

PY2011

WORKFORCE INFORMATION CORE PRODUCTS
AND SERVICES

PERFORMANCE REPORT

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Virginia

*Workforce Information Grant
(LMI Cost-Reimbursable Grant for Program Year 2011)*

PROGRESS REPORT

Program Year 2011 Employment and Training Administration (ETA) funds were used for the development of core Labor Market Information (LMI) products and services and Occupational Employment Statistics (OES) wage surveys to support America's Workforce Information Database and One-Stop Career Services System initiatives. More specifically, these funds were used to accomplish the delivery of six high-priority activities and products. The principal users of this information are Local Workforce Investment Boards (LWIBs), One-Stop centers, VEC field offices, employers, job seekers, educators, counselors, students, planners, economic developers, and government agencies. These organizations use this information for planning and developing workforce strategies; assisting clients with career, education, and training choices; and formulating policy decisions.

During the past year, Virginia expended all of PY 2010 carryover funds and expended all but \$326,003 of PY 2011 grant money. We have expended \$119,832 of PY 2011 carryover funds through August. The bulk of those funds were personnel costs. Two major projects (William & Mary Long-term Unemployed Study and Virginia Commonwealth University Vacancy/Benefits Survey) have been completed. A third project should be delivered to us in November. We have \$165,000 in MOU payments anticipated by December. All PY 2011 funds will be expended during PY 2012.

The activities, products, services, and major accomplishments that result from these grant funds, as well as other funds, can be found on our website (<http://www.VirginiaLMI.com>) and are described below.

A. ACCOMPLISHMENTS

1. Populate the Workforce Information Database (WID) with state and local data.

We continued to enhance our business intelligence systems, including our Community Profiles and LMI Tools. On the Community Profiles, we added two new pages for the short-term industry and occupational projections. In the demographic section, we updated several of the data sets with the new 2010 decennial data from the U.S. Census Bureau. We are currently working on updating the population projections, which will be added to our LMI products as soon as it becomes available. Several new pages were added to the education section of the Community Profile. In previous years, we included educational attainment data from the decennial census. Since those data sets are no longer available, we decided to use the educational attainment data from the American Community Survey. Using the 5-year estimates data, we now provide detailed educational attainment data for all geography levels. The new pages include educational attainment by gender, age, and race/ethnicity. We also include an overview page showing the educational attainment as a whole.

On the LMI Tools, we began laying the groundwork for a major revision that will allow us to host the reports for other states. When we first introduced the LMI Tools, we had the software hosted in a shared server environment at our Virginia Information Technologies Agency (VITA) data center. Since we didn't have to configure any servers, this setup allowed us to get the LMI Tools online

quickly. However, the downside to using shared hosting is that we did not have quite as much control over the reporting environment as we would like. We worked on setting up some new servers to host our LMI Tools and data on, and successfully migrated our application to the new environment. This was a significant undertaking, but these changes were necessary for us to further enhance the LMI Tools. We hired a new full-time business intelligence architect, and she will be specifically working to enhance our BI systems.

Every two months the VEC provides a week-long training seminar for new staff members, and one of the sessions provided is for Labor Market Information. Staff is trained on how to navigate the LMI website, and they are also trained on how to use the LMI resources when helping our customers (job seekers, employers, economic developers, etc.). We also conducted other webinars throughout the year for staff members at the Virginia Community College System (VCCS).

Currently we are still using version 2.4 of the Workforce Information Database (WID). Our vendor, Geographic Solutions, will be migrating to version 2.5 when they release version 12.1 of the Virtual LMI software. In order to maintain compatibility with our production system, we have chosen to wait until the vendor upgrades our system before we migrate our internal WID to version 2.5. The expected migration will occur by 1st qtr. 2013.

We will continue to update “core tables” with the latest information at various levels for which the data is available, as well as some non-core tables. Data included:

- a. Monthly updates to the following tables in the WID database:
 - Current Employment Statistics—ces
 - Labor Force—labforce
 - Consumer Price Index—cpi
 - Local option sales tax—tax
 - Unemployment insurance claims data—uiclaims
 - Unemployment benefits paid—benefits
- b. Quarterly and annual updates of Quarterly Census of Employment and Wage (QCEW) data
- c. Semi-annual updates to the Infogroup employer database
- d. Annual and bi-annual updates of the Short and Long-Term Industry/Occupation projections
- e. Annual updates of OES/SOC-based wage data for all available levels
- f. Updates of the latest Bureau of Economic Analysis income data

2. Produce and disseminate industry and occupational employment projections.

- **Long-Term Projections:** Virginia produced industry employment projections to 2020 for the State and for all Workforce Investment Areas (WIAs) in the state, using calendar year 2010 as the base year. Virginia is in the process of producing and finalizing occupational employment projections to 2020 for the State and WIAs. The projections are produced using the methodology, software, tools, and guidelines developed by the Projections Consortium. Virginia experienced a great deal of difficulty in loading the new Projections Suite software and spent several months working with Utah to get the projections system up and running. As a result, the completion of the occupational employment projections has been delayed. As required, Virginia will populate the WID and submit the long-term data for public dissemination when the projections are complete.

- **Short-Term Projections:** Virginia will produce the state-level, short-term industry and occupational projections for the 2011 to 2013 period. As with the long-term projections, Virginia will use the methodology, software, tools, and guidelines developed by the Projections Consortium. Virginia will populate the WID and submit the short-term data for public dissemination. Again, as a result of the difficulties in loading the new Projection Suite software, the completion of the short-term projections has been delayed.

3. Publish an economic analysis report for the Governor and the State Workforce Investment Board.

The *Virginia Economic Indicators* is a quarterly publication with an analysis of the U.S. economy as well as an analysis of the state and metropolitan areas. Key economic indicators including employment, unemployment, and production workers' hours and earnings, and other significant business related data series are illustrated and analyzed. The Governor, Workforce Investment Boards (WIBs), and other workforce partners can use the economic analyses in this publication to form policy and workforce decisions.

4. Post products, information, and reports on the internet.

- **2010 Occupational Employment Wage Data** for the state, eight Metropolitan Statistical Areas (MSAs), and 15 WIAs is available on our website. Entry level, mean, median, and experienced wage data by occupation is presented as well as employment data.
- The **Community Profiles** are available for all Virginia area types (the state; 12 MSAs; 15 WIAs; Congressional Districts; 134 counties and cities; 23 Virginia Community College Regions, an addition this year). The *Profiles* contain economic and demographic data in text and graphic formats. The information is updated automatically when new data is available.
 - Demographic Profile: population by age, race/ethnicity and gender; population change; population projections by age and gender and by race/ethnicity; English language skills, commuting patterns (using LED data because commuting pattern data is not available from the 2010 Census)
 - Economic Profile: unemployment rates; characteristics of the insured unemployed; claimants by industry and occupation; unemployment insurance payments; employment by size of establishment; employers by size of establishment; 50 largest employers; employment by industry; new startup firms; new hires by industry; turnover by industry; average weekly wage by industry; age of workers by industry; long-term and short-term industry employment projections; long-term and short-term occupational employment projections; growth occupations; declining occupations; consumer price index; local option sales tax
 - Education Profile: educational attainment by age, gender, and race/ethnicity; graduate data trends; training providers
- The following three **posters**, developed several years ago and periodically updated, are still in demand:

- *Qualities Needed for Success in the Workplace*—lists the skills needed for success in the workplace.
- *Visualize Starting Your Own Business*—lists traits generally associated with entrepreneurs.
- *Job Interview Tips*—contains tips for making interviewing successful.
- **Bookmark:** *High School Graduate vs. High School Dropout*. A handy reminder for students and clients about the benefits of staying in school or going back to school, this bookmark compares employment and earnings outlooks for a high school graduate versus a high school dropout. The information on the bookmark is updated annually.
- The **Pocket Résumé** is a multi-fold card that fits in a wallet or pocket to be used when going on job searches and interviews. One side of the résumé has tips for going on interviews, and the other side has places to put personal information.
- The *Virginia Job Outlook* brochure lists job growth and wages for high growth occupations by education levels: bachelor’s degree or higher; associate’s degree, technical training, or work experience; and at least moderate on the job training, as well as occupations that are declining. The brochure is produced biennially.
- *Top Fifty Employers* for each county, city, MSA, planning region (PDC), Virginia Community College Region and WIA and the state of Virginia are available on our website.
- Responded to hundreds of **LMI-related inquiries, prepared media releases, and produced webinars.**
 - The Labor Market and Demographic Analysis (LMDA) staff continually answers numerous calls and responds to requests for labor market and census information and orders for publications. LMDA personnel also provide technical support to WIBs, economic developers, planners, economists, public and private sector agencies and businesses, and private citizens.
 - The press release is made available to the public through e-mailings, faxes, and access to our website. Each month the unemployment rate, employment information, current employment statistics, and consumer price index are updated and released to the public as soon as the federal embargo allows us.
 - Recorded LMI webinars primarily aimed at WIB, one-stop, and field office staff are available on our website.
- *NAICS Desk Aid* gives a brief explanation of how the North American Industry Classification codes are interpreted and used and provides a listing of the codes and their titles. The *Desk Aid* was designed for distribution to all WIAs, local VEC offices, and interested employers and economic developers who use the codes and is available on our website.

- The quarterly ***FORUM* newsletter** continues to be a high-demand item. This quarterly newsletter is aimed at helping teachers, counselors, students, and jobseekers. It contains articles highlighting recent developments in labor market and occupational activities in Virginia.
- The ***Career Guide 4 Virginia*** (formerly the Mid-Atlantic Guide to Information on Careers) contains information on training and education, financial aid, job search, applying for a job, interviewing, and budgeting. This publication is available in both a printed and electronic version.
- ***Exploring Your Future! A Guide to Career Possibilities*** is a guidebook that is designed to help students in Grades 6-8 learn the basics about careers, such as how to research and choose a career, and what to do to prepare for a future career. Its main purpose is to make students aware of the career opportunities available to them in their future.
- The ***Virginia Workforce Connection Brochure*** gives an overview of the Virginia Workforce Connection, which is a powerful online labor market information tool specifically designed to connect job seekers, students, employers, training providers, veterans, workforce professionals, and others seeking to explore local labor markets in Virginia to helpful and current information.
- The ***Virginia Business Resource Directory*** is a comprehensive guide to the types of assistance that are available to current and prospective business owners. The directory is a collection of information and rules or ordinances and also provides agency addresses, phone numbers, and websites.
- ***Industry Reports*** are available for the following: All Industries; Construction; Manufacturing; Retail Trade; Professional, Scientific, and Technical Services; and Health Care and Social Assistance. The reports provide information by detailed NAICs on the number of establishments, employment and wages for the State and by locality for some of the data.
- Virginia continues to be a member of the **Local Employment Dynamics (LED)** partnership. We currently include LED data in several of our publications. Links to LED and LED OnTheMap are available on our website. LED data is now the source for commuting pattern data.
- ***Industry and Occupational Employment Projections, 2008-2018*** for the state, WIAs and U.S. are available in electronic format on Virginia Workforce Connection. Data on the average annual number of job openings by occupation due to growth and separation is available, as well as estimated and projected employment. High-growth industries and occupations by area are also available.
- ***Industry and Occupational Employment Projections, 2010-2012*** for the state are available in electronic format on Virginia Workforce Connection. Estimated employment, projected employment, and annual average openings due to growth and replacements by occupation are displayed. High-growth industries and occupations by area are also available.
- The following **information sheets**, developed several years ago and periodically updated, are still in demand:

- *Top Skills and Work Values Employers Want*
- *Education Pays...*
- *Eight Keys to Employability*
- *Sample Job Application*
- *Tomorrow's Jobs*

Website Use (July 1, 2011-June 30, 2012): We now use Google Analytics on our website to help us track how many people are using the LMI resources. Below is a summary of the statistics.

Visits	117,940
Unique Visitors	73, 541
Pageviews	236,715
Pages / Visit	2.01
Avg. Visit Duration	00:02:25

Rank	Page	Views	% Page Views
1	LMI Home page	129,516	54.71%
2	Community Profiles	21,917	9.26%
3	Labor Market Services for Job Seekers & Employers	15,654	6.61%
4	LMI Tools	10,743	4.54%
5	Labor Force data	8,880	3.75%

5. Partner and consult on a continuing basis with workforce investment boards and key talent and development partners and stakeholders.

The Labor Market and Demographic Analysis staff works with Virginia Community College System (VCCS) staff and local workforce investment boards to identify and provide needed LMI information and support for strategic planning, responding to federal, state, and local initiatives. The staff provides on-line and in person training to WIB and One-Stop staff and will provide appropriate information upon request.

The VEC worked with VCCS and the Center for Innovative Technology to conduct a needs assessment for the Workforce Investment Act Program. The project focused on data and reporting needs in three main areas: (1) participant data, (2) fiscal data, and (3) labor market information. The study is completed and recommendations are being implemented.

Staff routinely interacts with workforce partners through their participation and attendance at job fairs, seminars, conferences, and various meetings, including the State Workforce Information Council meetings. Consultation with our workforce partners is done on an on-going basis throughout the year. We discuss labor market information, special data sets, new products, and improved delivery systems. Our products and services are improved upon continuously in response to suggestions from workforce partners or availability of new systems. In addition, LMI presentations are made to employer groups across the state.

The VEC was an integral participant in this year's WIA-Wagner/Peyser Integrated State Plan with a mission to promote economic growth and stability by delivering and coordinating workforce services. Our workforce and labor market information system provides necessary information about employment, jobs, and workers to our workforce partners for use in decision-making and policy planning. We provide data and guidance to ensure that our workforce partners accomplish their mission.

Our partnership with the Virginia Community College System to develop an ETA Green Job grant facilitated the collection of labor market information on green jobs. WIBs and other workforce partners are able to use this valuable information in workforce development. Further, our OES unit is collecting updated green jobs occupational data. The VEC also worked with VCCS in securing a State Longitudinal Database Grant.

Meetings, Presentations, and Webinars:

Vets Open House, Alexandria, LMI presentation, 75 attendees

John Tyler Community College, Peer Steering Committee, LMI presentation, 30 attendees

J Sargent Reynolds Community College, Teachers Educational Institute, Exhibitor, 300 attendees

John Tyler Community College, Teachers Educational Institute, LMI presentation and Exhibitor, 325 attendees

Ashland Kiwanis Club, LMI presentation, 30 attendees

John Tyler Community College, Peer Steering Committee, LMI presentation, 30 attendees

Norfolk Employer Advisory Committee, LMI presentation, 75 attendees

Employer Advisory Committee/Economic Development Meeting, Presentation, 120 attendees

Virginia Community College System Staff, Webinars on LMI

4 Regional Employer Conferences, LMI presentations, 100+ attendees

Stafford County Economic Roundtable

6. Conduct special studies and economic analyses.

The Virginia Employment Commission conducts special studies and economic analyses relating to all aspects of Virginia's labor market. The many users of this information include policy makers and analysts, economic developers, planners, other partners, and the community.

Special studies and economic analysis include:

- During the past year, the VEC contracted with the Weldon Cooper Center Demographics and Workforce group to develop demographic projections. The study should be available in November and will produce data and findings at the WIB level. The projections data will be widely disseminated and placed on the VEC website.

- The VEC contracted for two very important and timely LMI studies. The College of William and Mary completed a Long-Term Unemployed Study, and Virginia Commonwealth University conducted Virginia's first Job Vacancy/Benefits Survey. Both studies produced data and findings at the WIB level.
- The *Career Guide 4 Virginia* is a keystone publication. The information in the publication allows teachers, counselors, parents, WIBs, and other users to assist students and clients in making informed career development decisions. Copies are distributed to students and clients and are used in classroom settings and with individuals and small groups as a learning tool. We continue to receive numerous requests for permission to copy the information for use in other publications, on websites, and reproduction for classroom use.
- *Exploring Your Future! A Guide to Career Possibilities* is an effective resource for middle-school teachers and counselors. It is a useful tool in exploring students' interests and future career possibilities. In this guidebook, students will discover their interests, learn about career clusters, different careers inside those career clusters, education and skills needed, and how to further research a career they may be interested in pursuing.
- The *Virginia Job Outlook* brochure is extremely valuable to teachers, counselors, and One-Stop centers. It is used to assist clients and students in making career and training decisions. Teachers and counselors often use these brochures as part of their classroom curriculum. WIB, One-Stop, and Rapid Response staffs use them with individuals as well as in large group settings.
- The *Forum* newsletter is a mainstay for teachers and counselors. Staff members from the One-Stop centers, rehabilitative counselors, and planners who work with individuals and in small group settings also use the information. We strive to maintain a high level of professionalism and usefulness of materials in this publication.
- *Summary Analysis of Virginia 2011 and 2010 Benchmark Revisions of Nonagricultural Employment and Unemployment* analyzed the benchmark revisions of employment by industry for the state and metropolitan statistical areas as well as the revisions to unemployment. This analysis that was presented in the *Virginia Economic Indicators*, 4th Quarter 2011.

B. CUSTOMER CONSULTATIONS

Through their participation and attendance at job fairs, seminars, conferences, and various meetings, the staff meets and talks with stakeholders throughout the year, as a normal course of VEC workforce activities. We get their input on products and services. We also discuss special data sets, new products, and improved delivery systems. Customers can also submit questions, comments or suggestions through the assistance center on our website. In addition, we have a Twitter page for our LMI website in an effort to connect more with our customers.

As a result of these customer consultations, we have improved our community profiles by adding short-term industry and occupational projections, additional educational attainment data from the American Community Survey, and commuting data from the Local Employment Dynamics data.

We have instituted a new product ordering system that is easier for customers and more efficient. Based on customer feedback we have also improved the following publications: *Career Guide 4 Virginia* (formerly the Mid-Atlantic Guide to Information on Careers), which now focuses exclusively on Virginia data; *Exploring Your Future! A Guide to Career Possibilities*, a publication developed for middle-school students in response to requests from teachers and counselors; and the *Virginia Job Outlook* brochure, which is more user friendly by showing high growth occupations by education requirement.

C. PARTNERSHIPS AND COLLABORATIONS

Throughout the year, the VEC has collaborated with VCCS and several other One-Stop partners in grant writing activities. Most recently, we worked with a host of partners to submit a Longitudinal Database Grant Application to ETA. The VEC is an active and ongoing participant in this and other grant activities.

Prior to that, the VEC partnered with the Department of Education in submitting a Data Warehouse/Database Grant. It resulted in a \$17.5 million grant to the Commonwealth. Work on the grant with various workforce partners will continue for several years.

Also, the VEC partnered with VCCS, as well as Maryland and Washington, DC, in submission and receipt of a \$4 million LMI Improvement Grant/Green Jobs Grant. All grant work was completed in May 2011. A wealth of green jobs data was collected for each state and for all WIBs. A green jobs portal was developed and data for each of the states can be viewed at www.marccgreenworks.com. It continues to be an active part of our website.

Virginia is currently working with ETA Region II states in a capacity building project. We will be sharing programming code with states so that each state will be able to develop, with a minimum amount of time and effort, a set of data tools similar to Virginia's LMI Tools which resides on our website.

In addition to displaying Virginia specific LMI information, our website presents both Maryland and Washington, DC LMI data. It has proven to be a very useful addition to our existing offerings for comparative purposes and user convenience.

D. RECOMMENDATIONS

None at this time.