbox"/>	43	701.684-030	TOOL FILER	pottery & porcelain	L	5	312	51-4194.00
<input type="checkbox"/>	43	229.587-014	QUALITY-CONTROL CLERK	pharmaceuticals	L	3	323	43-5081.03
<input type="checkbox"/>	43	221.387-026	EXPEDITER CLERK	optical goods	L	3	323	43-5061.00
<input type="checkbox"/>	43	692.662-022	WIRE-WRAPPING-MACHINE OPERATOR	office machines	L	4	323	51-9199.99
<input type="checkbox"/>	43	710.381-046	TESTER, ELECTRONIC SCALE	office machines	L	6	322	51-9061.04
<input type="checkbox"/>	43	706.687-040	CLEANER TOUCH UP WORKER	office machines	L	3	212	51-9199.99

The purpose of this section is to add new occupations or to select existing occupations from the list for further labor market research (LMR). Occupations selected from various occupational searches done on the classic telnet-based services (i.e. PPS, PREPOST, JSS) are shown. The source (SRC) column shows why each occupation was added to the list. Use the mouse to hover over any of the labels to see a brief explanation of the displayed code. Click any hyperlinked words to see a more detailed explanation. Select at least one occupation (click to enable its LMR checkbox) to be able to go on to the next section (LMA / LMI).

ADD OCCUPATION BY DOT CODE - An occupation can be added to the list by entering the full 9-digit DOT code, 3 digits in each box. The first box should contain the 3-digit Occupational Group Arrangement (OGA); the second box should contain the 3-digit Data-People-Things code; the last box should contain a 3-digit code. Click the button "Add to the list below". The occupation is added to the list with the LMR box checked on.

Using the Skill *TRAN* Web-Based Service for Business Listings

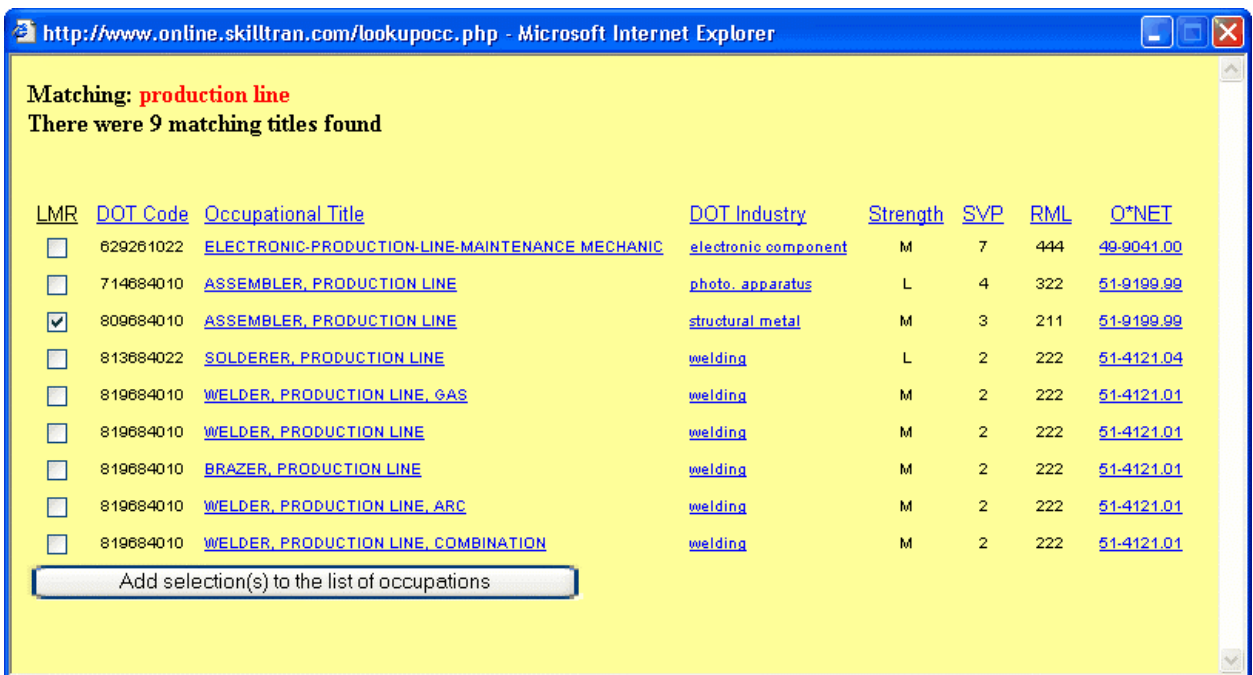
ADD OCCUPATION BY JOB TITLE - Type in a job title or part of a job title (civilian or military), and then click the "Lookup this job title" button. Use just a few KEY WORDS or part of a key word. Use a unique part of the title as a key word. Avoid abbreviations. Use a synonym for a key word or title if you don't easily find what you are seeking. Key words can be entered in any order. Use as few key words as possible. Use the singular form, not plural (i.e. key rather than keys, word rather than words).

For example:

Enter the word **SAND** in the title field then click the "Lookup this job title" button. Skill *TRAN* finds matching job titles that contain the phrase or characters "SAND", such as:

SAND MOLD MAKER
ASSEMBLER, **SAND**AL PARTS
PNEUMATIC DRUM **SAND**ER
SANDWICH MAKER

A window pops up with a list of matching occupations.




The screenshot shows a Microsoft Internet Explorer window with the URL <http://www.online.skilltran.com/lookupocc.php>. The page content is as follows:

Matching: production line
There were 9 matching titles found

LMR	DOT Code	Occupational Title	DOT Industry	Strength	SVP	RML	O*NET
<input type="checkbox"/>	629261022	ELECTRONIC PRODUCTION LINE MAINTENANCE MECHANIC	electronic component	M	7	444	49-9041.00
<input type="checkbox"/>	714684010	ASSEMBLER, PRODUCTION LINE	photo. apparatus	L	4	322	51-9199.99
<input checked="" type="checkbox"/>	809684010	ASSEMBLER, PRODUCTION LINE	structural metal	M	3	211	51-9199.99
<input type="checkbox"/>	813684022	SOLDERER, PRODUCTION LINE	welding	L	2	222	51-4121.04
<input type="checkbox"/>	819684010	WELDER, PRODUCTION LINE, GAS	welding	M	2	222	51-4121.01
<input type="checkbox"/>	819684010	WELDER, PRODUCTION LINE	welding	M	2	222	51-4121.01
<input type="checkbox"/>	819684010	BRAZER, PRODUCTION LINE	welding	M	2	222	51-4121.01
<input type="checkbox"/>	819684010	WELDER, PRODUCTION LINE, ARC	welding	M	2	222	51-4121.01
<input type="checkbox"/>	819684010	WELDER, PRODUCTION LINE, COMBINATION	welding	M	2	222	51-4121.01

Hover (hold the mouse pointer) over an item to see a brief description. Click a hyperlinked item to see detailed information about that occupation. Click the LMR checkbox for each occupation you want to include for LMR. Click the "Add selection(s) to the list of occupations" button at the bottom of the list. The window closes and the selected occupation(s) are added to the main occupational list with the LMR checkbox enabled.

When at least one occupation is chosen for LMR, the  button appears. Click the LMA/LMI button to go on to the next section.

Using the Skill *TRAN* Web-Based Service for Business Listings

MANAGE THE OCCUPATIONAL LIST

Particularly with large lists generated from the classic telnet-based services, it may be useful to use some of these features to reduce the complexity (length) or order of the list. **Click a column heading to re-sort the list in order by that column heading.** Four other options help to manage the list.


Check ALL occupations <input type="radio"/> On <input type="radio"/> Off	Puts a checkmark in all of the checkboxes to get LMR for every occupation on the list. When this option is used, the option changes to "Uncheck ALL occupations". Click it to uncheck all of the LMR checkboxes for the entire list.
<i>nnn</i> unskilled occs. <input type="radio"/> Include <input type="radio"/> Exclude	Enables all of the checkboxes to get LMR for every unskilled occupation in the list (SVP < 3). When this option is used, the option changes to "Exclude ALL unskilled occupations". <i>nnn</i> is the total number of unskilled occupations in the list.
<input type="checkbox"/> Hide unchecked occupations	Suppresses the display of all occupations on the list that have not been checked for LMR. Hiding occupations does not remove them from the occupational list.
<input type="checkbox"/> Show All Occupations	Displays all of the hidden occupations after hiding the unchecked occupations.

EXPLAIN THE LIST OF OCCUPATIONS

The list of occupations is shown in 9 columns. *Hover over the column headings or the abbreviations in each of the columns to see a brief explanation of the item.* Click hyperlinked items to see much more detail.

Click any column heading to re-sort the list in order by that column heading.

LMR	Checkbox requesting Labor Market Research (LMR) for this occupation
SRC	Initial source (SRC) for how the occupation was added to this list (e.g. TSA, PREPOST, GOE, User-Entry for LMI, etc.)
DOT Code	Dictionary of Occupational Titles (DOT) Code
Occupational Title	The primary or user-preferred alternate title for the DOT code
DOT Industry	An indicator of a general type of industry in which the occupation might be found
Strength	Overall Strength Rating for the occupation - S-Sedentary, L-Light, M-Medium, H-Heavy, V-Very Heavy
SVP	Specific Vocational Preparation
RML	General Educational Development for R-Reasoning, M-Math, L-Language
ONET	The O*NET-SOC Code (Version 4.0/5.0)


To move on to the next section, click the  button. Be sure to select at least one occupation for LMR or the LMA/LMI button will not appear.

Using the Skill *TRAN* Web-Based Service for Business Listings

Step 3A - Define the Labor Market Area - (LMA)

The screenshot shows the SkillTRAN Online Service interface in Microsoft Internet Explorer. The browser title is "SKILLTRAN Online Service - Microsoft Internet Explorer". The page has a yellow header with the SkillTRAN logo and a "Client Selection:" dropdown menu showing "SAMPLE, BILL - 938575". Navigation links include "News", "Classic SOS", "Home", "Support", "Log Out", and "Help". A menu bar contains "Client Information", "Occupations", "LMA / LMI", and "Industry". The "LMA / LMI" section is active, divided into "LMA - Labor Market Area to Research" (left, yellow background) and "LMI - Labor Market Information Desired:" (right, green background).
In the LMA section, the "Location:" field is set to "SAN ANTONIO, TX". Below it, a dropdown menu shows "35" miles, with a checkbox for "Include adjacent state(s)". There is a "Change Location" button. Below that, there are dropdown menus for "State(s)" (Alabama, Alaska, Arizona) and "Region(s)" (New England, Mid Atlantic, Carolinas), along with a "More Choices" button and a "Type:" field.
In the LMI section, the "Business Listings for Labor Market Survey & Job Search" checkbox is checked. It includes fields for "# of Employees" (10 or more), "All Sizes", "Default # of Listings / Selected Industry" (5), and "Maximum # Listings / Report" (100 - \$ 40.00). There is a "Listings Count so far" field. The "Report Style:" radio buttons are set to "Labor Market Survey". Below are three question fields: "Question 1: Would you hire Spanish speaking", "Question 2: Last time hired for this position?", and "Question 3: How much standing is required?".
Two callout bubbles are present: "Step 3A" on the left and "Step 3B" on the right.

Use this section (LMA Section on the left) to define the geographic area (labor market area) for which labor market information will be obtained. You can choose by location (ZIP code or City name) and the surrounding area, by City, County, MSA (Metropolitan Statistical Area), State or multiple States, by Region (multiple States) or multiple regions, or Nationally (Entire United States).

LOCATION - By default, the ZIP code entered in the client demographics section is shown as the initial ZIP Code and City. Use the drop down box (click the "v" in the  box) to choose the preferred search radius (the approximate number of miles from that initial point).

Important Practitioner Note: Distances are calculated using the geographic center of each ZIP code (the "centroid"), not the exact driving distance or routing. Therefore, some business listings below may be physically located somewhat beyond the desired radius, particularly in rural areas. Reduce the search radius slightly to control for this effect. If commute distance/time is important, reduce the radius by 5 or 10 miles to allow for variations due to highway routes, available roads and topography. Sometimes, a radius search will sweep into adjacent state(s). Click the checkbox if you want to include/exclude business listings from adjacent state(s).

Also, please review Appendix A on Geography / Topography Issues.

Using the Skill *TRAN* Web-Based Service for Business Listings

CHANGING THE LOCATION - To explore a labor market area different from the default ZIP code of the client, enter either a City name or a different 5-digit ZIP code, and then click the "Change Location" button. If more than one City by that name exists, select the City name and State you want, then click the "Save" button. You can also search by County, MSA, and State (see States below) or by multiple States or nationally (see Regions below).

STATES (Multiple Cities, Counties, MSA) - To explore statewide labor market(s), first click the radio button preceding **State(s)**. Scroll through the list to select the state you want to search. To choose multiple states, hold down the CTRL key, and then click each of your state selections.

REGIONS - To explore regional labor market(s), first click the radio button preceding **Region(s)**. Click the hyperlinked word [Region\(s\)](#) to see a list that defines each region. Scroll through the list to select the region(s) you want to search. To choose multiple regions, hold down the CTRL key, and then click your region selections. Click "National" for a national search (entire United States).

Listed below are the 48 adjacent states considered in each region.

New England	Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, New York
Mid Atlantic	New Jersey, Delaware, Maryland, Virginia, Pennsylvania, West Virginia
Carolinas	North Carolina, South Carolina
Southeast	Georgia, Florida, Alabama, Mississippi, Tennessee
South Central	Texas, Oklahoma, Arkansas, Louisiana
Central	Kansas, Missouri, Iowa, Nebraska
Midwest	Illinois, Indiana, Michigan, Kentucky, Ohio
North Central	Wisconsin, Minnesota, North Dakota, South Dakota
Southwest	New Mexico, Arizona
West	California, Nevada
Mountains	Colorado, Utah, Wyoming, Montana
Pacific Northwest	Washington, Oregon, Idaho
National	All 50 States

MORE CHOICES - After selecting either Statewide or Regional areas, click the "More Choices" button to show a list of Metropolitan Statistical Areas (MSA) within the selected state or regional areas. To choose multiple MSAs, hold down the CTRL key, and then click each MSA desired. Click the "Save" button to keep these selections. Your choices will be shown in the text area below the "More Choices" button.

If a single state is selected, click "More Choices" to further refine the search by city, county, or MSA. Be sure to click the proper radio button to indicate your choice (i.e. **City**, **County**, or **MSA**) before making your item selections. To choose multiple cities, counties, or MSAs within the state, hold down the CTRL key, and then click each desired location. It is possible to search only by City/Cities OR County/Counties OR MSA/MSAs. These different methods cannot be combined in a single search. Click the "Save" button to keep these selections. Your choices will be shown in the text area below the "More Choices" button.

Click the hyperlink "Click here to show a County Map of ..." the single state selected. Click the MapStats link to obtain statistics about areas.


Using the Skill *TRAN* Web-Based Service for Business Listings

Step 3B - Request Labor Market Information – (LMI)

Choose the type of LMI you want to include in a report. Click the checkbox in front of each type of LMI. Then choose additional criteria to further qualify each type of LMI desired.

BUSINESS LISTINGS - Business listings are selected using a variety of characteristics, including employee size range, default number of listings, maximum per report, and the report style. The values you choose in this LMI section are used to obtain current counts of the number of business records on file within each industry and within the geographic area specified. The next section of the process (the button marked "Industry") enables you to select the industries to actually search.

<p>Employee Size Range</p> <hr style="width: 50%; margin: 0 auto;"/> <p># of Employees</p>	<p>Use the drop boxes to specify the minimum and the maximum number of employees within the businesses to be selected.</p> <p>PRACTITIONER NOTE: In rural settings, choose all sizes of business. In urban settings, choose a minimum of 5 or 10 employees. In densely populated metropolitan settings, consider a minimum size of 10 or 20 employees. <i>Set a minimum size in more populated areas to increase the likelihood of finding job positions.</i></p>
<p>Default # of Listings Per Selected Industry</p>	<p>The optional number you enter here is automatically entered on the industry page as the default number of business listings to be selected per industry. Skill<i>TRAN</i> has set 5 as the default number you can change in the Industry section, industry by industry.</p>
<p>Maximum # of Listings Per Report</p>	<p>Use this drop box to specify the maximum total number of business listings desired for the report. The price of the report increases with the maximum number of business records requested. But the actual fee calculated for the report is based on your selections in the Industry section.</p>
<p>Report Style</p>	<p>Two styles of report are available: Job Search and Labor Market Survey.</p> <p>Job Search - This style of report contains the company name, address, phone number, contact name and title, indication of size (by number of employees and sales volume), location type (HQ, branch, or single location), and DSID # (a number uniquely identifying the business). This report format can be helpful for client-directed job search. About 6-8 business listings fit on a page in this format.</p> <p>Labor Market Survey - This style of report includes the same information as the Job Search format, and also includes an area in which you can specify up to three questions you want to ask each employer during survey. The report includes space in which you can record the employer's answers. Enter brief question(s) you want to ask each employer in the text box following Question 1, Question 2, and/or Question 3. These questions are printed with each business listing. About 3 business listings fit on a page in this format.</p>

To move on to the next section, verify the settings in both the LMA and the LMI sections, and then click the  button

Using the Skill *TRAN* Web-Based Service for Business Listings

Step 4 - Choose Industries – Skill *TRAN* Suggestions and/or Your Preferences

SKILLTRAN Online Service - Microsoft Internet Explorer

SkillTRAN Client Selection: SAMPLE, BILL - 938575

News Classic SOS Home
Support Log Out Help

Client Information Occupations LMA / LMI Industry Get Report

Industry Suggestions for LM Research
Choose each occupation to view industry suggestions and/or
Add your own industry preferences

Labor Market: Within 35 miles of SAN ANTONIO, TX
Area:

Click here to choose an occupation for LMR
Click here to choose an occupation for LMR
724684018 ARMATURE WINDER, REPAIR
809684010 ASSEMBLER, PRODUCTION LINE
620684018 BRAKE ADJUSTER
221587018 ODD-PIECE CHECKER

Request Count for this report request is: 0

BL # to
Count Pick

INSTRUCTIONS:

1. **Select an occupation** from the drop down box above labeled: "Click here to choose an occupation for LMR".
2. **Select the industries and the number of businesses** in each industry to search for business listings for that occupation.
3. **Repeat Steps 1 and 2** for each occupation in the list.
4. After selecting at least one industry for each occupation, click the "Get Report" Button.

Done Internet

The purpose of this section is to choose the industries desired for each of the occupations you previously check marked for LMR under the "Occupations" section. Each occupation usually has a unique group of industries in which it is likely to be found. It is necessary, then, to make individual choices about the most likely industries as you research one occupation at a time. Spend a bit of time and use your good judgment to carefully select industries in this section. This will improve the likelihood of finding actual employers of the occupation during subsequent survey or job search, *particularly if you choose to look for the larger employers in a densely populated area.*

Follow the instructions above for each occupation in the list.

Using the Skill *TRAN* Web-Based Service for Business Listings

Client Selection: SAMPLE, BILL - 938575

Client Information | **Occupations** | **LMA / LMI** | **Industry** | **Get Report**

Industry Suggestions for LM Research
 Choose each occupation to view industry suggestions and/or
 Add your own industry preferences

Labor Market Area: Within 35 miles of SAN ANTONIO, TX

Click here to choose an occupation for LMR

Default # to Pick: 5 **Request Review** Cumulative Business Listing (BL) Count: 4

LMR	NAICS Ind. Code	NAICS Industry Title	BL Count	# to Pick
<input checked="" type="checkbox"/>	221	Utilities	69	5
<input checked="" type="checkbox"/>	2211	Electric Power Generation, Transmission and Distribution	23	5
<input checked="" type="checkbox"/>	8113	Commercial and Industrial Machinery and Equipment (except Automotive and Electronic) Repair and Maintenance	116	5
<input type="checkbox"/>	4881	Support Activities for Air Transportation	83	0
<input type="checkbox"/>	481	Air Transportation	34	0
<input type="checkbox"/>	3364	Aerospace Product and Parts Manufacturing	30	0
<input type="checkbox"/>	48811	Airport Operations	17	0
<input type="checkbox"/>	3365	Railroad Rolling Stock Manufacturing	6	0
<input checked="" type="checkbox"/>	335312	Motor and Generator Manufacturing	2	2
<input type="checkbox"/>	4812	Nonscheduled Air Transportation	1	0
<input type="checkbox"/>	3366	Ship and Boat Building	0	0

QUICK SUMMARY INSTRUCTIONS:

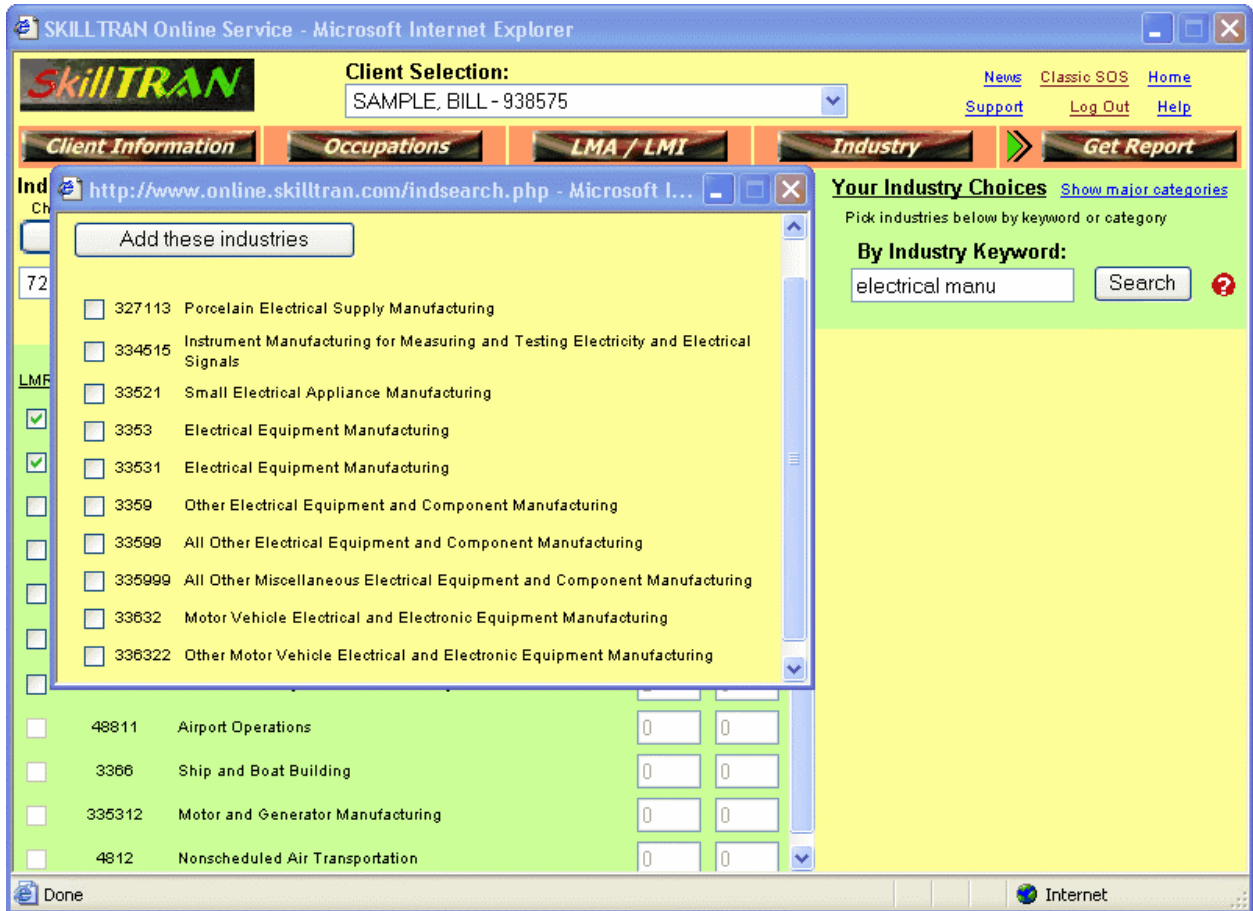
1. Select an occupation from the drop down box labeled "Click here to choose an occupation for LMR".
2. Select the industries and the number of businesses in each industry to search for business listings for that occupation.
3. Repeat Steps 1 and 2 above for each of the occupations in the list.
4. After selecting at least one industry for each occupation, click the "Get Report" button.

Using your LMA and LMI choices, Skill *TRAN* suggests a list of industries and the number of business listings (BL Count) on file given those preferences for one occupation at a time. If you want business listings (BL) in a suggested industry, check mark the industry, then choose the total number of business listings you want in your report (the "# to Pick" of the total number - BL Count - available for that industry). The "# to Pick" is pre-filled with the "Default # to Pick" value, which you can change. Choose the industries you decide are appropriate and as many listings as you choose to research. Click the **Request Review** button to request that Skill *TRAN* review the industry suggestions. Note that a running total (Cumulative business listing count) is constantly updated as you make your choices. If you want to saturate a particular industry to call more potential employers, override the default and enter more in the "# to Pick" text box, though not more than are on file! The BL Count is a highly reliable estimate of the number of listings on file with Skill *TRAN*'s data supplier.

After completing your selections for LMR for one occupation, choose another occupation and the industries you want for it. **Repeat this process for each occupation in the list. You must select at least one industry per occupation to be able to get the report.** If you decide you do not want business listings for an occupation, return to the "Occupations" section and uncheck that occupation for LMR. Then click the LMA/LMI button, then click the Industry button.

Using the Skill *TRAN* Web-Based Service for Business Listings


Adding your own Industry by Keyword(s)



ADD YOUR OWN INDUSTRY PREFERENCES

If you want to add your own industries to the list for LMR, first choose the occupation, then click the button labeled: "Add your own industry preferences". This section of the system enables you to find industries by keyword / phrase or by NAICS Industry Category. Your selection(s) are added to the list of industries to be researched for the currently selected occupation. Select an occupation for LMR to enable the "Your Industry Choices" area. Searching industries without selecting an occupation first is not possible (this is by design).

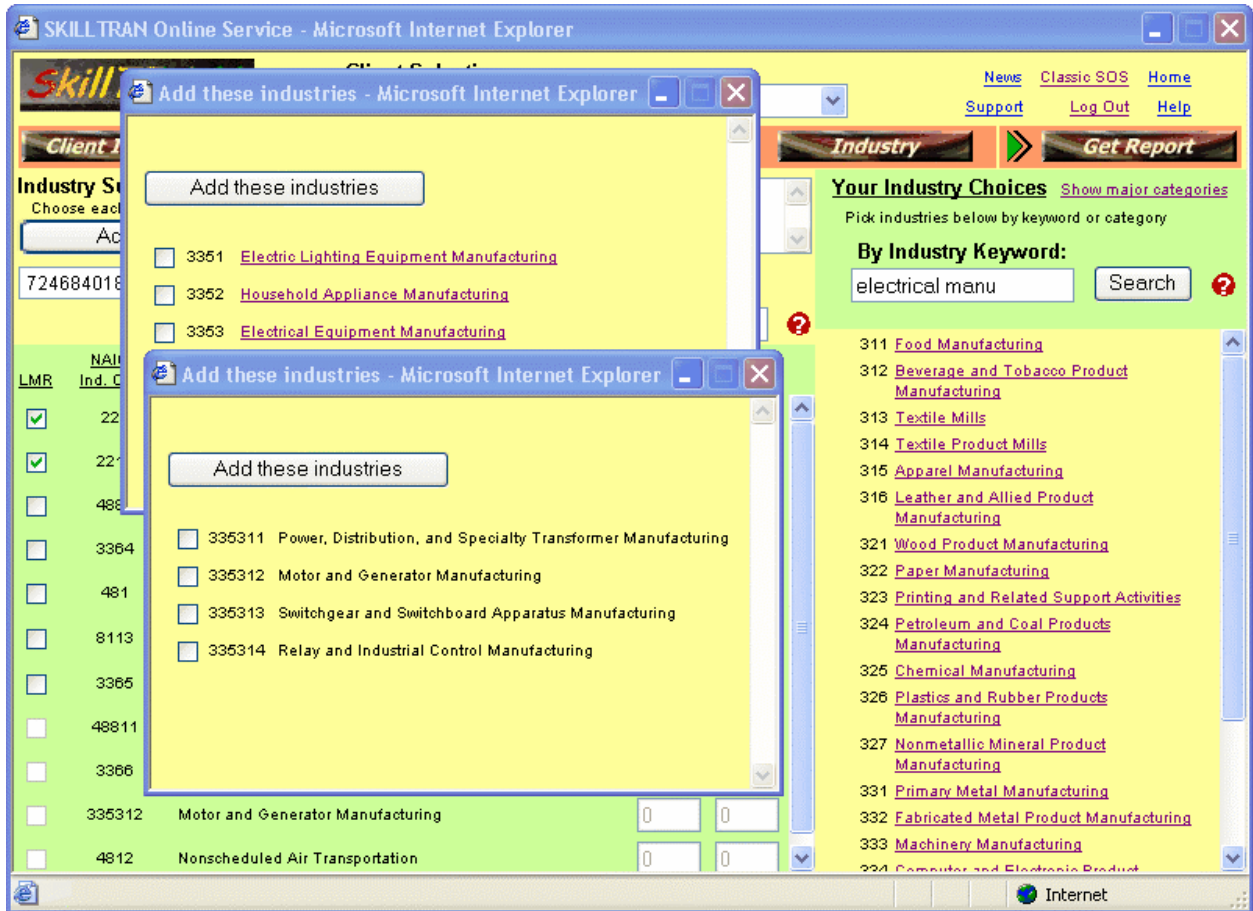
INDUSTRY KEYWORD SEARCH


Enter a brief, unique key word or phrase, then click the "Search" button. A list of NAICS industries containing that key word or phrase is shown in a pop-up list. Select the industry or industries wanted, then click the "Add these industries" button. If you do not want to make a choice from this list, click the  close button in the upper right corner of the popup list.

TIP: Sometimes the list may contain 4-, 5-, and/or 6-digit NAICS categories that have the same or similar label. Pick the most general of these (the 4-digit NAICS code and title) to increase the likelihood of finding employers for the target occupation. This works best if there are very few or no other subcategories for this 4-digit code.

Using the Skill *TRAN* Web-Based Service for Business Listings

Adding your own Industry by Category (NAICS Code)



INDUSTRY CATEGORY SEARCH - Click the link "Show major categories". A list of major 2-digit categories fills in the rightmost screen. Click a major category to display more detail about this category (at the 3-digit code level). Click a 3-digit category to display 4-digit detail in a pop-up window. Either check mark one or more 4-digit subcategories, or click a subcategory for 6-digit detail. Check mark the subcategories desired, then click the "Add these industries" button. To return to the 2-digit list, close the popped up windows (click ) , then click "Show major categories" again.


TIP: Sometimes the list may contain 4-, 5-, and/or 6-digit NAICS categories that have the same or similar label. Pick the most general of these (the 4-digit NAICS code and title) to increase the likelihood of finding employers for the target occupation. This works best if there are very few or no other subcategories for this 4-digit code.

FINDING AN OBSCURE INDUSTRY

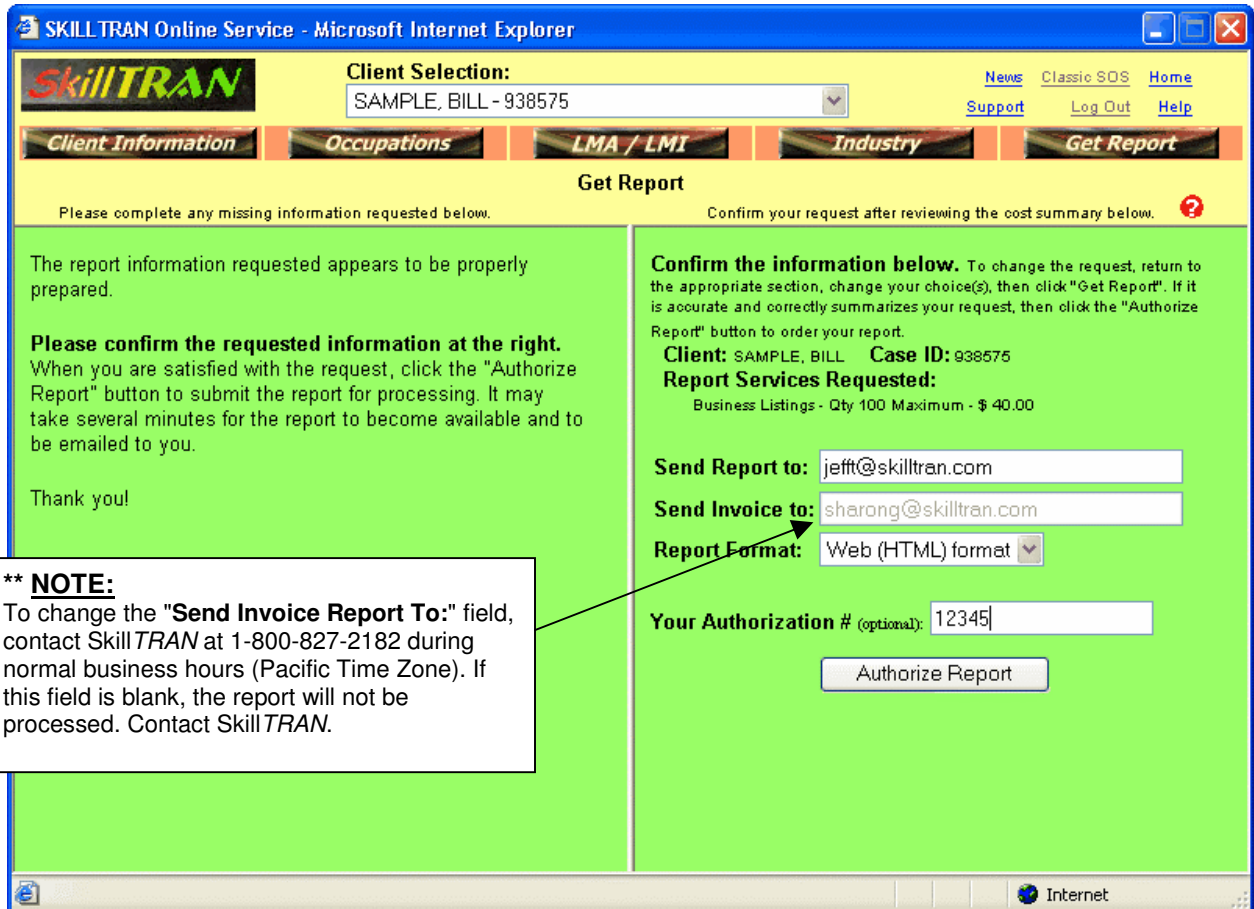
By keyword, think of synonyms or other ways that the industry might be known. Try searching using only a partial word ... the unique root of a word ... such as "bank" rather than "banking" or "wir" rather than "wiring" or "wired". Avoid global labels such as "manufacturing" or "service" since these will produce lengthy lists to review.

By industry, examine the major category in which your target industry is likely to exist. Then progressively drill down through its subcategories to get as close to it as you can.

Using the Skill *TRAN* Web-Based Service for Business Listings

To move on to the next section, click the  button. Skill *TRAN* reviews your request, and if anything is incomplete or inconsistent, a special screen appears advising you how to take care of the inconsistency. Be sure that you have reviewed each occupation and selected *at least* one industry for every occupation for which you want labor market research. Sometimes, because you request business listings in an industry for several occupations, you might have to proportionately adjust your cumulative requests so that it does not exceed the total number of business listings available in a given geographic area.

Step 5 - Get Report



SKILLTRAN Online Service - Microsoft Internet Explorer

SkillTRAN Client Selection: SAMPLE, BILL - 938575

News Classic SOS Home
Support Log Out Help

Client Information Occupations LMA / LMI Industry **Get Report**

Get Report

Please complete any missing information requested below. Confirm your request after reviewing the cost summary below.

The report information requested appears to be properly prepared.

Please confirm the requested information at the right.
When you are satisfied with the request, click the "Authorize Report" button to submit the report for processing. It may take several minutes for the report to become available and to be emailed to you.

Thank you!

Confirm the information below. To change the request, return to the appropriate section, change your choice(s), then click "Get Report". If it is accurate and correctly summarizes your request, then click the "Authorize Report" button to order your report.

Client: SAMPLE, BILL Case ID: 938575
Report Services Requested:
Business Listings - Qty 100 Maximum - \$ 40.00

Send Report to: jefft@skilltran.com
Send Invoice to: sharong@skilltran.com
Report Format: Web (HTML) format
Your Authorization # (optional): 12345

Authorize Report

**** NOTE:**
To change the "Send Invoice Report To:" field, contact Skill *TRAN* at 1-800-827-2182 during normal business hours (Pacific Time Zone). If this field is blank, the report will not be processed. Contact Skill *TRAN*.

This last section obtains your final approval and authorization to purchase this report. When both sides of the screen are green, Skill *TRAN* has reviewed your request and determined that there are no inconsistencies in the request. The report is ready for your final authorization. Verify that the following information is correct:

Report Services Requested: We will always charge the lowest possible price for the report given the services and report features you have requested.

Send Report To: This is the email address to which the report is to be sent

Send Invoice To: This is the email address to which the invoice will be sent **

Report Format: Web (HTML) is the only format currently available

Your Authorization # (optional): Any special Purchase Order or Reference you want to be included with the invoice.

After you have verified that the information is correct, click the "Authorize Report" button. The report request will be processed and take you to the next screen. Note the time estimate for report preparation (usually within 15-30 minutes). The report will be emailed out as soon as it is available. The invoice is emailed within one business day.

Using the Skill *TRAN* Web-Based Service for Business Listings

Using the Report - Structure & Format

Based on all of the information that you had submitted through the various steps of requesting the report, Skill *TRAN* prepares a report of the business listings. The report integrates a variety of data sources so that an actual Job Search or Labor Market Survey can be conducted more easily. This systematic process of selection develops likely targets for employment and survey contact. Reports are emailed to the email address specified on the Get Report page (Step 5). There is a brief explanatory message, and the report is an email attachment. Therefore, the user's email program must allow receipt of email messages with attachments. An alternate method of report retrieval is to use the Report Finder feature located in the Client Information section. Allow sufficient time for report processing before using this feature.

Job Search / Job Club

If the Job Search format is chosen and the report is to be shared with a client / job seeker, the practitioner may find it most useful to only give out 1-2 pages of job leads at a time. On average, about 6-8 business listings are printed per page. The built-in Map Quest® links can help to navigate to potential employers for application submission and interviews. Click the "Map" hyperlink in the emailed report to show the approximate employer location on a map. The practitioner could require the client to return with completed pages to document actual employer contacts. This could form a basis for continued funding for other benefits. The completed page documents the job seeker's efforts, and the job seeker can also be rewarded with a fresh set of contacts for the coming week. It can also serve as a convenient record of employers who may well have appropriate job positions and may not be hiring at the moment, but who might be hiring later. Encouraging the client to circle back to re-visit such employers after a few weeks establishes the job seeker's continuing interest in the position and continuing availability for employment.

Labor Market Survey

When a business listing report is used for Labor Market Survey, up to three user-entered questions are included with each business listing. While these questions increase the number of pages of the report, it helps to assure that the questions are likely to be asked of each potential employer during the survey call. There are about 3 business listings per page in this format. Plenty of white space is left available so that employer responses can be noted on the printed report during each call.

Report Format

Reports are formatted in HTML (HyperText Markup Language) – the language of the web. Each report is a self-contained web page. All modern word processors (such as Microsoft Word® or Corel WordPerfect®) are able to directly import a web document to enable further manipulation of the information, note taking using the computer rather than handwritten notes on the printed page, or integration into your own report format. Additionally, the use of HTML for the report enables external hyperlinks to Map Quest (Click the Map hyperlink of any business listing) and internal referencing back to a list of occupations relating to an industry choice (Click the Job Exists hyperlink). Click the Driving Directions report hyperlink to see directions and a map from the client's home to the suggested business.

Report Structure


Each report begins with a summary of the purpose of the report and a reminder of some of the potential limitations in the accuracy of the data. The Labor Market Area covered is shown next, followed by a list of occupations that might be found in the industry next cited. The occupations list includes other job titles by which the occupations may be known. This gives the surveyor important clues about other job titles that a specific employer might be using rather than a generic or master occupational title. The actual business listings come next, with the optional custom labor market survey questions. Finally, when the industry changes, there is a summary statement that calculates the percentage of the labor market covered by the request. The next industry group is presented, preceded by a list of occupations and alternate titles relevant to that industry. This approach enables the surveyor to ask about multiple occupations during a single survey call. This reduces the reporting burden for both the employer and the surveyor.

See the sample report posted at www.skilltran.com/SampleBusinessListingReport.htm

Using the Skill *TRAN* Web-Based Service for Business Listings

Frequently Asked Questions (FAQs):

What if an industry I want to research is not suggested by Skill*TRAN*?

If Skill *TRAN* does not suggest an industry that you want to research for the currently selected occupation, click the button "Add your own industry preferences". The right side of the Industry screen will show several ways to search ... by keyword or by industry category. Click the  button on the right side of the screen for more information about searching using these methods. Also, see details about using these features in the sections of this document labeled "Adding your own Industry by Keyword(s)" and "Adding your own Industry by Category (NAICS Codes)".

Why does it take a while to get the business listing counts?

For each industry, Skill *TRAN* counts the number of business records on file given the various parameters entered. Skill *TRAN* gets the counts from its database file of 12+ million records. The results are displayed on the left side of the screen. Allow about 10 seconds while the counts are calculated.

Can I stop doing this and come back another time to finish?

YES! Nearly every time you make a choice in this new web-based system, your reply is stored at Skill *TRAN*. This means that you can close down the session and return at another time to run the case and nearly all of your prior entries will be remembered. When you return, you must re-verify your industry choices in case we have installed fresh business listing information. You should verify that all the other remembered information is accurate, including employee size(s), maximum per report, default number per industry, and LMS questions.


What are NAICS codes?

Introduced in 1997, NAICS is the acronym for the *North American Industry Classification System*, the replacement for the venerable *Standard Industrial Classification* (SIC) system, originally developed in 1938. NAICS is one of the byproducts of the NAFTA agreement, a treaty with Canada and Mexico designed to promote international trade (North American Free Trade Agreement). NAICS codes are 6 digits in length vs. the old 4-digit SIC code. NAICS reorganized and re-labeled existing industries and recognized many new industries. With 6 digit coding, it is more precise than the SIC system. Many government statistics use the old SIC system, but all are rapidly converting to NAICS.

How often are the business listings updated?

Skill *TRAN*'s arrangement with its third party data supplier requires quarterly updates, generally at the beginning of each quarter. The original source of the data (infoUSA) is constantly reviewing and validating the data. In the course of a year, infoUSA finds that about 70% of the business information changes in some significant way. Our third party resource takes a snapshot of that continuous update effort quarterly. See the early section of this document entitled **Integrated Data Sources**.

Why are certain industries suggested? Some of them don't seem quite right.

Skill *TRAN* recognizes that certain cross-references may need to be reviewed from time to time for changes in industrial structure and for changes in the various coding systems used to develop the DOT-NAICS cross-reference. To bring a problem occupation to Skill *TRAN*'s attention, click the  button for the problem occupation. Skill *TRAN* will review the industry suggestions for improvements.

Using the Skill *TRAN* Web-Based Service for Business Listings

Appendix B - infoUSA® – Data Quality vs. Other Major Providers of Business Information

(from infoUSA's web site)

BUSINESS DATABASE COMPETITIVE AUDIT

August, 2001

infoUSA • Dun & Bradstreet • Acxiom • Experian

EXECUTIVE SUMMARY

infoUSA contracted with Bass & Associates to conduct an unbiased audit to assess the accuracy of the infoUSA business database and industry competitors. The statistically valid 2001 business competitive audit compared data from infoUSA, Dun & Bradstreet (D&B), Acxiom and Experian in six randomly selected ZIP Codes from various U.S. geographies. The competitive audit consisted of comparing each of the competitor's data sets to infoUSA to determine matching records and unique records. An attempt to verify the information for each business was made by phone to gauge the accuracy for each respective information provider.

The 2001 business competitive audit can be summarized in four points:

1. infoUSA is clearly the industry leader in providing accurate business information compared to D&B, Acxiom and Experian for every category: company name, contact name, address, employment range, phone number and primary SIC code.
2. The file coverage for each participant cannot be assessed by business count alone. Other factors including overall quality, duplicates, out of business records and records without phone numbers has to be considered. Nationally, the file size between infoUSA and D&B is comparable.
3. infoUSA possesses a significant advantage where contact by phone is important (telemarketing, etc). infoUSA experienced a 62% contact rate by phone compared to 55.6% for D&B, 43.2% for Acxiom and 44.3% for Experian.
4. The quality of the D&B, Acxiom and Experian unique records compared to infoUSA is very poor considering the contact rate by phone and out of business rate.

The following summarizes the results of the 2001 audit.

Description	infoUSA	D&B	Acxiom	Experian
Number of Businesses	1,929	2,168	2,684	2,606
Company Name Accuracy	96.4%	96.1%	93.3%	91.0%
Contact Name Accuracy	86.1%	82.2%	80.4%	73.7%
Address Accuracy	95.0%	92.2%	90.8%	92.8%
Employment Accuracy	77.9%	73.8%	73.1%	65.2%
Phone Number Accuracy	98.7%	97.6%	96.4%	96.1%
Phone Numbers Available	100.0%	100.0%	89.7%	84.7%
Primary SIC Accuracy	91.9%	87.9%	81.9%	79.1%
Out of Business Rate	5.7%	9.5%	17.9%	14.2%
Duplicates	2.1%	4.3%	2.3%	3.7%
Contact Rate	62.0%	55.6%	43.2%	44.3%

Using the Skill *TRAN* Web-Based Service for Business Listings

UNIQUE INFORMATION

The data sets from D&B, Acxiom and Experian were each matched to infoUSA data. A unique record is one that exists in a competitor's file but not the infoUSA database and vice versa. For example, 38.2% of D&B's records were not found in the infoUSA database; conversely, 33.3% of infoUSA's records were not found in the D&B database. The table below includes information related to the quality of information unique to D&B, Acxiom and Experian compared to infoUSA.

Description	D&B	infoUSA	Acxiom	infoUSA	Experian	infoUSA
Unique Records	38.2%	33.3%	55.4%	39.0%	44.0%	27.3%
Contact Rate	38.4%	52.0%	25.3%	54.7%	20.6%	55.9%
Non-Contact Rate	61.6%	48.0%	74.7%	45.3%	79.4%	44.1%
Out of Business Rate	18.8%	10.4%	28.3%	8.0%	25.6%	8.6%