

**PY2006
COST-REIMBURSABLE GRANT
ONE-STOP LMI FUNDS
PERFORMANCE REPORT**

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Economic Information Services Division**

Virginia

*One-Stop Labor Market Information Funds
(LMI Cost-Reimbursable Grant for Program Year 2006)*

PROGRESS REPORT

Program Year 2006 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. These activities and products, along with our major accomplishments to date, are described below:

STATE WORKFORCE AGENCY DELIVERABLES

1. Projections

Long-Term Projections: Virginia has produced state and sub-state industry and occupational employment projections to the year 2014, using calendar year 2004 as the base year. The projections were produced using the methodology, software, tools, and guidelines developed by the Projections Consortium.

Short-Term Projections: Virginia has nearly completed state-level, short-term industry and occupational projections for the 2006 to 2008 period. When the projections are completed, they 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. Projections were completed on July 10, 2007

Principal users of state and various area industry and occupational employment projections are planners, educators, school counselors, students, job seekers, workforce investment boards, and One-Stop centers.

2. ALMIS database

Following is a summary of WID/Virginia's Electronic Labor Market Access (VELMA) system activities:

We are in the process of upgrading our VELMA system to the new 8.0 version of Geographic Solution's Virtual LMI application. The new version features several enhancements to the "Labor Market Analysis" section, including the ability to select data for multiple areas at one time. There is also the ability to more tightly integrate our LED applications. Also included is a brand new location quotient tool.

We are also in the process of migrating our VELMA system to the new Virtual OneStop application provided by Geographic Solutions. This will greatly improve VELMA's ability to assist job seekers and employers by providing a labor exchange that is tightly integrated with the WID database. Employers will be able to post jobs directly to VELMA, and job seekers will be able to post resumes as well. There will be a dynamic "recruiter agent" that automatically matches

job seekers to posted jobs. The system will spider every major job bank in Virginia, as well as some other popular national job boards as well. We anticipate migrating to the new system by November of 2007.

To supplement our existing Community Profiles, we began developing Industry Profile reports. These will contain much greater industry detail than what is currently in the Community Profiles, and it will be a valuable resource for economists, labor market analysts, businesses, and many others. The reports will be developed for each 3-digit NAICS code, and the Virginia statewide reports will be made available on our VELMA system when they become available. We will have the ability to generate these reports for sub-state areas as needed.

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:
 - o Current Employment Statistics—ces
 - o Labor Force—labforce
 - o Consumer Price Index—cpi
 - o Local option sales tax—tax
 - o Unemployment insurance claims data—uiclaims
 - o Unemployment benefits paid—benefits
- b. Updates of the May 2006 OES/SOC-based wage data for all available levels
- c. Updates of the 2004-2014 Long-Term Industry/Occupation projections
- d. Quarterly and annual updates of Quarterly Census of Employment and Wage (QCEW) data
- e. Updates of the latest Bureau of Economic Analysis income data
- f. Semi-annual updates to the *infoUSA* employer database

3. Occupational and career information products for public use:

- **Industry and Occupational Employment Projections 2004-2014:** until this version of the projections data, we had been publishing a hard copy version. We now only have the data available in electronic format, on VELMA. Data is available on the average annual number of job openings by occupation due to growth and separation. The publication highlights high-growth industries and occupations by geographical area. The publications, as well as the information contained in the publications, are available in the VELMA system.

| OUTCOME | | |
|---|---|-----------|
| HARDCOPY DISTRIBUTION | WEB VISITS | DOWNLOADS |
| 219 | 25,610 | 3,687 |
| DISTRIBUTION LISTS | | |
| Local Workforce Investment Boards (LWIBs) | Social Service offices | |
| One-Stop centers | Economic development offices | |
| Local VEC offices | Government agencies | |
| Schools | Private counseling/human resource grps. | |

| IMPACT | |
|---|--|
| PRIMARY USERS | USES |
| Educators Counselors Planners Economic developers Government agencies | <ul style="list-style-type: none"> Assist clients/students making career, education, and training choices. Determining curriculum changes and needs. Determining skills gaps, needs, and changes in employment availability and present and future demands. |

- The 2006 version of the *Occupational Employment Wage Data* for the state, eight Metropolitan Statistical Areas (MSAs), and 17 WIAs is available on our website.

The wage information has also been made available on CD-ROM. Wage information was produced by using the Economic Data Survey program developed by North Carolina.

| OUTCOME | |
|--|---|
| WEB VISITS | DOWNLOADS |
| 4,929 | 1,456 |
| DISTRIBUTION LISTS | |
| LWIBs One-Stop centers Local VEC offices Employers Schools | Social Service offices Economic development offices Government agencies Private counseling/human resource groups |

| IMPACT | |
|---|--|
| PRIMARY USERS | USES |
| Educators Counselors One-Stop centers Planners Economic developers Government agencies | <ul style="list-style-type: none"> Assist clients/students making career, education, and training choices. Determining curriculum changes and needs. |

- The 2005 version of the *Workforce Development Blueprint—Defining Virginia Workforce Needs 2012* is an essential first step in the process of determining Virginia's workforce needs and subsequent workforce development strategies. It analyzes job creation projections, skill needs, and potential gaps in light of projected economic development trends and identifies industry and occupational targets for workforce development, all towards the goal of defining Virginia workforce needs.

| OUTCOME | | |
|-----------------------|------------------------------------|-----------|
| HARDCOPY DISTRIBUTION | WEB VISITS | DOWNLOADS |
| 350 | 0 | 0 |
| DISTRIBUTION LISTS | | |
| LWIBs | Virginia Workforce Council members | |

| IMPACT | |
|--|--|
| PRIMARY USERS | USES |
| LWIBs Virginia Workforce Council members | Defining workforce needs Planning Developing workforce strategies Aid in developing regional workforce analysis |

- The *Community Profiles* have been updated for all Virginia localities (the state, 12 MSAs, 17 WIAs, 134 counties and cities). The *Profiles* contain economic and demographic data in text and graphic formats. We have now converted all of the profiles to electronic format, which allows us to update the information more often and is easier to work with.

| OUTCOME | | |
|-----------------------|------------|-----------|
| HARDCOPY DISTRIBUTION | WEB VISITS | DOWNLOADS |
| 20 | 420 | 62 |
| DISTRIBUTION LISTS | | |
| Upon request | | |

| IMPACT | |
|---|---|
| PRIMARY USERS | USES |
| Planners Economic developers Government agencies Employers | <ul style="list-style-type: none"> Develop economic plans Basis for the WIB demand plans Economic promotion tools for localities |

- The following three **posters**, developed several years ago and periodically updated are still in demand:

Entrepreneurial Skills—listing the skills needed for success in the workplace.

Entrepreneurship: Starting Your Own Business—listing traits generally associated with entrepreneurs.

Make Your Interview a Success—contains tips for making interviewing successful.

| OUTCOME | | |
|---|--|-----------|
| HARDCOPY DISTRIBUTION | WEB VISITS | DOWNLOADS |
| Entrepreneurial Skills—438 Entrepreneurship—294 Make Your Interview a Success—461 | 0 | 0 |
| DISTRIBUTION LISTS | | |
| LWIBs One-Stop centers Local VEC offices Schools | Military units Social Service centers Rehabilitative Service centers | |

| IMPACT | |
|---|---|
| PRIMARY USERS | USES |
| Educators Counselors LWIBs One-Stop centers VEC field offices Social Services Rehabilitative Services Military | <ul style="list-style-type: none"> • Displayed to attract the attention of students and jobseekers. • Gives messages to clients and students about career decision-making and/or job seeking. |

- **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.

| OUTCOME | | |
|---|--|-----------|
| HARDCOPY DISTRIBUTION | WEB VISITS | DOWNLOADS |
| 36,991 | 0 | 0 |
| DISTRIBUTION LISTS | | |
| LWIBs One-Stop centers Local VEC offices Schools | Military units Social Service centers Rehabilitative Service centers | |

| IMPACT | |
|---|---|
| PRIMARY USERS | USES |
| Educators Counselors LWIBs One-Stop centers VEC field offices Social Services Rehabilitative Services Military | <ul style="list-style-type: none"> • Sends a message on why education is important. • Gives users contact information for organizations that can assist students and clients with job seeking and career development. |

- 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.

| OUTCOME | | |
|---|--|-----------|
| HARDCOPY DISTRIBUTION | WEB VISITS | DOWNLOADS |
| 50,753 | 0 | 0 |
| DISTRIBUTION LISTS | | |
| LWIBs One-Stop centers Local VEC offices Schools | Military units Social Service centers Rehabilitative Service centers | |

| IMPACT | |
|---|--|
| PRIMARY USERS | USES |
| Educators Counselors LWIBs VEC field offices Social Services Rehabilitative Services Military | <ul style="list-style-type: none"> Allows job seekers to write down personal information they will need when job seeking. Gives job seekers pointer on best practices to use when going on job searches or interviews. Teachers and counselors use the résumé as a classroom/client tool. |

- The *Virginia Job Outlook 2002-2012* brochure is a listing of occupations projected to have the highest number of openings along with expected salaries broken down by educational levels: high school diploma or less; some post-secondary education or extensive employer training; and bachelor's degree or higher. The brochure is produced biennially.

| OUTCOME | | |
|---|--|-----------|
| HARDCOPY DISTRIBUTION | WEB VISITS | DOWNLOADS |
| 22,455 | 6,945 | 2,694 |
| DISTRIBUTION LISTS | | |
| LWIBs One-Stop centers Local VEC offices Schools | Military units Social Service centers Rehabilitative Service centers | |

| IMPACT | |
|---|--|
| PRIMARY USERS | USES |
| Educators, Counselors LWIBs One-Stop centers VEC field offices Social Services Rehabilitative Services Military | <ul style="list-style-type: none"> Teaching tool used as part of the classroom curriculum. LWIB, One-Stop, and Rapid Response personnel use them in small group or individual settings. Assists clients and students in making career and training decisions. |

- The *Top Fifty Employers* lists for each county, city, MSA, and WIA are now available in both hard copy and on our website.

| OUTCOME | | |
|-----------------------|------------|-----------|
| HARDCOPY DISTRIBUTION | WEB VISITS | DOWNLOADS |
| 0 | 16,994 | 12,570 |
| DISTRIBUTION LISTS | | |
| Upon request | | |

| IMPACT | |
|--|--|
| PRIMARY USERS | USES |
| Planners Economic developers Employers LWIBs One-Stop centers VEC field offices Educators Counselors Government agencies | <ul style="list-style-type: none"> ▪ WIB Demand and Administrative plans. ▪ Contacts for job developers. ▪ Contacts for jobseekers. ▪ Economic development planning. |

- Prepared **media releases and responded to hundreds of LMI-related inquiries.** The Labor Market and Demographic Analysis (LMDA) staff continually prepare news releases to be placed on the website and e-mailed or faxed to users. Staff answers numerous calls in response to requests for labor market and census information and orders for publications. LMDA personnel respond to information requests and provide technical support to WIBs, Economic developers, planners, economists, public and private sector agencies and businesses, and private citizens.

| OUTCOME | | |
|--|---|-----------|
| HARDCOPY DISTRIBUTION | WEB VISITS | DOWNLOADS |
| 15,000+ | 32,105 | 23,048 |
| DISTRIBUTION LISTS | | |
| Media organizations LWIBs VEC field offices Individuals | Government agencies Employers Educational organizations | |

The press releases are made available to the public through e-mailings, faxes, and access to our website. Each month the unemployment rate, employment information, current employment statistics, and consumer price index are updated and released to the public as soon as the federal embargo allows us to publish them. Consumers of the information can obtain helpful, accurate, and timely information from LMDA staff. They respond to over 28,000 calls, faxes, and letters per year.

| IMPACT | |
|--|---|
| PRIMARY USERS | USES |
| Planners Economic developers Employers LWIBs One-Stop centers VEC field offices Educators Counselors Government agencies | <ul style="list-style-type: none"> ▪ Availability of information gives WIBs and other customers the latest data and assessments of major economic indicators available. ▪ Allows decisions, actions and analysis to be made on a prompt and accurate basis. ▪ The technical assistance that staff offers, assures the consumers receive the information they need and know how to use it and what drawbacks there may be. ▪ The promptness and accuracy of receiving current information allows users to be able to function in a more efficient and productive manner. |

- **NAICS Desk Aid** continues to be a top-demand item. The *Desk Aid* gives a brief explanation of how the North American Industry Classification codes are interpreted and used and a listing of the codes and their titles. The *Desk Aid* was designed for distribution to all of the WIAs, the local VEC offices, and interested employers and Economic developers who use the codes. An updated version is now being prepared for publication and will be available on the website.

| OUTCOME | | |
|--|---|-----------|
| HARDCOPY DISTRIBUTION | WEB VISITS | DOWNLOADS |
| 9 | 45 | 28 |
| DISTRIBUTION LISTS | | |
| LWIBs One-Stop centers Local VEC offices Employers Schools | Social Service offices Economic development offices Government agencies Private counseling/human resource groups | |

| IMPACT | |
|---|--|
| PRIMARY USERS | USES |
| Planners Economic developers Employers LWIBs One-Stop centers Educators, Counselors Government agencies | <ul style="list-style-type: none"> • A quick reference tool to assist users in finding NAICS code titles. • Businesses, planners, Economic developers, WIBs, and Government agencies use this reference publication extensively. |

- The **FORUM newsletter** continues to be a high-demand item. This quarterly newsletter is aimed at helping teachers, counselors, students, and jobseekers. It contains articles on current human resource information, information on new publications, meetings, classroom tools, help tips, and a product order form.

| OUTCOME | | |
|---|--|-----------|
| HARDCOPY DISTRIBUTION | WEB VISITS | DOWNLOADS |
| 26,227 | 8,721 | 3,981 |
| DISTRIBUTION LISTS | | |
| LWIBS One-Stop centers Local VEC offices Schools | Military units Social Service centers Rehabilitative Service centers | |

| IMPACT | |
|---|--|
| PRIMARY USERS | USES |
| Educators Counselors LWIBs One-Stop centers VEC field offices Social Services Rehabilitative Services Military | <ul style="list-style-type: none"> ▪ Teaching tool used as part of the classroom curriculum. ▪ LWIB, One-Stop, and Rapid Response personnel use them in small group or individual settings. ▪ Assists clients and students in making career and training decisions. |

- The *Mid-Atlantic Guide to Information on Careers (MAGIC)* publication 2005, 5th edition is available in printed and electronic version. Work on a 6th edition has been started. *MAGIC* covers a wide variety of subject areas concerning career development. The following areas are covered:
 - A message to parents and teachers
 - Tips for teachers
 - Emerging occupations
 - Evolving world of work
 - Planning in the new economy
 - Entrepreneurship
 - Skills/rules of the working world
 - Career planning steps
 - Occupation information—description, outlook & income, study programs, related occupations, hiring practices
 - Programs of study
 - Financial aid
 - Training after high school
 - Portfolios
 - Dealing with special needs and problems
 - Just laid off, re-entering the workforce, job leads
 - Job applications
 - Reading classified ads
 - Résumés
 - Cover letters
 - Websites
 - Interviewing—before, during, and after the interview
 - Paychecks and budgeting

| OUTCOME | | |
|-----------------------|--------------------------------|-----------|
| HARDCOPY DISTRIBUTION | WEB VISITS | DOWNLOADS |
| 51,435 | 5,932 | 5,217 |
| DISTRIBUTION LISTS | | |
| LWIBs | Military units | |
| One-Stop centers | Social Service centers | |
| Local VEC offices | Rehabilitative Service centers | |
| Schools | | |

| IMPACT | |
|---|--|
| PRIMARY USERS | USES |
| Educators Counselors LWIBs One-Stop centers VEC field offices Social Services Rehabilitative Services Military | <ul style="list-style-type: none"> ▪ Teaching tool used as part of the classroom curriculum. ▪ LWIB, One-Stop, and Rapid Response personnel use them in small group or individual settings. ▪ Assists clients and students in making career and training decisions. ▪ Handed out to students and clients to read and use in classroom settings and with individuals and small groups as a learning tool. ▪ We have received numerous requests for permission to copy the information for use in other publications, on websites, and in the classroom. ▪ The information in the publication has allowed teachers, counselors, parents, WIBs, and other users to assist students and clients in making informed career development decisions. ▪ The information assists dislocated workers and other job seekers on how to prepare for and apply for jobs and/or training. |

- Virginia continues to be a member of the **Local Employment Dynamics (LED)** partnership. We currently include LED data in several of our publications and it is also available on our Website. In addition, we are involved with the Census Bureau in the development of new geo-coding projects. Staff has also produced a report entitled, *The Employment Dynamics of Virginia's Fabricated Metals Industry* using LED information. The report has been placed in VELMA's research papers section.

| OUTCOME* | | |
|---|--|-----------|
| HARDCOPY DISTRIBUTION | WEB VISITS | DOWNLOADS |
| 0 | 8,493 | 495 |
| DISTRIBUTION LISTS | | |
| LWIBs One-Stop centers Local VEC offices Schools | Military units Social Service centers Rehabilitative Service centers | |

| IMPACT | |
|--|--|
| PRIMARY USERS | USES |
| Planners Economic developers Employers LWIBs One-Stop centers Government agencies | <ul style="list-style-type: none"> ▪ A quick reference tool to assist users in finding maps, commuting patterns ▪ Businesses, planners, Economic developers, WIBs, and Government agencies use this reference data extensively |

- **WIA Demand Plans** include the following:
 - Executive Summary
 - Demographic Profile: population by age and race/ethnicity, population change, population projections by age, English language skills, commuting patterns
 - Economic Profile: unemployment, employment by establishment size, employers by size of establishment, employment by industry, new hires, turnover, average weekly wage, age of workers, total employment by industry, employment by occupation, declining occupations, characteristics of the unemployed
 - Education Profile: education level, occupation-driven training, work skills projection, graduate data, training providers

| OUTCOME | | |
|-----------------------|--------------------------------|-----------|
| HARDCOPY DISTRIBUTION | WEB VISITS | DOWNLOADS |
| 0 | 426 | 72 |
| DISTRIBUTION LISTS | | |
| LWIBs | Military units | |
| One-Stop centers | Social Service centers | |
| Local VEC offices | Rehabilitative Service centers | |

| IMPACT | |
|---|--|
| PRIMARY USERS | USES |
| LWIBs One-Stop centers VEC field offices Social Services Rehabilitative Services Military Employers | <ul style="list-style-type: none"> • Meet mandatory reporting requirements for WIBs • Helpful to WIBs when working with employers and other partners • Planning tool for WIBs, employers, economic developers, and other WIB partners |

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

LMDA staff attended Virginia Workforce Council meetings and served on VWC committees and sub-committees. Meetings attended by staff included:

- WIA Incumbent & Aging Worker Committee
- Youth Council for WIB X
- State Data Centers Council
- Labor Market Information Training Institute Executive Board
- LMI Training Institute 2004 Forum
- Planning District Commission meetings
- Richmond Association of Business Economists
- VEC Internet Technology Steering Committee
- ITT Technical Institute Advisory Board
- National Association of Business Economists
- Local Excellence Committee for the Virginia Workforce Council
- Virginia Association of Economists
- Commonwealth's Accelerated Placement Program
- Greater Richmond Technology Council

Department of Business Assistance quarterly meetings
National Association of Women in Construction
New Visions/New Ventures
Richmond City Department of Social Services Project Community
Executive Committee on Self-Employment

Virginia's 2006 Economic Analysis Report was completed on July 9. We were unable to complete the report on time because certain pieces of information were not available for analysis within the allotted timeframe. The report gives a very clear picture of the economic health of the Commonwealth. The labor force and industry sectors are analyzed by geographical area. With the uncertainty of near-future Workforce Investment Area designations in Virginia, the Metropolitan Statistical Areas (MSA) data were used to provide a local perspective.

5. Electronic state workforce information systems—maintenance and enhancements

Virginia's Electronic Labor Market Access (VELMA): The VEC continuously strives to provide more labor market information to its customers. In PY 2006 we were using version (7.0) of our VELMA system (Virginia's Electronic Labor Market Access), which is publicly available online at <http://velma.virtuallmi.com>. A new version will be launched in late fall of 2007. Updates that occurred during the past program year include:

- *Putting the Community Profiles on the site.* The profiles are set up so that whenever new data becomes available the profiles are automatically updated. We have profiles for Virginia, the MSAs, WIAs, and all 134 individual counties and cities.
- *Upgraded QCEW tables.* All of the QCEW tables were updated with ownership codes down to the six digit NAICS level.
- *Top Fifty Employers.* Produced top fifty employers listings going back to the first quarter of 1990.
- *Population Projections.* Updated the population projections to the new versions of the 2010, 2020, and 2030 data.

The LMI website had over 780,000 visits during the past program year. The number of visitors increased by 17%+ from the previous year. We have had more than 126,900 visits on our VELMA website from July 2006 to June 2007.

Virginia's Automated Labor Exchange (ALEX) and VELMA: The VEC currently utilizes two web-based labor exchange systems. Our ALEX system offers jobseekers several options for a self-directed job search in specific Virginia cities and counties; a national job search by state, military specialty, government jobs, and employment information. Our VELMA system also gives jobseekers the ability to search multiple job banks, such as Yahoo!, Hot Jobs, and CareerBuilder. On July 1st, 2007, Geographic Solutions dropped the AJB component as directed by ETA. In November, we will be migrating VELMA to the new Virtual OneStop system provided by Geographic Solutions. The system will spider every major job board in Virginia, and provide job seekers and employers with a wealth of workforce information. It will also give employers the ability to post jobs directly to the new system. This change will allow us to consolidate our labor exchange systems into one integrated application. Both our ALEX and VELMA systems are available on the VEC website, in all of the VEC field offices, and in the One-Stop centers.

During the last six months of PY2006, the ALEX website averaged over 315,000 hits per month, and it currently has over 17,000 jobs listed. Our VELMA system has over 58,000 job listings, and it averaged about 23,000 hits per month.

6. State workforce information training activities

The VEC has continued to inform groups and individuals of the types and uses of labor market and demographic information available from the VEC and especially the LMDA staff. The end results are better service to end users and clients, greater efficiency of work, and stronger economic health of all sectors of the Virginia economy.

- Virginia is the administrative agency for the **LMI Training Institute**. The Institute Administrative Director and one staff person take part in all of the Executive Board meetings. Staff arrange for all of the Institute workshops, including material development, promotion, registration, logistics needs, contracts, and instructors. The Director is also an instructor and conducted a Basic LMI Analyst and several VELMA training sessions. Attending training sessions and LMI-related conferences provides important opportunities to interact with other LMI professionals from around the nation.
- In addition to the classes and materials, staff is also responsible for planning and putting on the annual LMI Forum for the Institute. These conferences are held in various parts of the United States. The PY2006 Forum was in Columbus, OH. Three members of the staff and the Administrative Director for the Institute were responsible for the entire production of the Forum.
- LMDA staff put on and participated in more than 67 workshops related to labor market information, VEC products and services, Census demographics, and specialized topics (e.g., VELMA, LED, Six Steps to Career Decision Making). Training was done at several of the WIBs and One-Stop centers—e.g., WIA X staff, Northern Neck One-Stop, CAPER, local Employer Advisory Committees, and local VEC offices and WIA partners.

| Organization | No. Sessions | No. Attendees |
|--|--------------|---------------|
| VELMA overview and hands-on training | 10 | 275 |
| Labor market information availability training-WIBs | 15 | 550 |
| Labor market information availability training-schools, etc. | 35 | 850 |
| Youth Council WIB X-Youth Characteristics/Statistics | 1 | 20 |
| Career development | 57 | 485 |
| Job fairs | 32 | 5,000+ |
| FORUM presentations | 3 | 63 |
| PDC meetings | 3 | 80 |