

PY2012

WORKFORCE INFORMATION CORE PRODUCTS
AND SERVICES

PERFORMANCE REPORT

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Virginia

*Workforce Information Grant
(LMI Cost-Reimbursable Grant for Program Year 2012)*

PROGRESS REPORT

Program Year 2012 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 2011 carryover funds and expended all but \$102,794 of PY 2012 grant money. We have expended all of the PY 2012 carryover funds as of August 2013. The bulk of those expenditures were personnel costs.

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 adding on to and improving our business intelligence systems. One of the data sets we improved was our commuting patterns data. Since the U.S. Census Bureau stopped providing county-to-county commuting data with the decennial census, we started looking at other possible alternatives. The U.S. Census Bureau provides downloadable files of all data feeding into their LEHD OnTheMap application. We found this data set to be extremely valuable, because it not only provides commuting data for the entire country, but it also provides it all the way down to the census tract level. Once we imported data for the entire country into our database, we were able to aggregate it into the commute table in the WID. Not long after making this data set available on our website, the Census Bureau released county-to-county commute data, which was produced from the American Community Survey. We did some comparisons between the two datasets, and feel the commute data produced from the LEHD OnTheMap provides a richer and more complete commuter database.

On the LMI Tools, we continued laying the groundwork for a major revision that will allow us to host the reports for other states. Two of the major steps we took towards this goal were to build the process to pull down the entire Quarterly Census of Employment and Wages (QCEW) database from the Bureau of Labor Statistics, as well as the entire Current Employment Statistics (CES) database. This was a major undertaking, particularly for the QCEW database. Since we have imported the QCEW data for the entire country, our industry table in the WID contains over 322 million records. The CES table contains over 62 million records.

Tapping into our large QCEW database, we developed two new reports: Employment and Wages by Industry (95 pages), and Employment and Wages by Area (63 pages). These reports include numerous graphs, which provide a historical view of the QCEW series. The graphs show average employment, share of total employment, and the average weekly wage for each area and industry.

We upgraded our WID to version 2.5, and we are also preparing for a major update to our Virtual LMI software from Geographic Solutions. Virginia will be the first state to use the new version 14 this coming October, and our customers will have a lot of new features as a result. In addition to upgrading our Virtual LMI software, we will also be migrating our LMI site away from our Virginia Workforce Connection system, and making it a new standalone site. This transition will allow us to provide better service to our LMI customers, and it will allow us to upgrade our software in a timelier manner.

Perhaps one of the most important tools we used during PY 2012 to produce labor market information was the Estimates Delivery System (EDS). We rely on EDS to help us meet our requirement for populating the oeswage table in the WID. Not only does it help us meet this requirement, it provides our customers with OES wage data for geographies that are not covered under the core BLS program. For instance, we produce wage data for all of our Workforce Investment Areas, Planning Regions, Congressional Districts, Virginia Community College Regions, etc. Over the years, our customers have come to rely on us providing local wage data for their regions, and without EDS, we simply would not be able to meet their needs.

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 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 and occupational 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. The projections were produced using the methodology, software, tools, and guidelines developed by the Projections Consortium. As

required, Virginia populated the WID and submitted the long-term data for public dissemination.

- **Short-Term Projections:** Virginia produced the state-level, short-term industry and occupational projections for the 2012 to 2014 period. As with the long-term projections, Virginia used the methodology, software, tools, and guidelines developed by the Projections Consortium. Virginia populated the WID and submitted the short-term data for public dissemination.

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, 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.

- **2011 Occupational Employment Wage Data** for the state, 13 Metropolitan Statistical Areas (MSAs), 15 WIAs, 21 Planning Regions (PDC), 23 Virginia Community College Regions, and 4 state regions 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; 11 MSAs; 15 WIAs; Congressional Districts; 134 counties and cities; 23 Virginia Community College Regions; and recently added 21 Planning District Commission regions). 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
 - 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.
- *Top Fifty Employers* for each county, city, MSA, Planning Region, 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, twitter, 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** 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.
- **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.
- **Employment and Wages by Industry and Area 1990-2012** reports show employment and wages by industry and by area for the following areas: United States, Virginia, MSAs, and Micropolitan Statistical Areas. The data within the reports come from the Quarterly Census of Employment and Wages (QCEW) program. This is a new product and is updated as the QCEW data becomes available.
- 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, 2010-2020** 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, 2012-2014** 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*
- A map showing **Virginia Targeted Employment Areas** as well as census tract labor force statistics for use in the Federal EB-5 Program was recently added.

Website Use (July 1, 2012-June 30, 2013): 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	92,752
Unique Visitors	56,423
Pageviews	181,879
Pages / Visit	1.96
Avg. Visit Duration	00:02:22

Rank	Page	Views	% Page Views
1	LMI Home page	86,325	47.46%
2	Community Profiles	18,909	10.40%
3	Labor Market Services for Job Seekers & Employers	17,459	9.60%
4	LMI Tools	9,563	5.26%
5	Labor Force data	5,914	3.25%

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, VEC Workforce Services 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, as well as to a large number of employers, 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. Recommendations are being implemented with current emphasis on career pathways efforts.

Staff routinely interacts with workforce partners through their participation and attendance at job fairs, seminars, conferences, and various meetings, including State Workforce Council and Committee 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 recently signed a Memorandum of Understanding with VCCS to update and provide LMI offerings on an ongoing basis.

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 recently collected updated green jobs occupational data. The VEC also worked with VCCS and the Department of Education in securing a State Longitudinal Database Grant, as well as two Workforce Data Quality Initiative (WDQI) grants. VEC staff is currently working with Veterans staff and groups to secure two Federal Veterans Grants.

Meetings, Presentations, and Webinars:

John Tyler Community College, Peer Steering Committee, LMI presentation, 30 attendees
Vets Open House, Alexandria, LMI presentation, 50 attendees

John Tyler Community College, Peer Steering Committee, LMI presentation, 30 attendees
Workforce Business Team Meeting, LMI presentation, 15 attendees

John Tyler Community College, Peer Steering Committee, LMI presentation, 30 attendees
Department of Rehabilitation and Aging (Fishersville), LMI presentation, 50 attendees

Department of Rehabilitation and Aging (Suffolk), LMI presentation, 50 attendees

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

Department of Rehabilitation and Aging (Newport News), LMI presentation, 50 attendees

Department of Rehabilitation and Aging (Norfolk), LMI presentation, 50 attendees

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

3 Regional Employer Conferences, LMI presentation, over 250 attendees in total

VA Community College State-wide Rapid Response Team, Presentation on the Indirect
Employment Effects of Mass Layoffs, 10 attendees

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 analyses completed this year include:

- Five reports were developed for various VEC local offices examining the *Impact Analyses of Plant Closings and Mass Layoffs* due to changing economic conditions, which included Federal Sequestration.
- *The Long-Term Unemployed in Virginia* is a study that examines the impact of the Great Recession on labor markets. The study details the characteristics of the unemployed and the long-term unemployed in the Virginia unemployment insurance system and examines the macroeconomic factors that are driving a persistently high unemployment rate. The VEC contracted with the Thomas Jefferson Public Policy Department at The College of William and Mary to conduct this study.
- *Commonwealth of Virginia Job Vacancy Survey 2011 - 2012* is a report that provides insight into the labor needs and skill shortages in key regions across Virginia; allows for the comparison of employment benefits and compensation within and across industries and occupations; and identifies industries and occupations that are most likely to have job openings. The VEC partnered with the Virginia Center for Urban Development and the Survey and Evaluation Research Laboratory at Virginia Commonwealth University to develop and administer the job Vacancy Survey.
- *Post-2010 Population and Demographic Projections* for Virginia and its 134 localities were completed. The VEC contracted with the Weldon Cooper Center Demographics and Workforce group to develop the first set population projections using 2010 census data.
- *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, and 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 2012 and 2011 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 was presented in the *Virginia Economic Indicators*, 4th Quarter 2012.
- Recently began work on a *STEM* brochure.

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 and the desire to expand our services, we have improved our commuting patterns by using LEHD OnTheMap data from the Local Employment Dynamics data, laid the ground work for a major revision that will allow us to host reports for other states, and are preparing to update both our computer software and systems. In addition, we have added a few new products, including Employment and Wages by Industry, Virginia Targeted Employment Areas, Impact Analysis of Plant Closings and Mass Layoffs, and a STEM brochure.

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 secure a second WDQI Grant. The VEC is an active and ongoing participant in this and other grant activities (two possible Veterans Grants). Along with VCCS, the VEC has become a member of WRIS II.

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. Recently the effort was chosen by Virginia Governor McDonnell as the winner of the Cross-Boundary Collaboration on IT Initiatives.

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.marcgreenworks.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.