
VIRGINIA
PY2004
COST-REIMBURSABLE GRANT

WORKFORCE INFORMATION
CORE PRODUCTS AND SERVICES GRANT
JULY 1, 2004-JUNE 30, 2005

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VIRGINIA

Workforce Information Core Products and Services Grant Plan Program Year 2004: Statement of Work

BASIC GOALS

Virginia is the recipient of \$846,430 from the Employment and Training Administration (ETA) for Program Year 2004. These monies will be used for development of priority and core Labor Market Information (LMI) products and services to support America's Labor Market Information System (ALMIS) and One-Stop Career Services System initiatives. These Wagner-Peyser funds and carryover PY2003 funds will be used to accomplish six high-priority activity areas: (1) populate the ALMIS database; (2) produce long-term state-level industry and occupational employment projections and short-term state-level forecasts; (3) develop occupational analyses products; (4) provide information and support to state and local Workforce Investment Boards (WIBs); (5) maintain and enhance electronic state workforce information delivery systems; and (6) support state workforce information training activities.

Work Plan and Schedule

The statement of work and schedule setting forth the plan for the preparation of One-Stop workforce information is presented below. The specific work products and activities that are in progress or will be produced/disseminated or conducted as a result of receiving these monies for PY2004 are organized into six broad areas of activity. Also included in the statement of work are time frames and principal users/customers for each work product or activity, as well as cost estimates for each one. Known leveraged or matching funds for any of the core products are also described.

The Workforce Information Grant Plan has been discussed at length with the Executive Board of the Virginia Workforce Council (VWC), as well as with WIB Directors and staff. Programmatic and financial changes have been made to the plan based on these discussions.

The overall grant plan supports each of the following goals of Virginia's WIA/Wagner-Peyser Five Year Strategic Plan for the state and local workforce development:

- Understanding the future needs of employers, workers, and jobseekers and overseeing the development of responsive programs to meet those needs.
- Identifying and addressing the challenges and opportunities presented by a diverse workforce composed of youths, immigrants, the disabled, older workers, rural and urban poor, as well as more traditional workers.
- Leveraging the Internet and information technology to build an integrated service delivery system that is responsive to workers and employers, while recognizing regional and local circumstances.

In addition Virginia's grant will support the following six strategic goals delineated in ETA's Training and Guidance Letter No. 1-04:

- Generate more current and local information;
- Deliver better analysis and more sophisticated interpretation;
- Shift to a skills focus;
- Further enhance information delivery;

- Promote, strengthen, and integrate the ability to use workforce information throughout the system; and
- Stimulate competition and resource leveraging as a new business practice.

Various proposed products and services support a further vision that the Commonwealth's new workforce development system will ensure that Virginia's employers, jobseekers, and workers coalesce to promote economic development throughout Virginia.

Similarly, our occupation and career information products, along with WIB support and enhanced electronic state workforce information delivery systems are consistent with and supportive of the VWC's following strategic vision:

Our Commonwealth has a world-class workforce system that is responsive to employers and worker needs and creates a well-trained, well-educated, and globally competitive workforce. This workforce is qualified to meet the needs of employers, both now and in the future, and is engaged in lifelong learning.

A. STATE WORKFORCE AGENCY DELIVERABLES

1. Populate and enhance the ALMIS Database

Estimated Cost: \$295,000

Completion Period: Continuous

Continue to populate the ALMIS database with state data. A new staff member was recently hired to take over the duties of administering the ALMIS database and our Virginia's Electronic Labor Market Access (VELMA) system. The core tables in ALMIS are populated, and we are currently waiting for the updated software application from our vendor. The new Virtual LMI 6.0 version from the vendor was scheduled for a July 2004 release. This version is ALMIS 2.2 compliant and will provide many improvements over our current system. One improvement will include a job search tool that is integrated directly with the America's Job Bank (AJB), Monster.com, HotJobs.com, and CareerBuilder.com. We will also have the ability to create custom area, occupational, and industry profile reports.

We will continue to update "core tables" with latest information at various levels for which the data is available. Recently added data includes:

- a. Routine monthly updates of CES, LAUS, and CPI data.
- b. Updates of 2003 OES/SOC-based wage data for all available levels.
- c. Quarterly and annual updates of QCEW data.
- d. Updates of the latest Bureau of Economic Analysis income data.

The staff member assigned to update the license.dbf and licauth.dbf files was unable to complete the collection of data. Plans still remain to update these files as time permits. We will forward the licensing data files to the National Crosswalk Service Center upon completion.

Currently we are in the planning phases for the development of a new data delivery system that will interact with the ALMIS database. The application will be built using the .NET platform and will interact with SQL Server 2000 using ASP.NET. We are developing this application to accommodate the growing need for delivering LMI data over the Web and to give us a higher level of flexibility and control in the type of delivery system we provide to principal users. One-Stop funds will be leveraged with monies from Danville Community College for this project.

Outcomes: Update and improve accessibility and information available to users.

Impacts: Increase the ease and ability of all users to access and use the information available. The new version of the VELMA database will allow employers, WIBs, agencies, and workers to obtain more in-depth information for formulating plans, curriculums, and work/training opportunities. This will mean a positive impact on the economic infrastructure of Virginia and its localities.

Support of Goals: Through the further development of the VELMA system, we will be able to leverage the Internet and information technology to build an integrated service delivery system that is responsive to workers and employers, while recognizing regional and local circumstances and needs. The system will be able to generate more current and local information and deliver better analysis and more sophisticated interpretation of information.

2. Produce and Disseminate Projections

Estimated Cost: \$166,000
Completion Period: Continuous

Produce and disseminate state and sub-state industry and occupational employment projections, using the methodology, software tools, and guidelines developed by the Projections Workgroup and the Projections Managing Partnership.

Long-term Projections—Using calendar 2002 as the base year, Virginia will produce state and sub-state industry and occupation employment projections to the year 2012. Projections for each of Virginia's 17 WIBs will be the focus of this year's effort.

Short-term Projections—Virginia will produce state-level, short-term industry and occupation forecasts. We plan to use third quarter 2004 as the base quarter/year and forecast to the same quarter in 2006. Every effort will be made to develop short-term sub-state projections as time, resources, and software permit.

The projections will be submitted for placement on the ALMIS database and for public dissemination following the procedures established by the Projections Workgroup and Projections Managing Partnership.

Principal users of state and various area industry and occupation employment projections are planners, educators, school counselors, students, jobseekers, workforce investment boards, and One-Stop Centers.

Outcomes: The VEC will distribute more than 3,500 copies of industry and occupational projections for the 2002-2012 statewide and WIB data during the 2004PY. This will be an increase of approximately five percent. We also anticipate an increase of Web site visits and downloads by 15 percent.

Impacts: This publication has proven to be very popular with educators, planners, economic developers, and counselors. The publication is often used to assist clients/students making career, education, and training choices. Education planners use the projections data to determine curriculum changes and needs. Economic developers use the information to determine gaps, needs, and changes in employment availability and demands in the present and for the future. Further, these demand-driven projections will aid each of the WIBs in development of their annual Strategic Plans.

Support of Goals: The projections will assist the WIBs, One-Stop staff, economic developers, educators, planners, and others to be able to develop programs that are responsive to the future needs of workers, jobseekers, and employers and the development of programs that are responsive to the needs of all citizens. The information will promote, strengthen, and integrate the ability to use workforce information, further enhance information delivery, and deliver better analysis of data. In support of the ETA goal on more localized data, this is the first time WIB projections will have been done.

B. STATE WORKFORCE INVESTMENT BOARD AND STATE WORKFORCE AGENCY DELIVERABLES

- 3. Develop occupational and career information products for public use:** Produce a variety of occupational analysis products and expand our offerings as the need arises. The following is a list of our current publications, along with a description of each:

Mid-Atlantic Guide to Information on Careers (MAGIC)

Estimated Cost: \$10,000 in development expenses. The fifth edition is currently being prepared for printing. The cost for the printing is covered by last year's grant funds.

Completion Period: Fifth edition will be distributed by the end of October.

The *MAGIC* is a biennial publication that presents career development information and activities. The publication begins with messages to parents and teachers. This

publication helps the reader understand the needs and demands of employers and job markets and what skills are in demand. It also provides guides for making career choices; finding information on careers, education and training; finding financial aid opportunities; finding job openings; tips on re-entering the workforce; dealing with special challenges; filling out application forms; writing résumés; going on interviews; and budgeting. The *MAGIC* gives information on numerous occupations—description of the duties of the occupation, projected growth/decline, average annual salary, and related courses of study, useful Web sites, related occupations, and industry hiring practices/requirements. A larger emphasis is being placed on assisting dislocated workers and persons re-entering the job market than in previous versions of the *MAGIC*.

The publication provides information for and is distributed to users in Virginia, Maryland, West Virginia, and the District of Columbia (funding is provided by these states). We have also put it on our Web site (www.VaEmploy.Com). Teachers, counselors, advisors, students, parents, and clients use this publication for career development choices and information. We have found that the articles in the *MAGIC* publication are often used to develop individual classroom learning tools, and we have developed several one-page handouts to be used. Articles and quotes from the *MAGIC* have also been used in association and business newsletters. We encourage readers to use and re-print the materials contained in this publication.

Outcomes: The publication will be distributed to schools, WIA One-Stop Centers, various local, state, and federal agencies, employers, and social service organizations. It is also available on the Web site in PDF format. Teachers, counselors, social service groups, One-Stop Centers, VEC field offices, and various others are continually using the information from our publication. We will be shipping out the 5th edition of the *MAGIC* by the middle of October 2004. Our goal is to increase the demand for the hardcopy version by at least 3 percent and visits and downloads on the Web site by 10 percent. We will also make the publication available on CD-ROM.

Impacts: The *MAGIC* has become the most popular publication we produce. 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 of the *MAGIC* are handed out to students and clients; copies 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 Web sites, and reproduction for classroom use.

Support of Goals: The *MAGIC* is used to assist the unemployed workers in their job search, employment and school counselors in assisting jobseekers in need of counseling and career guidance, and employers in planning recruitment and training. The publication has also assisted VEC Rapid Response in working with employees involved in mass layoffs. It can promote, strengthen, and integrate the ability to use workforce

information throughout the system and deliver better analysis and more sophisticated interpretation of workforce information.

FORUM Newsletter

Estimated Cost: \$15,000
Completion Period: Produced quarterly

The *FORUM* is a quarterly newsletter containing announcements of new or updated products and services available from the VEC's Labor Market and Demographic Analysis shop and other sources; informative articles that can be used in a classroom setting or with individuals; and graphs and charts on workforce employment and training data. Articles cover information on subjects such as interviewing techniques, emerging occupations, helpful contacts for training and education, and apprenticeship information. The back page of the newsletter is an order form for LMDA products. All order requests are filled within two weeks of receipt.

Outcomes: More than 4,500 copies are sent out each quarter, and several hundred more are distributed at meetings, conferences, and workshops. Copies are mailed to every WIB, VEC field office, Social Service and Rehabilitative Services office, and numerous teachers, counselors, and other private sector users. Last January we placed an electronic version on the Web site. Over 3,100 copies have been downloaded during the latest reporting period. We are hoping to increase both the hard copy and electronic distribution by 10 percent or more.

Impacts: This particular publication has become very popular with teachers and counselors who use a lot of the material in classroom settings. Staff members from the One-Stop Centers, rehabilitative counselors and planners who work with individuals and in small group settings also use the materials. We will strive to maintain our high level of professionalism and usefulness of materials in this newsletter.

Support of Goals: The *FORUM* publication helps employment, school counselors, and instructors in assisting students and jobseekers with career development. It can promote, strengthen and integrate the use of workforce and career development information.

City/County Profiles

Estimated Cost: \$0.00. A program is being developed that will automatically update data and information with minimal input from staff.
Completion Period: Continuous

The *Profiles* consist of labor market and demographic information provided in graphic and text format. Profiles for all 134 counties and cities, 17 WIBs, 8 MSAs, and the state are updated every year. Information in each *Profile* includes: employers by size of establishment, employment by size of establishment, employment by industry, average weekly wage, unemployment rate trends, per capita income, population growth, a fact sheet of census data and commuting patterns, characteristics of the insured unemployed, and the top 50 employers. A major portion of the information is presented in a graphic format using current and historic data. For some data we do comparisons to state rates. The information used to populate the tables is updated annually.

The *Profiles* format was the basis for development of the *Economic Profile for WIB* demand plans. The *Community Profiles* will be expanded during PY2004 for greater usefulness to WIBs, planners, economic developers, employers, and other governmental agencies. A customer survey form will be enclosed in each hard copy publication mailed to users and on the section of the Web site housing the information.

Outcomes: The *Profiles* are available on our Web site as well as in hard copy. More than 2,260 copies have been distributed to local WIB offices, economic developers, planners, and educators during the reporting period. There were 11,000 hits on the Web site last year. We distribute annualized reports in hard copy to each of the WIB and One-Stop offices and other users on last year's mailing list. We will also inform all users that a Web site version is available and that the Web version will be continually updated throughout the year.

Impacts: The data in the *Community Profiles* is used by WIBs, planners, and economic developers to develop economic plans, demand plans, and in working with businesses. It has been used as the starting point for development of WIB strategic plans. Localities and economic developers as part of their plans to determine economic development goals and to encourage companies to relocate or invest in expansion have used profiles reports. It is used by other government agencies to develop their annual reports and for planning purposes.

Support of Goals: The *Profiles* are used to assist planners, economic developers, state and local government agencies, and other work groups in developing workforce strategies that ensure economic growth in all geographic regions of the state. It also helps in understanding the future needs of employers, workers, and jobseekers and overseeing the development of responsive programs to meet those needs. In support of ETA's goals, the *Profiles* can be used to help further enhance information delivery and promote the use of workforce information. They also fill a need of more current and local information.

Virginia Occupation Guide

Estimated Cost: \$0.00. A program is being developed that will automatically update the information with minimal input from staff.

Completion Period: Continuous

The *Virginia Occupation Guide* provides detailed information on over 200 occupations (data is provided for the state, each MSA, four non-metropolitan areas, and 17 WIBs). Information provided for each occupation includes: projections data; wage data; related codes (SOC, DOT, CIP, OES, etc.); occupation descriptions including knowledge, skills, and abilities required; any licensing or certification requirements; and a description of general work activities.

Outcomes: The *Occupation Guide* averages 240+ monthly visits on our Web site. During PY2004 much of the data on the *Guide* pages will be continually updated. We are also hoping to revamp its format and increase the information available. Once the updates to the *Guide* are completed, we will send an electronic notification to all of the WIBs, place an announcement in the *FORUM* newsletter, and a flash announcement on the Web site. We are hoping to increase the use and disbursement of the *Guide* pages by at least 7 percent in the coming year.

Impacts: Our goal is to increase the value of information available in the *Guide* so students and jobseekers can make more informed decision about career development and job searching. We also want planners and One-Stop staffs to be able to use the information in conjunction with an approved list of trainers to assist students/clients in finding opportunities that will help them improve their work skills and economic choices.

Support of Goals: There is special emphasis with this publication to meet the information needs of the WIBs and One-Stop Centers assisting clients making career development and training choices. The *Guide* can deliver better analysis of workforce information, shift to a skills focus for career decision-making choices, and promote the use of workforce information throughout the system.

Virginia Job Outlook 2002-2012 Brochure

Estimated Cost: \$10,000 for printing and distribution. The development of the data occurred during the previous program year.

Completion Period: September – October 2004

This brochure is a presentation of statewide Virginia data on the occupations with the greatest number of annual openings broken out by education level—high school or less, associate's degree, and bachelor's degree or higher. The annual number of openings and

average annual salary are given for the top 15 occupations in each education level. We also present a list of 10 declining occupations. The information in the brochure is based on the *Industry and Occupational Employment Projections* data.

The brochure is an excellent handout to be used in classroom settings, at conferences, in reference rooms, and libraries. It is used to help show the correlation between education, employment, and salaries. This information is useful in making career choices.

Outcomes: We are planning similar brochures for the WIBs once the projections information for those areas is completed. Copies will be sent to the WIBs, local VEC field offices, schools, and other groups. We will also place the updated version, in PDF format, on our Web site with a notification flasher to let users know that the new version is available. Our goal is to increase distribution by at least 5 percent in the coming program year.

Impacts: This 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 often use these brochures as part of their classroom curriculum. WIB staff and Rapid Response teams use them with individuals as well as in large group settings.

Support of Goals: The *Virginia Job Outlook* information will assist WIBs, One-Stop staff, economic developers, educators, planners, and others in developing programs that are responsive to future needs of workers, jobseekers, and employers and in the development of programs that are responsive to the needs of many citizens. These brochures generate more current and better analysis of information on career choices for students and clients.

Virginia Wage Data

Estimated Cost: \$30,000
Completion Period: Annually

The wage information for Virginia, each of its MSAs, four non-metropolitan regions, and the 17 WIAs is produced in hard copy version and is available on our Web site. Information included is: an alphabetic listing of occupations with proxy entry-level, hourly, annual mean wages, and the annual median wages. Wage information on the Web is presented in both OES and Estimates Delivery System versions.

Wage data is used for planning training programs, helping to make career and business decisions, and economic development planning. The publications are distributed to educators, planners, counselors, individuals, economic developers, WIBs, One-Stop Centers, etc. on CD-ROM and is available on the VEC Web site. The wage information is also incorporated into other publications (e.g., *Virginia Job Outlook Brochure* and *Virginia Occupation Guide*).

- Outcomes:** This information has been distributed to each of the WIBs and local VEC field offices. We will update all of the wage information as soon as the new version is available. Once current, we notify all users via our Web site, the *FORUM* newsletter, and direct mailings to the WIBs. An increased distribution/usage rate of about 5 percent is anticipated during PY2004. A customer survey form will be enclosed in each hardcopy publication mailed to users and can also be found on the Web.
- Impacts:** The wage publication has proven to be very popular with educators, planners, economic developers, counselors, etc. The publication is often used to assist clients/students making career, education, and training choices. Education planners work with the projections data to determine curriculum changes.
- Support of Goals:** Wage data can assist the unemployed in job searches; employment and school counselors helping jobseekers and students in need of counseling and career guidance; school administrators in development of curriculum, regional commissions, state agencies, and other planning bodies, the VEC, and Local Workforce Boards in manpower planning.

Virginia Employee Benefits Survey

Estimated Cost: \$50,000
Completion Period: June 2005

A survey of benefits provided to Virginia employees is now in the development stage. The survey will go out to employers during early 2005. Questions will cover information on medical, dental, vision, short- and long-term disability, and life insurance. Questions about vacation leave, paid sick leave, and holidays will also be included, in addition to retirement and pension benefits. Respondents can send their completed forms by mail or fax or complete them on the LMDA Web site. Data collected will be compiled, validated, and published for WIBs. LMDA will also do an analytical report on the findings.

- Outcomes:** The Employee Benefits Survey is under development at this time. Most of the expense this year will be for development of the forms, establishing and validating the sample to be used, setting up the response recording process, in addition to three mailings and placement on our Web site. Final evaluation and conclusions will not be published until PY2005.
- Impacts:** The information derived from this survey should be very helpful to employers in planning recruitment, developing marketing plans, and assessing their competition. A variety of other users, including school counselors and jobseekers will also find it useful.

Support of Goals: Benefits information will assist in developing workforce strategies for businesses and individuals alike. Employers, workers, and jobseekers will enjoy a mutual benefit from information and analyses gained from such a survey. It will also provide more current and local information.

Virginia Job Vacancy Survey

Estimated Cost: \$0.00. Development cost only.
Completion Period: Begin development early 2005.
Initial mailing should occur by July 2005.

The LMDA staff will survey employers concerning current and future job vacancies. The survey will initially be sent to businesses located in two WIBs. The results will be made available to the WIBs and the public. The final publication will provide information on: the number of vacancies by industry, occupation, and education requirement, average wage or salary, and aggregate benefits.

Outcomes: The Job Vacancy Survey will be developed during the current program year. We hope to make this an annual or even a semi-annual survey.

Impacts: The survey is still in the planning process.

Support of Goals: These types of surveys will support the goal of generating more current and local information. Planners, employers, and educators to determine the need for programs can use vacancy data. Clients and students can use the information in their job searches. Economist and economic developers use survey data to provide clearer pictures of the needs of employers and localities for developing a stronger workforce.

Virginia Business Resource Directory (VBRD)

Estimated Cost: \$30,000
Completion Period: March 2005

The directory is a collection of information and rules or ordinances that provides guidance to individuals interested in operating their own business. It is intended to familiarize individuals with the general processes of starting and operating a business in Virginia. The directory was developed and produced in cooperation with a number of state and federal agencies and business organizations. The *VBRD* has been sent to the WIBs as a tool in economic development activities.

Outcomes: The *VBRD* is produced biennially in paper and electronic format. It is distributed to each of the WIBs, and an announcement is placed on

the VEC Web site when a new edition is available. It is also available upon request to businesses, agencies, and private individuals. A new edition of the directory is now in process and should be completed by the beginning of 2005. A customer survey form will be enclosed in each hardcopy publication mailed to users and on the portion of the Web site housing the information. Our goal is to increase last year's request level of 3,400 copies by 10 percent.

Impacts: The primary audience is individuals wishing to start a new business. It is a compendium of information about services available for existing and potential businesses.

Support of Goals: The *VBRD* helps existing and potential business owners develop economic strategies that will assist in growth and stability, which, in turn, aids the Commonwealth's economy.

North American Industry Classification System (NAICS) Desk Aid

Estimated Cost: \$0.00

Completion Period: Finished. Only doing distribution at this time.

The desk aid was developed as a reference tool for persons using the NAICS codes. The desk aid is a listing of codes and titles by industry activity.

It is available in hard copy and on the VEC Web site. We distribute paper copies to all of the WIBs and field offices when a new edition is published. The current version of the desk aid is due to be updated during the fall of 2004. A customer survey form will be enclosed in each hardcopy publication mailed to users and is also available on the Web site.

Outcomes: More than 5,500 books have been distributed to private employers, economic developers, state and local government agencies, and the WIA One-Stop Centers.

Impacts: The publication is a quick reference tool to assist users in finding the NAICS code titles and industry descriptions. Businesses, planners, economic developers, WIBs, and government agencies use this reference publication, extensively.

Support of Goals: The desk aid is an important reference tool that can be used when working with economic data.

Customer Satisfaction Surveys

Estimated Cost: \$35,000

Completion Period: Survey form has been developed, mailing will occur during September 2004, and final results tabulated and published by March 2005.

We will continue to use customer surveys to evaluate our products and publications. Staff is also developing a profile of our user group(s). The surveys help us determine what changes need to be made to meet customer needs and demands. Participants for the survey will be drawn from our mailing lists and visitors to our Web site. During the coming year, we will conduct surveys on several publications and Web site data delivery. One major survey will be sent out to all of our major clients. We want to develop a complete profile of our users as well as satisfaction indices of each of our products. This survey will allow us to promote the electronic availability of our information and publications.

One specific survey will contact users of our VECstat (fax-on-demand) system. This survey will allow us to know who our customers are, how they are using the data, what they like/dislike about the service, and let them know that the data is also available on our Web site. It may be that our fax-on-demand system has outlived its usefulness.

We have also used performance evaluations with all workshops and many presentations. We will continue to do so in the future. This allows us to improve materials and presentation skills.

Outcomes: During PY2003, 204 users completed the survey on our Web site. The LMDA staff developed an extensive Customer Satisfaction Survey that covers all of the One-Stop products. This questionnaire will be mailed to our entire mailing list (7,000+ persons) as well as being available on the Web site. The information will be used to determine goals for revising, updating, deleting, and adding new products. The results will also assist us in assuring that our Web site is meeting users needs.

Impacts: Products, publications, and presentations will be improved through user input.

Support of Goals: Improve current materials and presentations that contribute to the understanding of employer, workforce, and economic needs. It will also help us in developing new and improved products that serve a variety of uses in the workforce system.

Posters

Estimated Cost: \$0.00
Completion Period: Continuous

The three posters we developed several years ago and periodically update are still in high demand. We produce the following posters:

- *Skills Needed*—listing the skills needed for success in the workplace.
- *Entrepreneurship: Starting Your Own Business*—listing traits generally associated with entrepreneurs.
- *Interview Tips*—contains tips for making interviewing successful.

Outcomes: We will continue to mail copies of the posters out to teachers, counselors, One-Stop Centers, field offices, and other users. Our aim is to increase our demand level by 5 percent.

Impacts: We continue to have a large demand from teachers and counselors for copies of these posters. All of the One-Stop Centers and field offices have received copies and often hand them out to local schools, social service, and religious groups in their areas. The information is in abbreviated format with attractive artwork. The posters send messages that are important to clients and students that are helpful in career decision-making and job hunting.

Support of Goals: The information on the posters can assist jobseekers and students in making career decisions.

The ***High School Graduate vs. High School Dropout*** bookmark compares employment, earnings, and life opportunities between the high school graduate and the dropout. The flip side of the bookmark gives information on where a person can obtain further information on training and employment. The information on the bookmark is updated every year.

Estimated Cost: \$2,300
Completion Period: October 2004

Outcomes: More than 78,000 of the bookmarks were distributed during the past year.

Impacts: We receive requests for thousands of these bookmarks from teachers, counselors, social and religious organizations, and One-Stop Centers. Teachers and counselors use them extensively in the classroom and at job fairs to stress the importance of a high school education.

Support of Goals: Helps students and One-Stop applicants understand the importance of having a good education so they can make intelligent learning and career choices.

The ***Job Interview Pocket Résumé*** is a small multi-fold item that has helpful hints for a successful interview on one side and space for an applicant to put résumé/work application information on the other. These are distributed to schools, WIAs, libraries, other user groups, and at conferences. They are informative, handy items, which are easy to use and eye-catching.

Estimated Cost: \$3,000

Completion Period: Finished. Only doing distribution at this time

Outcomes: During the program year, 77,100+ pocket résumés were distributed. We are hoping to increase that number by ten percent during PY2004.

Impacts: The *Pocket Résumé*, along with the bookmark, is one of the most popular items that we produce. We send out thousands of these to schools, church groups, and social service organizations.

Support of Goals: The ***Pocket Résumé*** is a handy tool that may help jobseekers in the interview process. It is an important career information product.

The ***Top Fifty Employers*** list for each county, city, MSA, and WIA is now available in both hard copy and on our Web site.

Estimated Cost: Included in the Web site maintenance expense.

Completion Period: Continuous

Outcomes: Our Web site listings have averaged 362 downloads and 800 visits each month. We are hoping to increase that number by 15 percent during PY2004.

Impacts: The listing of the top employers for geographic areas has become a major demand item for WIBs, economic developers, and planners. The information is also used in several publications and reports. One of the prime uses for the data is the WIB Demand Plans.

Support of Goals: We are using the information to develop workforce strategies for economic growth and to assist jobseekers in locating employment.

Industry and Occupation Clusters

Estimated Cost: Unknown at this time.

Completion Period: Development stage for PY2004

The Virginia Community College System (VCCS) and the Virginia Economic Development Partnership (VEDP) are currently engaged in a joint effort to identify industry and occupation clusters. This analysis will provide a methodological linkage

between industries, occupations, and instructional programs. It will also serve as a “translator” between the industry-focused world of economic development and the instructional-program-focused world of education. VEDP has taken the lead on the industry cluster portion of the analysis, and VCCS has taken the lead on the occupation cluster analysis.

Industry cluster analysis identifies groups of industries that are related through their supply and distribution chains. This information aids VEDP in identifying and targeting regional industry recruitment opportunities (*e.g.*, which industries would benefit most from geographic proximity to an existing incumbent industry).

Occupation cluster analysis identifies groups of occupations that are related through the knowledge and skills that are required for employment in that occupation. This information can aid VCCS in identifying groups of occupations that are related to specific instructional programs. Using industry staffing matrices, that analysis can then be used to identify industries that draw from a common labor pool. The “target” industries identified through this process are likely to be different from the “target” industries identified in a traditional industry cluster analysis (*e.g.*, which industries would benefit most from geographic proximity to the local labor pool, or local training providers).

In today’s knowledge-based economy, firm location decisions are often driven by considerations of geographic proximity to existing concentrations of skilled workers or the educational institutions that produce those workers, in the same way that worker location decisions have traditionally been driven by geographic proximity to the employment opportunities provided by specific industries. By combining industry-focused and workforce-focused analytical approaches, it is possible to gain a better understanding of the complex, and sometimes simultaneous, relationship between industry demand and workforce supply. Or, in the words of another researcher, “it takes two cross-hairs to hit a target.”

VCCS and VEDP seek funding to leverage the results of these analyses by making them available to local governments, workforce developers, economic developers, and Workforce Investment Boards through a queryable interactive Web interface. That interface would allow users to:

- Identify new industry targets or confirm current ones for allocation of scarce marketing resources.
- Fuel existing business retention efforts with focus on supplier-customer relationships of value to the current industry base.
- Coordinate with community colleges and universities to ensure a stream of graduates to meet the demands of industry – current and future.
- Identify regional labor specializations and the industries that would be attracted to those specializations. These industries may, or may not, comport with existing regional industry clusters. To the extent that they do not, this analysis could illuminate potential emerging industries for the region.
- Identify the employment opportunities available to a specific target group on the basis of their skills and the skills required for various occupational clusters. This

approach could be particularly helpful in identifying employment opportunities for welfare to work participants.

- Identify linkages between industries in terms of shared labor pools. This analysis could be used to augment the results of traditional industry cluster analysis.
- Market the existing labor pool's skill and knowledge base and align these advantages with industry targets.
- Provide a tool that will enhance the efficient and effective use of state resources.

Career Education Consumer Report

Estimated Cost: \$6,000

Completion Period: June 2005

Provide a consumer-oriented Web site to make available to the general public useful and accurate information about career education and workforce training programs available throughout the Commonwealth. The Career Education Consumer Report (CECR) will provide an integrated, electronic gateway to career seekers for obtaining consumer information on career education and workforce training programs, including school/organization information, program descriptions, and performance data. The CECR will also contain the WIA-eligible training providers list and will be a function of the Career Education Foundation's KnowHowVirginia.org Web site.

Outcomes: The provision of consumer information to career seekers will enable them to make informed decisions regarding the selection of career, education, and workforce training program providers.

Impact: Career education and workforce training provider information, including school/organization information, program descriptions, and performance data, is provided to career seekers through a single source.

Support of Goals: The Career Education Consumer Report will generate more current and local information about career education and workforce training providers.

Local Employment Dynamics products

Estimated Cost: \$25,000

Completion Period: June 2005

Outcomes: The LED products will be developed during the current program year.

Impacts: The products are still in the planning process.

Support of Goals: These products will support the goal of generating more current and local information. Planners, employers, and educators will determine the need for programs that can use vacancy data. Clients and students can use the information in their job searches. Economist and economic developers can provide clearer pictures of the needs of employers and localities for developing a stronger workforce.

4. Provide workforce information and support to state and local Workforce Investment Boards

Community Profile for WIBs

Estimated Cost: \$60,000
Completion Period: June 2005

The information was developed in conjunction with representatives from various state agencies using leveraged funds. The report provides a demographic, economic, and education profiles of each of Virginia's 17 WIBs .

Information contained in the report included demographic perspectives, educational attainment, labor force dynamics, wages, export/import and growth/declining industries, turnover rates, age cohorts of the labor force, and growing occupations. The data was presented in both text and graphic format, with analysis of information given.

Outcomes: The *WIB Profiles* will be distributed to each WIB in hard copy form and will also be available on the Web site.

Impacts: The WIBs have an accurate, valid, and consistent document that fulfills state mandates.

Support of Goals: The purpose of these profiles is to assist ongoing strategic planning efforts by providing a solid, data-driven foundation for strategic decision-making.

VEC selected for a Local Employment Dynamics (LED) Pilot project.

Estimated Cost: Unknown at this time.
Completion Period: Development stage for PY2004

In July 2004, Virginia submitted a proposal to the LED program at the Census Bureau to participate in a 12-state pilot to develop a mapping system based on the LED data. Virginia's proposal was accepted and has begun its part in the initial stage of development. The mapping system will enable labor market agencies and Workforce Investment Boards to produce maps that can be utilized in the One-Stop system. It is the objective of the LED staff and the partner states for this application to generate for

technical and non-technical staff in LMI and local WIB offices, local labor market area maps and tabular reports that describe the current interactions between employers and workers.

The cost impact of Virginia's participation in this pilot has not been determined. In addition, the Virginia Employment Commission's Alexandria field office has been selected as **one of two national LED project pilot sites**, requiring participation and support from the VEC.

Outcomes: Develop workforce related information products and services.

Impacts: This mapping system will further aid economic developers in their efforts to expand Virginia's industry base. Transportation planners will be able to identify commuting routes more effectively, and plan for more efficient traffic patterns.

Support of Goals: Improve current materials and presentations that contribute to the understanding of employer, workforce, and economic needs. It will also help us in developing new and improved products that serve a variety of uses in the economic system.

Employer Survey for Demand Planning

Estimated Cost: \$10,000
Completion Period: June 2005

Provide a qualitative strategic planning tool and process to Local Workforce Investment Boards (WIBs) for determining local employers' demand for skilled workers. The Employer Survey would provide WIBs with a standardized planning tool to identify the "quality and quantity" of the workforce necessary to meet business and industry and current and projected skills needs. The Employer Survey would assist the Virginia Workforce Council in promoting a comprehensive approach to WIB strategic planning, by complimenting the Community Profiles, which contain economic, demographic, and education data and analyses by LWIA. Costs for the survey include design, development, dissemination and the provision of technical assistance to analyze survey results.

Outcomes: Standardized employer skills identification tool developed and used by all 17 WIBs resulting in consistent data collection and analysis at the local and state level. When combined with the Community Profile, each WIB has a comprehensive understanding of employers' current and projected skills needs, and a combination of qualitative and quantitative workforce information for career education and workforce training program planning and policy development.

Impacts: The Employer Survey in combination with the *Community Profile Demand Plan* provides each WIB with comprehensive understanding of employers' current and projected skills needs, and a combination

of qualitative and quantitative workforce information for career education and workforce training program planning and policy development.

Support of Goals: The Employer Survey will (1) generate more current and local information and (2) shift WIBs to a skills focus in addressing employers' workforce needs.

5. Maintain and enhance electronic state workforce information delivery systems

The Labor Market and Demographic Analysis Section of the VEC Web Site

Estimated Cost: \$6,000

Completion Period: Continuous

Along with the standard, mandated core program information (e.g., LAUS, CES, ES-202, wage data, and occupation projections data) and census data, our *www.VaEmploy.Com* site has links to many related career development/occupational information Web sites and we are making many of our publications available in electronic format. Some portions of the Web site make direct links to BLS, Census, ETA, and other major providers of national, state, and local specific information. The Virginia Employment Commission's web site is Section 508 compliant, which ensures that people with disabilities can access all of our data and publications online.

We currently include excerpts from useful articles, census data (latest information as soon as it is released), a glossary of terms, a list of acronyms (with hot links to related sites), many of our publications, and a Tools section that has FIPS codes/location names, NAICS and SIC codes/short titles, and MSA, Planning District, and WIB names with city/county listings. Another feature is a Feedback section. The Feedback section allows us to collect information from site visitors. It is a brief questionnaire that asks visitors their work industry, how they use our information, what information is important to them, how they found out about our site, and then allows them to add any comments they wish to express. We also give the visitors an opportunity to contact us directly. There is a Contact Us section that lists the names of staff members and their area of expertise. When a visitor clicks on one of the contact names, it connects them to a central mailbox where they can e-mail questions, requests, or comments. For PY2004, we will perform a major upgrade to the site.

Outcomes: The goal for PY2004 is to increase the ease of use and the types of information available to all users. We are hoping to increase the number of visits and downloads significantly.

Impacts: Maintain an informative and user-friendly forum for users to obtain accurate and timely information on census, workforce, career development and local economies.

Support of Goals: The Web site meets several of the Virginia Workforce Council's goals by making information available to users that will help in developing workforce and economic strategies. It will enable users to also understand the type of responsive plan that assists employers, workers, and jobseekers.

GIS Workforce Development Overlay

Estimated Cost: \$50,000
Completion Period: June 2005

Through the Office of the Special Advisor to the Governor for Workforce Development, the Virginia Workforce Council will partner with the Virginia Geographic Information Network (VGIN) to leverage Virginia's existing Geographic Information Systems (GIS) assets, as well as resources from other grants, to enhance the delivery and usefulness of workforce information. As part of this portion of the grant: VGIN will 1) conduct a user needs assessment to identify how GIS could be instrumental in enhancing the delivery of workforce information; 2) develop GIS data overlays that will enhance the display of workforce information; and 3) create interfaces that will allow end users to employ drive-time analysis and other GIS tools to increase the usefulness of workforce information.

Outcomes: Create a comprehensive web-based application to display workforce information graphically by state, region or locality.

Impacts: End users can employ drive-time analysis and other GIS tools to increase the usefulness of workforce information.

Support of Goals: The GIS Workforce Development Overlay will (1) accomplish the goal of generating more current and local information and (2) enhance information delivery.

Career Education and Workforce Training Portal

Estimated Cost: \$6,000
Completion Period: June 2005

Create a portal to link various career education and workforce training Web sites and organizations in a seamless and customer friendly "virtual" environment. Costs include the design and development of a single portal to access all available workforce information in the Commonwealth, including the identification of all organizations with a workforce-development-related mission. Through the Office of the Special Advisor to the Governor for Workforce Development, the VWC would partner with existing State workforce development agencies, i.e. the VCCS, VEDP, VEC, and Virginia's Career Education Foundation to determine the most effective and efficient means of integrating various workforce information delivery mechanisms and mediums, including the

identification of leveraging resources to reduce duplication and better meet employer, educator, and jobseeker workforce information needs.

Outcomes: A systemic, one-stop approach to providing workforce information based upon employer, educator, and jobseeker workforce information needs.

Support of Goals: The Career Education and Workforce Training Portal will (1) enhance information delivery and (2) promote, strengthen, and integrate the ability to use workforce information throughout the Workforce and Career Development System.

Provide Information and Support: Provide information and support to state, WIBs, and One-Stop Centers and produce other state and local information products and services.

Members of our LMDA section have been working closely with the Virginia Workforce Council and the division within the VEC responsible for implementation of the Workforce Investment Act. Staff have served on Council subcommittees and authored the “Labor Market Information” chapter of the Commonwealth’s Unified Five-Year Plan. Our WIA Division is in receipt of and has reviewed Virginia’s Workforce Information grant plan. Furthermore, we will work with WIBs, individually and collectively, to determine the types of local market analysis they will need. The LMDA section will establish a schedule of visits to WIBs throughout the state. The purpose of these visits will be to inform the Boards of improvements and/or changes in our programs and services, answer questions they may have, and receive feedback from the WIBs. It also allows the LMDA staff to further develop collaboration with our customers in order to create products and services that will meet the WIBs’ needs.

Providing information and support to the state and WIBs is ongoing. Several WIB-specific publications have been produced and others are planned. As we better define our customer needs, data collection and analysis activities will be refined to enable us to produce statewide and localized information valued by our customers. We recognize that a broader vision for the utilization of LMI is required to support economic and workforce development in a highly competitive and rapidly changing global economy. We view our core programs as tools which, when applied to emerging opportunities, will transform data into customer knowledge to support the broadest possible range of economic and workforce development. The continued growth of information technology dynamics creates new opportunities for information analysis, including:

- Identification of cluster high-growth local industries.
- Identification of cluster high-demand skills.
- Determination of occupation skill requirements in high-technology industry clusters.
- Determination of high-technology skill shortages and the identification of advanced training initiatives to address these shortages.
- Identification of readily available skilled workforces to meet an immediate employer need.

- Determination of employer business decision information to facilitate plant location, expansion, and relocation; market research; and workforce recruitment.
- Data analyses to better inform customers of workforce development training opportunities.
- Participation in the Local Employment Dynamics program, a state/federal partnership between the Census Bureau and approximately 30 states.

LMI data is currently disseminated through a mainframe delivery system called WebALICE (Web Automated Labor Market Information on the Commonwealth's Economy); by a fax-on-demand system called VECstat; through stand-alone CD-ROMs (upon request); and via the Internet at our home page, *www.VaEmploy.Com*. These systems are updated as often as new LMI data is released. The Web ALICE system is now being incorporated into the main Web site in a much more user-friendly format. We are currently researching procedures, hardware, and software for developing and supporting enhancements to the viable resident systems that would allow easier access to everyone.

Outcomes: Our main goal is to assist all clients in a timely and accurate manner. We will also be taking steps to assure that staff receives training that will maintain and increase their skills and ability to serve customers. All of our material for training will be carefully reviewed and updated and we will develop new forms of training to meet the needs of the WIBs and other clients.

Impacts: Assist clients who work with the census and workforce information on how to use the labor market and demographic information available from the VEC. By working with users, we show them how to access accurate and timely information that will help them attain their goals and meet their needs.

Support of Goals: The LMDA staff supports several VWC goals by making information and technical support available to users that will help in developing workforce and economic strategies. It will enable users to also understand the type of responsive plan that assists employers, workers, and jobseekers.

6. Support state workforce information training initiatives

Estimated Cost: \$37,100
 Completion Period: Continuous

During PY2003 our LMDA staff hosted a *Labor Market Information Training for Workforce Specialist* class for Virginia WIBs. We invited all WIBs to send representatives to the session. The class proved to be very well received and evaluations stated the need for future sessions. There are at least two more workshops planned during PY2004.

We expect to participate in a number of additional training/workshop sessions for our WIBs. This training, coupled with related activities, will help familiarize many new LMI users with our data and build their analytical skills.

We will continue to utilize the LMI Training Institute as the main source of analyst training. LMI professionals and para-professionals attend LMI Institute training classes. One analyst attended the *Basic Analyst* and *Basic GIS* training. Our ALMIS database person attended the ALMIS database training class. The Institute will be holding an *Applications for Advance LMI* training class at the VEC during November 2004. Several staff members will attend this session.

One staff member is an active member of the LMI Training Institute Board of Directors and serves as co-chair of the Education and Training Committee. This person also serves as the chair of the Certification and Credentials Committee for the Institute and is now an instructor for the *Labor Market Information Training for Workforce Specialist* class and assists with the instruction for the *Applications* class.

Attending training sessions and LMI-related conferences provides important opportunities to interact with other LMI professionals from around the nation. The LMI Forum is an especially valuable experience for this type of cross training. Three VEC analysts were in St. Louis, MO, for the PY2003 Forum. One of our attendees conducted a class on GIS. The VEC will be sending three representatives to the Forum in Portland, OR. Two of the members will be conducting workshops—one on our *Virginia Business Resource Directory*, and the other on how to combine labor market and demographic data to produce services and products for the WIBs.

Outcomes: The VEC will continue to make sure that staff receives career development training as needed. It will also assure that staff has the information and tools to best serve all of its user groups. The staff will continually review and upgrade all information used in publications, presentations, and workshops so as to assure that the users are given up-to-date and accurate information in all areas of labor market and demographic analysis.

Impacts: The VEC strives to maintain an expert staff with a high level of skills and abilities to develop products and services that best serve the needs of its client base. The staff, in turn, develops and presents training and programs to educate WIBs, One-Stop personnel, and other LMI users.

Support of Goals: The training provided by the LMDA staff adheres to VWC goals by making information and technical support available to users that will help in developing workforce and economic strategies. It will enable users to also understand the type of responsive plan that assists employers, workers, and jobseekers.

PY 2004 Workforce Information Core Products and Services Grant

A. State Workforce Agency Deliverables

Deliverable 1— *Continue to populate the ALMIS (America’s Labor Market Information System) database with state data*— Populating the ALMIS Database is the cornerstone for electronic information delivery and is common to all states.

Item	Cost
VITA Hosting Fee <ul style="list-style-type: none"> • Hardware (\$162,000) - <i>Included</i> • Software (\$93,000) - <i>Included</i> 	\$185,000
Personnel Costs	\$60,000
Geographic Solutions Contract	\$50,000
TOTAL EXPENSES:	\$295,000

Deliverable 2— *Produce and disseminate industry and occupational employment projections*— Develop 2002 to 2012 individualized WIB projections and statewide projections for 2004 to 2006 period.

Item	Cost
Personnel Costs	\$146,000
Printing & Dissemination Costs	\$20,000
TOTAL EXPENSES:	\$166,000

B. State Workforce Investment Board and State Workforce Agency Deliverables

Deliverable 3— *Provide occupational and career information products for public use*— Includes numerous career-related publications, posters, occupational estimates, and wage information for WIBs.

Item	Cost
Mid-Atlantic Guide to Information on Careers (update only)	\$10,000
FORUM quarterly newsletter updated & printed	\$15,000
City/County Profiles	\$0.0 Development Stage, leverage funds from other sources.
Virginia Job Outlook brochure updated & printed	\$10,000
Wage Data Survey	\$30,000
Virginia Employees' Benefits Survey printed/Web, validated, three mailings	\$50,000
Virginia Job Vacancy Survey	\$0.0 Development Stage, leverage funds from other sources.
Virginia Business Resource Directory (publication & CDs)	\$30,000
North American Industry Classification System (NAICS) Desk Aid	\$0.0 Leverage funds from other sources.
Customer Satisfaction Surveys updated & printed/on Web	\$35,000
Posters	\$0.0 Leverage funds from other sources.
High School Graduate vs. High School Dropout bookmark	\$2,300
Job Interview Pocket Résumé	\$3,000
Top Fifty Employers—state and all sub-areas	\$0.0 Leverage funds from other sources.
Industry and Occupation Clusters	\$0.0 Development Stage, leverage funds from other sources.
Career Education Consumer Report (Web-based—design, develop)	\$6,000
LED Products updated & printed	\$25,000
TOTAL EXPENSES:	\$216,300

Deliverable 4— Ensure that the workforce information and support required by state and local workforce investment boards are provided— Continue to provide technical assistance and analyses to WIBs, including next year’s Community Profiles, any special data requests, and continued product development of Local Employment Dynamics system.

Item	Cost
Community Profiles for Demand Planning—updating and production	\$60,000
LED pilot project for Alexandria One-Stop Center	\$0.0 Development Stage, leverage funds from other sources.
Employer Survey for Demand Planning – Statewide standard survey design, technical assistance	\$10,000
TOTAL EXPENSES:	\$70,000

Deliverable 5— Maintain and enhance electronic state workforce information delivery systems— Upgrade content and technology of information delivery systems, including development of an integrated relational database and ALMIS Internet applications.

Item	Cost
Website – Design upgrades <ul style="list-style-type: none"> • Community Profiles • LMI Data • Census Data • Occupation Guide • Top 50 Employers 	\$6,000
GIS Workforce Development Overlay (User needs analysis, overlay development and web-based interface design)	\$50,000
Create Portal to State Workforce Development Information, Services, Products via <i>KnowHowVirginia.com</i>	\$6,000
TOTAL EXPENSES:	\$62,000

Deliverable 6— Support state workforce information training activities— Continue to provide labor market information class training for WIB staff in addition to on-site technical assistance. Includes: on-going product development, special programming requests, and employer name and address listings.

Item	Cost
Training, job fairs, workshops *	\$27,100
Training Institute membership	\$10,000
TOTAL EXPENSES:	\$37,100

* Training expenses will be leveraged with funds from the VWC Key Players Effectiveness Committee.

Workforce Information Core Products and Services Grant Breakdown

Balance Sheet	
<i>Workforce Information Core Products and Services Grant</i>	\$846,430
Deliverable 1 Costs	(\$295,000)
Deliverable 2 Costs	(\$166,000)
Sub-total	(\$461,000)
Deliverable 3 Costs	(\$216,300)
Deliverable 4 Costs	(\$70,000)
Deliverable 5 Costs	(\$62,000)
Deliverable 6 Costs	(\$37,100)
Sub-total	(\$385,400)
TOTAL:	\$846,400