

## Workforce Information Core Products and Services Annual Performance Report Program Year 2013

During Program Year 2013, the Research, Information and Analysis Division of WorkForce West Virginia continued to meet its goals of producing and disseminating labor market information in accordance with requirements outlined in the Workforce Information Grant. Working closely with workforce investment boards, economic development authorities, state lawmakers, and vocational and career counselors, the Division has conducted studies and offered assistance to those putting West Virginians back to work. Frequent contact with workforce investment boards has enabled RIA to become familiar with the needs of the customers served by these boards, and thus tailor products such as industry growth and decline and demand occupations to assist these customers.

### **Publish an annual economic analysis review**

An annual economic review is prepared for the Governor and the state workforce investment boards. This report is made available to other economic development groups and policy makers as well. The report is distributed in printed format to its primary users, but is accessible to anyone via the Division's website. The latest completed report contains:

- A summary of state economic activity
- Economic indicators and per capita income data
- Nonfarm payroll employment
- Civilian labor force for the state and counties
- Employment and wage data
- Industry employment projections
- Demand Occupations for West Virginia 2012-2022
- Detailed economic data for each of the seven workforce investment areas including demographic, census, labor force, nonfarm payroll employment, wage data, largest employer listing, occupational demand, industry employment projections showing growth and decline
- Employment by size of establishment/employers
- Occupational projections

## **Conduct special studies and economic analyses**

Essentially, LMI users and customers provide the impetus for unique studies and analysis of economic movement or interest. Workforce investment boards, the Governor's office, and varying government policy groups continue to seek reliable, quantifiable information that supports decision making for legislative action or valid business assessments. The State's Labor Market Information office remains the most reliable source for that data. Prominent studies and analysis conducted in the past fiscal year are listed below.

- Quarterly reports are prepared for the legislature measuring unemployment insurance activities such as initial claims, weeks claimed, weeks compensated, and benefits paid and their impact on the unemployment insurance trust fund.
- Occupational data and particularly demand occupations remain a vital topic to workforce investment areas. Reports produced regularly and made available on our website encompass topics extending from fundamental statistics to the more diverse information of demand occupations.
- 2013 Economic Review: An economic review for the Governor's office profiling the existing economic fitness of the state, including historical data and prospects for the future.
- Special Labor Market Studies are written and updated on our website.

## **Continue to populate the Workforce Information Database**

- We are currently analyzing the steps necessary to update to version 2.5 of the WID
- Internet delivery of WID data on our rebranded website is continuing. We are using Tableau to present graphical representations of more of the WID data.
- Core tables are populated and are updated as data become available.
- The non-core tables that are populated are updated as data become available.
- We are in the process of getting ready to update the WID tables to include the new geographies that will become available in spring 2015.

## **Produce and disseminate industry and occupational employment projections**

The Research, Information and Analysis Division of Workforce West Virginia has produced long-term employment forecasts for the state for the 2012-2022 timeframe. West Virginia was unable to meet the deliverable deadline of June 30, 2014 due to staff turnover and software issues. Projections staff produced several simulations and analyzed numerous scenarios during the projection cycle. The projections for West Virginia were completed September 4, 2013 and posted to the WorkForce West Virginia website. The extract deliverable file was submitted via the Projections Suite software package to the appropriate projections consortium

representative on September 5, 2014. These projections and corresponding analyses have also been included in the agency's Annual Economic Review.

Additionally, statewide Demand Occupations were identified and published, by both WorkForce West Virginia and as part of a special publication by the West Virginia Department of Commerce (WVDOC). The WVDOC also highlighted a section on high growth occupations that were derived from the 2012-2022 projections.

Because of the value of occupational forecasts and the significant interest, projections data for the state and all workforce investment areas are showcased frequently in the monthly Economic Summary. A separate and distinct article highlighting economic trends and forecasts for the projections data is produced annually and published in the monthly Economic Summary.

### **Post products, information, and reports on the Internet**

Research, Information and Analysis has maintained a website for nearly 19 years, a site which received approximately two million hits last year. Products, information, and reports that are posted on the Division's main site include:

- Latest monthly data for counties, workforce investment areas, metropolitan statistical areas, state, and nation
- Data releases announcing updates on economic data, including top employers, employment and wages, and unemployment rate
- Employment/unemployment data for nation, state, counties, workforce investment areas, metropolitan statistical areas, and micropolitan and consolidated statistical areas
- Data from Quarterly Census of Employment and Wages (QCEW) including historical data.
- Occupational Data and Projections
- Industry Projections, both short-term and long-term
- Data from Occupational Safety and Health
- West Virginia County Profiles including Workforce Investment Areas
- Top 100 private employers in West Virginia
- Top 10 employers by WV County
- Top 25 employers by Workforce Investment Area
- Per Capita Personal Income
- Employment by size of establishment.
- Special reports such as a Study of Marcellus Shale employment and wages

Contact information for customer comment and input is prominent on the LMI website and is provided on all published information and anytime our staff interacts with customers. The LMI shop offers options for more contact and data by providing numerous links, as well as an email address to submit data requests.

## **Customer consultation of workforce information and products**

Partnership between the state labor market information staff and the local workforce investment boards continues to produce vital information on regional labor market conditions. Labor market information is provided to the boards through both core products and frequently tailored data and analyses supplied upon request. The core products of occupational, industrial, employment and unemployment data are fundamental tools for the local boards in their support of the regional economies. Examples of the specialized data products are Demand Occupations, Industry Projections, Labor Sheds, and Commuter Analysis, all adapted to the specific economic development effort of the requesting agency. Research, Information and Analysis also works closely with the West Virginia Development Office, State Economic Development Authorities, the West Virginia Department of Education, West Virginia University, the U.S. Department of Agriculture, the Regional Intergovernmental Council, and city governments.

Local boards use labor market information in their efforts to identify, attract, and foster emergent and growing industries and businesses. The data are also used to assist in the education and training of the local workforce, to assist jobseekers in finding employment that provides a sustainable wage, and to match the available labor pool with the businesses that seek to set up shop within the state. Research, Information and Analysis assists the West Virginia Department of Highways with a traffic analysis.

## **Partner and consult on a continuing basis with workforce investment boards**

WorkForce West Virginia frequently consults with all seven workforce investment boards, some on a nearly weekly basis, in order to supply data and meet requests. Requests frequently involve wage data, commuting patterns, and labor pool information. Workforce investment boards have participated in the development of innovative and progressive endeavors, including a customized employment and wage report for Workforce Investment Area 4. Research, Information and Analysis is asked to sit in on and contribute to quarterly workforce investment board meetings, roundtable discussions, etc. PY 2012 contained four such meetings with workforce investment council members, members of the business community and Research, Information and Analysis staff.

WorkForce West Virginia also works closely with the West Virginia Development Office, providing information ( such as QCEW data in an electronic format) to assist employers who wish to locate within the state, thus assisting in job creation and economic

development. Research, Information and Analysis is contacted by the Development Office as frequently as several times a week.

Much data (such as Quarterly Census of Employment and Wages, top employers, unemployment rates) at one time produced for counties and metropolitan statistical areas only are now produced for workforce investment areas as well, thus creating a database of labor market information for each board. Demand occupations by workforce investment area have been well received by the statewide boards, and tend to be the most frequently requested data by WIA employees.

### **Accomplishments**

New website format went live with Tableau Visualization Tool. Division published a series of small economic studies, including one on Marcellus Shale. RIA director presented annual Marcellus Shale analysis findings to Legislature Oversight Committee. Director discussed current economic conditions at four Workforce Investment Council Meetings. Attendance totaled over 100 for all four meetings. LMI assisted Workforce Investment Area 4 in creating a customized employment and wage report to assist students and job seekers.

### **Limitations**

Because West Virginia LMI has no state funding and is 100 percent reliant on federal funding, financial limitations create difficulty in recruiting new staff. This office has recently faced retirements of longtime staff members and the hiring of new personnel. The bulk of the Workforce Information Grant is spent on personnel costs, which limits the ability to send staff to offered LMI training, reduces the frequency with which we can offer workshops, and decreases the amount of money we have to spend on value-added products such as printed publications and website tools. Also, Research, Information and Analysis must provide data from the MLS report to other divisions in the agency, despite the fact that no federal funding is provided for this task. West Virginia LMI staff members must wear many hats and manage time delicately.