

PY2004  
COST-REIMBURSABLE GRANT  
ONE-STOP LMI FUNDS  
PERFORMANCE REPORT

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# Virginia

*One-Stop Labor Market Information Funds  
(LMI Cost-Reimbursable Grant for Program Year 2004)*

## **PROGRESS REPORT**

Program Year 2004 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 Labor Market Information System (ALMIS) 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 2012, using Calendar Year 2002 as the base year. The Projections Consortium developed the methodology, software, tools, and guidelines used to produce the projections. The projections have been submitted for placement on the ALMIS state website and are available for public dissemination.
- **Short-Term Projections:** Virginia has completed state-level, short-term industry projections, using third quarter 2004 as the base quarter/year and forecasting to the same quarter in 2006. Work has begun on the state-level occupational projections and the sub-state industry projections. As 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. Also, the VEC is working with Utah to test the latest short-term projections software.

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 ALMIS/Virginia's Electronic Labor Market Access (VELMA) system activities:

Last November, we upgraded our VELMA system to the new 6.0 version of Geographic Solution's Virtual LMI application. The new version features an integrated job search tool that gives job seekers access to several job banks, including: America's Job Bank (AJB), HotJobs, and CareerBuilder. Users also have the ability to generate custom area, occupational, and industry profile reports. We are currently beta testing VELMA 7.0, and we anticipate migrating over to the new version by early September 2005.

We will continue to update “core tables” with 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 ALMIS 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 2005 OES/SOC-based wage data for all available levels
- c. Quarterly and annual updates of Quarterly Census of Employment and Wage (QCEW) data
- d. Updates of the latest Bureau of Economic Analysis income data
- e. Semi-annual updates to the *infoUSA* employer database

**STATE WORKFORCE INVESTMENT BOARD/STATE AGENCY DELIVERABLES**

**3. Occupational and career information products for public use:**

- **Industry and Occupational Employment Projections 2002-2012:** these publications summarize Virginia’s industry and occupational outlook statewide and for each of the Workforce Investment Areas (WIAs). Data is available on the average annual number of job openings by occupation due to growth and separation. We have three-hole punched this publication so it can be put into a binder because the pages are often photocopied. This method of publication is very popular with users. Each publication is also available on the VEC/Labor Market Information website. The publication highlights high-growth industries and occupations by geographical area. All of the information contained in the publications is also included in the VELMA system.

OUTCOME		
HARDCOPY DISTRIBUTION	WEB VISITS	DOWNLOADS
280 Statewide	7,577	842
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"> <li>▪ Assist clients/students making career, education, and training choices.</li> <li>▪ Determining curriculum changes and needs.</li> <li>▪ Determining skills gaps, needs, and changes in employment availability and present and future demands.</li> </ul>

- The 2004 version of the *Occupational Employment Survey for 2002 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		
HARDCOPY DISTRIBUTION	WEB VISITS	DOWNLOADS
27	4,929	1,456
DISTRIBUTION LISTS		
LWIBs	Social Service offices	
One-Stop centers	Economic development offices	
Local VEC offices	Government agencies	
Employers	Private counseling/human resource groups	
Schools		

We have three-hole punched the hardcopy of this publication so it can be put into a three-ring binder because the pages are often photocopied. This method of publication is very popular with users.

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

- 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.

OUTCOME		
HARDCOPY DISTRIBUTION	WEB VISITS	DOWNLOADS
1,016	5,210	3,827
DISTRIBUTION LISTS		
Upon request		

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

- **Virginia Occupation and Industry Skills Study:** a study is now underway that will use the O\*Net program to indicate the skills necessary to perform various occupations within Virginia industries. More than 1,000 occupations will be listed with skills profiles. The staffing patterns for the industries indicate the types of skills required within industries. The information obtained from this ongoing study can then be used to determine the types of training/education needed to provide a qualified workforce for the various industries and applied to industries within given geographic areas.

Once the information development has been completed, the information can be produced in hard copy and electronic format. The *Profiles* will be incorporated into several databases and made available to WIBs, One-Stop centers, local VEC field offices, planners, Economic developers, and other interested user groups.

OUTCOME		
HARDCOPY DISTRIBUTION	WEB VISITS	DOWNLOADS
0	N/A	N/A
DISTRIBUTION LISTS		
Has been incorporated into VELMA		

IMPACT	
PRIMARY USERS	USES
Planners Economic developers Employers LWIBs One-Stop centers Educators Counselors Government agencies	<ul style="list-style-type: none"> <li>▪ Making decisions on education and training needs.</li> <li>▪ Determining skills gaps.</li> <li>▪ Making economic development decisions.</li> <li>▪ Administrative/fiscal decisions by LWIBs and Government agencies.</li> <li>▪ Students/jobseekers in making career development and job search decisions.</li> </ul>

- 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—593 Entrepreneurship—273 Make Your Interview a Success—560	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"> <li>▪ Displayed to attract the attention of students and jobseekers.</li> <li>▪ Gives messages to clients and students about career decision making and/or job seeking.</li> </ul>

- **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.

OUTCOME		
HARDCOPY DISTRIBUTION	WEB VISITS	DOWNLOADS
52,037	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"> <li>▪ Sends a message on why education is important.</li> <li>▪ Gives users contact information for organizations that can assist students and clients with job seeking and career development.</li> </ul>

- The **Pocket Résumé** is a multi-fold card that fits in a wallet or pocket to be used when going on job searches and interviews. One side of the résumé has tips for going on interviews, and the other side has places to put personal information. The information on the bookmark is updated annually.

OUTCOME		
HARDCOPY DISTRIBUTION	WEB VISITS	DOWNLOADS
61,469	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"> <li>Allows job seekers to write down personal information they will need when job seeking.</li> <li>Gives job seekers pointer on best practices to use when going on job searches or interviews.</li> <li>Teachers and counselors use the résumé as a classroom/client tool.</li> </ul>

- 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
39,158	3,157	2,861
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"> <li>Teaching tool used as part of the classroom curriculum.</li> <li>LWIB, One-Stop, and Rapid Response personnel use them in small group or individual settings.</li> <li>Assists clients and students in making career and training decisions.</li> </ul>

- 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	8,497	6,285
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"> <li>▪ WIB Demand and Administrative plans.</li> <li>▪ Contacts for job developers.</li> <li>▪ Contacts for jobseekers.</li> <li>▪ Economic development planning.</li> </ul>

- 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 faxed or mailed 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+	10,322	8,381
DISTRIBUTION LISTS		
Media organizations	Government agencies	
LWIBs	Employers	
VEC field offices	Educational organizations	
Individuals		

The LMDA staff continually develop media releases made available to the public through 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 30,000 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"> <li>▪ Availability of information gives WIBs and other customers the latest data and assessments of major economic indicators available.</li> <li>▪ Allows decisions, actions and analysis to be made on a prompt and accurate basis.</li> <li>▪ 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.</li> <li>▪ The promptness and accuracy of receiving current information allows users to be able to function in a more efficient and productive manner.</li> </ul>

- The ***Occupation Guide*** pages are on the Virginia Workforce website. The guide contains employment projections and most recent wage data by occupation for the state, MSAs, and the WIAs. Each occupation listing also contains a job description, applicable codes (Classification of Instructional Programs, SOC, and Guide for Occupational Exploration), related occupation titles, industries that hire, and a listing of knowledge, skills, abilities, and traits required for the occupations.

OUTCOME		
HARDCOPY DISTRIBUTION	WEB VISITS	DOWNLOADS
0	N/A	N/A
DISTRIBUTION LISTS		
Has been incorporated into VELMA		

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

- **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.

OUTCOME		
HARDCOPY DISTRIBUTION	WEB VISITS	DOWNLOADS
57	120	5
DISTRIBUTION LISTS		
LWIBs	Social Service offices	
One-Stop centers	Economic development offices	
Local VEC offices	Government agencies	
Employers	Private counseling/human resource groups	
Schools		

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

- 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, meeting, classroom tools, help tips, and a product order form.

OUTCOME		
HARDCOPY DISTRIBUTION	WEB VISITS	DOWNLOADS
220,407	3,721	3,981
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"> <li>▪ Teaching tool used as part of the classroom curriculum.</li> <li>▪ LWIB, One-Stop, and Rapid Response personnel use them in small group or individual settings.</li> <li>▪ Assists clients and students in making career and training decisions.</li> </ul>

- The *Mid-Atlantic Guide to Information on Careers (MAGIC)* publication 2002, 4<sup>th</sup> edition is available in printed and electronic version. *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
78,243	5,487	4,634
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"> <li>▪ Teaching tool used as part of the classroom curriculum.</li> <li>▪ LWIB, One-Stop, and Rapid Response personnel use them in small group or individual settings.</li> <li>▪ Assists clients and students in making career and training decisions.</li> <li>▪ Handed out to students and clients to read and use in classroom settings and with individuals and small groups as a learning tool.</li> <li>▪ We have received numerous requests for permission to copy the information for use in other publications, on websites, and in the classroom.</li> <li>▪ 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.</li> <li>▪ The information assists dislocated workers and other job seekers on how to prepare for and apply for jobs and/or training.</li> </ul>

- Virginia continues to be a member of the **Local Employment Dynamics (LED)** partnership. During 2004, two staff members were sent to the LED training in Washington, D.C. 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.

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

\*The Employment and Training Administration dropped the program.

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

- **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
25	135	42
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"> <li>▪ Meet mandatory reporting requirements for WIBs</li> <li>▪ Helpful to WIBs when working with employers and other partners</li> <li>▪ Planning tool for WIBs, employers, economic developers, and other WIB partners</li> </ul>

#### 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

## 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 November 2004 we launched a new version (6.0) of our VELMA system (Virginia’s Electronic Labor Market Access), which is publicly available online at <http://velma.virtuallmi.com>. The new version allows us to provide more data to our customers, using a brand new user-friendly interface. Since VELMA has become our main data delivery system for disseminating labor market and workforce information, we were able to retire one of our aging command-line legacy systems in June 2005. This major accomplishment has allowed us to provide a more consistent interface for our customers. In addition to populating the core ALMIS tables, we also began publishing Local Sales Option Tax data for Virginia and the sub-state areas. We are also currently working to add more economic indicators to VELMA, such as building permit and land value data.

The LMI website had over 566,000 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 2004 to June 2005. The figures would have been higher, but we had some downtime on the sites for upgrading the historic Covered Employment and Wage and Current Employment Statistics data to the NAICS system.

**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. The new VELMA system also gives jobseekers the ability to search multiple job banks, such as America’s Job Bank (AJB), Yahoo! Hot Jobs, and CareerBuilder. Combining the job search component with our labor market information makes it a very powerful resource. We are currently looking to expand VELMA even further by adding additional modules that would allow employers to post jobs to the system. This would 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 PY2005, the ALEX website averaged over 275,000 hits per month, and it currently has over 18,000 jobs listed. Our VELMA system has over 26,000 job listings, and it averaged about 14,000 hits per month. ALEX currently has a much higher hit count, but this will change once we have consolidated our labor exchange systems.

## 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 LMMA 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 has now become the administrative agency for the **LMI Training Institute**. The Institute Administrative Director and one staff person take part in all of the Executive Board meeting. Staff arrange for all of the Institute workshops, including material development, promotion, registration, logistics needs, contracts, and instructors. The Director is also an instructor. We sent staff to the Employee Benefits Survey Training in April. Our Geographic Information System (GIS) staff person helped to upgrade the Beginners and Advanced GIS workshop format and materials now being used by the Labor Market Training Institute. Attending training sessions and LMI-related conferences provides important opportunities to interact with other LMI professionals from around the nation.
- One staff member presented workshops at the 2004 Forum in Portland, OR. The LMI Forum is an especially valuable experience for this type of networking and cross training.
- LMDA staff put on and participated in more than 75 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	8	125
Labor market information availability training-schools, etc.	22	480
Youth Council WIB X-Youth Characteristics/Statistics	3	35
Career development	15	250
Job fairs	16	2,500
FORUM presentations	1	35
PDC meetings	3	80