

Annual Report on the Workforce Investment Act

to

The United States Department of Labor

Program Year 2007

July 1, 2007 – June 30, 2008

Submitted October 1, 2008

Message from the Governor

I am pleased that WORKFORCE West Virginia's new initiative focuses on business and industry. Through this initiative, WORKFORCE West Virginia has continued to provide quality employment and training opportunities to the people of West Virginia during Program Year 2006.

Further growth of West Virginia's economy is contingent upon workforce development. It is vital that education and economic development partner with workforce development to ensure that business and industry, as well as the job seeker population, are effectively served.

With our combined efforts, I am encouraged that our state's workforce will provide the highest quality services available to all West Virginians. As a result, our state's economy will become stronger.

I again commend WORKFORCE West Virginia, its partners and all who use their services for their role in improving the WORKFORCE West Virginia system.

With Warmest Regards,

A handwritten signature in black ink, appearing to read "Joe Manchin III". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Joe Manchin III
Governor

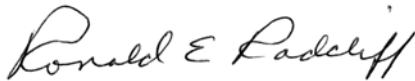
A Word from the Executive Director

WORKFORCE West Virginia has made considerable strides in its efforts to broaden the coordination of the workforce development system. Partnerships which are geared toward creating cohesiveness with education and economic development are proving to be successful efforts.

These efforts will serve as a springboard for business and industry as well as for job seekers who desire training and employment. With the collaboration of education and workforce development, an initiative to provide nationally recognized credentials to job seekers statewide is growing in popularity and effectiveness. Governor Joe Manchin will announce this program statewide in October 2008.

I would be remiss if I did not mention the dedicated individuals who work within the WORKFORCE West Virginia system. The system includes staff who continue to assist their fellow West Virginians in their employment efforts and work with businesses to expand the State's economy. The successes outlined in this report are not possible without the continued efforts of the WORKFORCE West Virginia system and its employees.

Yours truly,

A handwritten signature in cursive script that reads "Ronald E Radcliff".

Ronald E. Radcliff
Executive Director
WORKFORCE West Virginia

WORKFORCE West Virginia—Promoting Standardization and Integration of Services

During the Program Year 2007, WORKFORCE West Virginia continued its efforts to institute a statewide WorkKeys credentialing system. With WorkKeys pilot programs completed in two regions of the State, procedures for a statewide program were drafted. The statewide program will be launched in October 2008.

Under this initiative, job seekers in West Virginia can take WorkKeys assessments that evaluate important on-the-job skills, such as math, reading and locating information. Governor Joe Manchin will issue Career Readiness Certificates to job seekers who demonstrate their job readiness levels in those areas. A Gold certificate denotes the highest scores, followed by Silver and Bronze certificates. Job seekers who want to improve their scores can get help before re-taking the test.

The statewide WorkKeys program is an important step in showing employers (and job seekers) that West Virginia has a workforce with the skills to get the job done. It also represents a partnership with WORKFORCE West Virginia and our Community and Technical Colleges, with West Virginia University (WVU) at Parkersburg taking the lead.

These collaborative efforts, which were coordinated with our seven workforce regions and ACT, include business and industry as prominent users of WorkKeys as a recruitment tool. As an incentive for employers to utilize WorkKeys in the next year, WORKFORCE West Virginia will pay for certain assessments that employers require for a job opening.

All WorkKeys completers (certificate holders) will be included in the WORKFORCE West Virginia database, giving employers access to a pool of qualified job seekers.

WorkKeys is a win-win tool for both employers and job seekers. The assessments help satisfy industry's demand for certain types of employees or skills, making sure that the job seeker is a good match for their company. That helps reduce employee turnover and increase worker retention. Additionally, WorkKeys provides job seekers with an objective way to demonstrate their skill levels to prospective employers.

A Career Readiness Certificate program like WorkKeys enables educators, economic developers and businesses to work together toward our common goal of a well-trained workforce. It helps explain to job seekers the skills they will need for jobs, and it helps educators prepare job seekers and students for success in the workplace.

The WORKFORCE West Virginia System

“Workforce development” is a generic term which reflects the purpose and intent of the Workforce Investment Act of 1998 (WIA). As defined by the Act, “the purpose of Title 1 is to provide workforce investment activities that increase the employment, retention and earnings of participants, and increase occupational skill attainment by participants, which will improve the quality of the workforce, reduce welfare dependency, and enhance the productivity and competitiveness of the Nation’s economy.”

The delivery of workforce services involves both state-level and local efforts across West Virginia. The federal Workforce Investment Act (WIA) of 1998, the key legislation driving the delivery of workforce services, emphasizes a locally driven workforce development system that meshes federal, state, and local resources to respond with a comprehensive and customer-focused system. The centerpiece for the delivery of these services is the statewide network of “One-Stop” service locations, known as WORKFORCE West Virginia Career Centers. An integrated service delivery system is the core ingredient to the WIA law.

This emphasis on local control is reflected in the state’s reliance on seven (7) local workforce investment regions. These regions, each overseen by a local board appointed by local elected officials, provide locally driven services to individuals and businesses within the framework established by the federal Workforce Investment Act and the State of West Virginia. As implied by their name, WORKFORCE West Virginia Career Centers, these centers are intended to offer job seekers and employers ready access to the many workforce development resources available in a local region. A brief description of the seven (7) local regions, as well as the WORKFORCE West Virginia Career Centers, follows.

Local Workforce Investment Regions

Region One consists of two (2) comprehensive centers, three (3) satellite centers and four (4) affiliate sites. The Region One Workforce Investment Board administers eleven southeastern counties. Primarily rural and mountainous, the region nevertheless has a variety of employment sectors. While traditional employment sectors such as mining continue to be vital to the regional economy, it is also expected that areas of growth in the near future will be in industries relating to services, construction and retail trade.

Region Two consists of one (1) comprehensive center, one (1) satellite center and seven (7) affiliate sites. The Southwestern West Virginia Workforce Investment Board oversees service delivery in this seven (7) counties region. The region is a mix of rural counties, small towns, and more urban settings. Currently, opportunities for growth exist in areas such as mining and other energy related fields, as well as industries ranging from healthcare to construction.

Region Three consists of one (1) comprehensive center and four (4) affiliate sites. The Workforce Investment Board of Kanawha County is responsible for the state’s only single county workforce investment region. As the home of the capital city of Charleston, Kanawha County combines government service with private sector employment (including chemical production and service industries) to form the basis of its economy.

Region Four consists of one (1) comprehensive center, three (3) satellite centers and four (4) affiliate sites. Stretching from the western border to the interior of the state, the nine (9) counties comprising the Workforce Investment Board Mid-Ohio Valley are a mix of rural and more metropolitan areas. Future growth is expected in economic sectors such as healthcare, tourism, and services.

Region Five consists of two (2) comprehensive centers and one (1) satellite center. . Six (6) counties comprise the area overseen by the Northern Panhandle Workforce Investment Board. While traditional industries such as steel production have been experiencing difficult times in this region, growth is expected to occur in services, trade, and tourism.

Region Six consists of four (4) comprehensive centers and nine (9) affiliate sites. The Region Six Workforce Investment Board governs a large area of thirteen counties that features a mix of cities and rural, mountainous terrain. Future growth is expected in sectors such as technology, research, and service-related industries.

Region Seven consists of two (2) comprehensive centers. Eight (8) counties comprise the area served by the Region Seven Workforce Investment Board. While the more populous eastern counties border the metropolitan areas of Washington, DC, the western portions of the region are more rural in nature. This region has economic growth opportunities in sectors as diverse as government employment and food production and processing.

The WORKFORCE West Virginia Career Centers

Based on the vision set forth by the Workforce Investment Act, West Virginia has established a network of “One-Stop” service centers to provide access to the array of services necessary in the field of workforce investment. Branded the WORKFORCE West Virginia Career Centers, these locations provide access to services by means of a combination of partners physically located within the center and services accessible via electronic linkages.

Great strides have been made through use of One-Stop centers to cooperatively serve economic development and to provide direct services to new and expanding business in recruiting and screening required workers. The Governor of the State of West Virginia is scheduled to kick off our statewide WorkKeys initiative on October 28, 2008, by holding a press conference at the site of one of our key employers that believe in the utilization of WorkKeys. This initiative will focus on skill assessments for the employers by linking businesses with job seekers. The One-Stop Centers, which will be the delivery points for this initiative, will educate partners and employers of the importance of WorkKeys by providing employers with evidence of the key generic employability skills that are crucial to effective performance in most jobs.

WORKFORCE West Virginia continues to lead the charge of the workforce development system in West Virginia by focusing on workforce challenges that require a more active and engaged role of all partners. The shift in a global economy, progress of technology and an aging workforce has had a tremendous impact on workforce partnering. WORKFORCE West Virginia is addressing these labor market issues by partnering with Higher Education to share educational information to assist the system in matching students and graduates with employers seeking qualified workers. This initiative will allow WORKFORCE West Virginia to promote internship and apprenticeship training programs to employers that focus on students’ majors and minors while in college. It will

also aid us in retaining our students. WORKFORCE West Virginia is partnering with an employer to launch the PROMISE Scholars website, linking students with businesses and the Workforce Development system. The new integrated system will position WORKFORCE West Virginia as the key player in promoting partnerships between employers, educational institutions, economic development and One-Stop Career Centers to develop customized training with a consortium of employers. Training will offer advanced skill training to customers focusing on the employer's need to stay competitive in the workforce.

WORKFORCE West Virginia added one (1) additional activity to our four (4) activities that will contribute to linking the supply side (partners) of the Workforce Development system to the demand side (employers). The additional activity is One-Stop Operations. This activity is designed to model all one-stops to a consistent delivery of services to our customers, by linking the supply and demand side statewide. Those activities are mentoring, work readiness, occupational skills training, one-stop operations and job placement. Through a coordinated effort, partners that are responsible for the delivery of those activities will develop a seamless system within the one-stop system that will meet the needs of our customers.

WORKFORCE West Virginia is partnering with one of the Workforce Investment Boards to pilot a Virtual Job Fair. This initiative is key to connecting job seekers with employers. This will allow WORKFORCE West Virginia to reach new geographically dispersed audiences. The Virtual Job Fair has the ability to focus audience attention on particular jobs, especially by eliminating many of the distractions and inconveniences typically experienced at physical locations. Technology will be a key component to reaching job seekers for employment in the 21st century workforce.

West Virginia continues to place emphasis on continuous improvement of the WORKFORCE West Virginia Career Centers across the state. As part of this effort and declining federal funds, WORKFORCE West Virginia consolidated four (4) full service offices to itinerate sites this past year. By utilizing technology and streamlining service delivery by taking our services to our customers, not customers to our services. The West Virginia Workforce Investment Council produces a comprehensive "Workforce Development System Report" annually. This report includes workforce development funding from all State agencies and information ranging from center locations to the financial contributions of partner agencies within the system. Reports are available at www.workforcewv.org.

WORKFORCE West Virginia – The State Level

Numerous state-level individuals and organizations are a part of the delivery of workforce services across West Virginia. The Governor, with the advice and assistance of the West Virginia Workforce Investment Council, works with the Legislature and various administrative agencies to shape a comprehensive workforce development system. These entities work to continue the growth and improvement of workforce development services in West Virginia.

WORKFORCE West Virginia continues to serve as the lead state agency, focusing on integration of services and one common reporting system. WORKFORCE West Virginia is activating the Inter-agency Collaborative Team (ICT) task force to move toward a comprehensive integrated delivery system that will focus on all partner services. The Department of Commerce serves to unite a number of functions vital to workforce investment activities within the state, including administration of the Workforce Investment Act, Wagner-Peyser Act programs, Veterans employment initiatives, Trade Adjustment Assistance programs, and the state's Unemployment Compensation program.

Milestones and Achievements of the Program Year

While this WIA annual report is provided under the requirements of the Workforce Investment Act, many of the highlights and achievements are due not only to the programs operated under this legislation but to the efforts put forth by the entire WORKFORCE West Virginia system. The continued growth and success of a comprehensive workforce delivery system such as WORKFORCE West Virginia requires the work of dedicated individuals from the state level to the front-line staff found at the WORKFORCE West Virginia Career Centers across the state.

Enhanced Service to Business

The WORKFORCE West Virginia system continues to refine its delivery of business services by focusing on the employer. In West Virginia, the One-Stop Business Service Representative plays a vital role in creating an integrated approach to serving employers. Whether it is labor exchange, training, or economic development, the Business Service Representative would become the point of contact to locate and provide the required assistance to the employer.

Local Workforce Investment Boards continue to improve on services to businesses by meeting at the local level to discuss integration of WORKFORCE West Virginia services statewide. Some of the required members on that team are the Local Workforce Investment Board, the One-Stop operator, the local Community and Technical college(s), a WORKFORCE West Virginia representative, and a representative of the Division of Rehabilitation Services. Each team develops a formal process for collaboration in visits to business, referrals, tracking, follow-up, and measurable outcomes by utilizing the Mid Atlantic Career Consortium (MACC). The team works together to leverage all possible resources to assist business needs in their respective Regions.

A regional asset map was completed for each of the local regions and will capture the basic information on resources available to assist businesses. Continuous cross-training provides knowledge of the array of services available from each of the partners in the Workforce system. The WORKFORCE West Virginia Management Information System (MIS) is the system used by all Business Service Representatives for scheduling, referrals, service delivery, and communication to eliminate the duplication of efforts seen in the past.

The WORKFORCE West Virginia Business Service Representative has many roles. Some activities include taking job orders; visiting employers; monitoring state set aside vendors; monitoring local Workforce Investment Boards for compliance; marketing WorkKeys to potential employers; processing applications for training grants; or making referrals to partners that can assist with Americans With Disabilities (ADA) compliance issues. Their only focus is to serve the employer as quickly, efficiently, and effectively as possible.

The Interagency Collaborative Team (ICT)

The Interagency Collaborative Team (ICT), codified by the West Virginia Legislature, is comprised of representatives from numerous state-level entities that provide services as part of the WORKFORCE West Virginia system. The ICT is chaired by the Executive Director of WORKFORCE West Virginia and includes representatives from organizations such as the following: Bureau of Senior Services, Council for Community and Technical College Education, Department of Education and the Arts, Department of Health and Human Resources, and Department of Military Affairs and Public Safety.

Monthly meetings of the ICT allow leaders from various agencies and programs to discuss issues that impact all aspects of the workforce development system. During the previous program year, this group was able to achieve a number of important goals.

Highlights include:

- Developing a common Memorandum of Understanding regarding consistent delivery of workforce services statewide.
- Developing a fiscal addendum to the MOU that identifies One-Stop contributions as they relates to Workforce Development Training funds received from numerous agencies.
- Finalizing WorkKeys by identifying ten (10) satellite sites statewide to focus on linking job seekers and employers through the One-stop Career Centers.

The West Virginia Council for Community and Economic Development, the private-sector group that oversees the work of the West Virginia Development Office, leads the efforts set forth in the plan.

With contributions from a cross-section of West Virginians, the council focuses its work – legislatively and financially – on the following four (4) issue areas:

- Intellectual Infrastructure in the 21st Century. Focuses on worker training, education and R&D.
- New Economy: New Challenges and New Solutions. Focuses on diversifying the economy, capital formation and entrepreneurship.
- Results-Based Government: Planning for the Future. Focuses on government reform, infrastructure and health.
- Building Bridges and Empowering Citizens. Focuses on regional cooperation and image improvement.

- Leadership within the four (4) issue areas develops policy and makes recommendations for achieving stated goals. Benchmarks and performance measures keep the groups on task.

For more information on “West Virginia: A Vision Shared,” visit www.visionshared.com

Improved Access to Services

WORKFORCE West Virginia has received a one-year extension (through June 2009) in funding for the Disability Program, Navigator. This program is designed to assist individuals with disabilities access employment through workforce system services.

Twelve “Disability Program Navigators” will be housed in One-Stops throughout the state. DPNs will:

- Guide One-Stop staff in helping people with disabilities access and navigate the complex provisions of various programs that impact their ability to gain/retain employment.
- Develop linkages and collaborate on an ongoing basis with employers to facilitate employment for persons with disabilities.
- Develop partnerships to achieve integrated services, systemic change, and expand the capacity to serve customers with disabilities.
- Facilitate the transition of in- or out-of-school youth with disabilities to obtain employment and economic self-sufficiency.
- Conduct outreach to agencies/organizations that serve people with disabilities.
- Serve as resources on SSA’s: work incentives/employment support programs through its Work Incentives, Planning, and Assistance (WIPA) program; Protection and Advocacy systems (P&As); and employment-related demonstration projects.
- Serve as resources on programs that impact the ability of persons with disabilities to enter and remain in the workforce.

Important Youth Program Aspects

All seven (7) WIB regions in West Virginia have made the shift to greater emphasis on older youth from at least 50/50 funding allocation to 70% older youth and 30% younger youth.

However, with the recently awarded waiver to replace the 17 current performance measures with the common measures, there is no distinction in older/younger youth (TEGL 17- 05 as it applies to youth.)

West Virginia has identified the following elements as important aspects of the youth program design:

- Development of local youth resource directories, and determination of appropriate local distribution methodologies, as well as participation in any state resource director compilation and distribution.
- Development of avenues for local youth planning from all youth agencies.
- Encouragement and facilitation of reciprocal board representation between youth council and other existing boards and committees serving youth.
- Encouragement and facilitation of staff communication cross training and exchanges between local youth-serving organizations.
- Coordination of support services across youth agencies.
- The streamlining of existing local referral mechanisms between youth programs where they exist, taking the lead in developing referral mechanisms where they do not exist.
- Encouragement, when possible, co-location of local youth programs.

Additionally, West Virginia has identified the following elements as integral aspects of the youth program design:

- Preparation for postsecondary educational opportunities – Given the intention of West Virginia to target at-risk youth, the most important aspect of the provision of postsecondary educational opportunities will be basic skills remediation and tutoring. A foundation of basic skills must be laid before these postsecondary educational opportunities can be pursued. In this vein, programming that facilitates high school completion or that leads to a GED will be equally important. These types of programs must also include career assessment and counseling elements, as well as linkages with existing programs under STW and local high schools, registered apprenticeship programs, alternative schools, proprietary training institutions and community colleges.
- Strong linkages between academic and occupational learning – Maintaining strong linkages between academic and occupational learning is fundamental to West Virginia’s youth. These linkages will be maintained first and foremost through strong employer/private sector involvement at both the state and local level. This involvement will, of course, come through business and union representation on the WVIC, LWIBs and youth councils. It will also come through the implementation of mentoring, internship, and job shadowing programs, as well as program which create linkages with local business organizations (including local Chambers of Commerce), local trade groups and worker organizations such as unions. A second mechanism for establishing strong linkages between academic and occupational learning will be strong partnerships with existing programs, particularly STW, local school districts, community colleges, registered apprenticeship programs, proprietary training institutions and area career centers. Creation of work-based learning opportunities is key to the long-term career success of West Virginia’s youth. WIA youth programs must emphasize academic skills which are necessary and relevant to the work world. These should then be tied to vocational, occupational and contextual learning, which is based on strong and pertinent career information. In addition to work-based learning activities, a goal of private sector

- partnerships is to promote strong, relevant, contextual learning opportunities in the academic classroom.
- Preparation for unsubsidized employment opportunities – It is expected that West Virginia’s program which prepares youth for unsubsidized employment opportunities will have two (2) components. The first is a strong pre-employment and job search component, each of which will utilize linkages to existing resources. The job search component is expected to make strong use of the One-Stop Career Centers across the state. In addition, youth will often be in need of assessment, job readiness, work maturity and job keeping skills prior to connection with unsubsidized employment opportunities. The second component of preparation for unsubsidized employment opportunities will be work-based learning and experience. The use of activities such as job shadowing, work experience and internships will be key to providing this type of “hands-on” preparation.
 - Effective linkages with intermediaries with strong employer connections – West Virginia expects these linkages to fall into two (2) categories. Linkages with employer groups and linkages to existing programs. Under the first category, it is expected that the most important part employers on the youth councils will play will be to act as intermediaries to the local business community. This vital role only increases the importance of ensuring that the youth councils have business representation. Local youth programs must also maintain direct linkage with local business and trade associations, union-connected registered apprenticeship programs, and local economic development agencies. Secondly, WIA youth programs must build upon and make linkages to the work of existing local programs in developing strong employer connections.
 - Paid and unpaid work experiences – West Virginia youth council providers have incorporated work experiences into the youth programs in all seven (7) regions of the state.
 - Occupational skill training – While these types of training programs will generally be completed through technical centers or community colleges, West Virginia continues to strive to promote occupational skill training within secondary schools and in work-based settings. Local areas are encouraged to provide youth with training in occupations for which occupational skill standards have been developed or adopted.
 - Comprehensive guidance and counseling – West Virginia local area programs provide the bulk of this service to youth through two (2) mechanisms. The first is through counseling provided by case managers at the one-stop or program level. These case managers will generally provide a focus on career counseling, career assessment and career information. A second mechanism for comprehensive guidance and counseling includes linkages to local community programs, in particular linkages to: a) community organizations; b) community health organizations; c) the local faith community; and d) local school systems. A related objective is to promote increased career guidance and orientation of youth by secondary school educators.

Programs such as the Build It, Keep It, Share It (BIKISI) project have grown from a single county in one region to multiple counties in several regions. Region 4's Entrepreneurial Academy, which is in its infancy, should stand out as a beacon to other regions. The Social Security Administration grant to the Human Resource Development Foundation's (HRDF) Youth Works program will open the door to many West Virginia youth with disabilities as will the collaboration between WORKFORCE West Virginia and the Gateways Youth Transitions project.

WORKFORCE West Virginia is partnering with two (2) of the Workforce Investment Boards, union representatives and employers who are willing to work as part of a team with Mountaineer Challenge Academy to serve at-risk youth in a pre-apprenticeship program. The Mountaineer Challenge Academy mission is to train and mentor selected at-risk youth to become contributing members of society using the eight (8) Core Components in a quasi-military environment during a 22-week residential and one-year follow-up program.

West Virginia is prepared to move toward meeting the youth performance goals under Common Measures and is, in fact, challenging each youth provider to join with state and federal agencies to serve the needs of our most at risk youth as defined within the USDOL youth vision.

SPECIAL PROJECTS:

National Emergency Grants

WORKFORCE West Virginia applied for and received two (2) National Emergency Grants (NEGs) for two (2) Dislocated Workers Projects, both of which came to an end on June 30th, 2008. Under each of the grants, WORKFORCE West Virginia provided core, intensive and training services authorized under Section 134 of the Workforce Investment Act (WIA) to dislocated workers in their respective target populations. In addition to being in the target population, participants met the citizenship and selective service requirements of the WIA Act.

Applied Card Systems

The Applied Card Systems NEG provided employment-related services to 32 workers dislocated in Workforce Investment Board Region 2. The workers were dislocated due to the plant closure of Applied Card Systems, a telemarketing firm located in Huntington, West Virginia. The target population of this NEG consisted of 372 dislocated workers who were identified in the WARN notice issued May 9, 2006, by Applied Card Systems. WORKFORCE West Virginia served two groups of individuals in the target population; those who were unemployed and unlikely to return to a previous occupation or industry, and those who had accepted stop-gap employment for income maintenance prior to the eligibility determination for this grant. The NEG funds were used to support employment-related activities to the target population.

Military Returnee/Spouses

The second NEG was for a statewide Dislocated Workers Project, which provided employment-related services to 100 returning military personnel and their spouses, the target population of this NEG. The returning military personnel consisted of honorably discharged veterans, returning military reservists, returning guard members and their spouses or surviving spouses of military personnel who died while on active duty. The NEG also served military spouses who return to West Virginia when the military personnel deployed to a location that the spouse could not accompany them. The NEG funds were used to support employment-related activities to the target population who reside in West Virginia after returning from the military or, in the case of military reservists, guard members and spouses dislocated from a West Virginia employer.

WORKFORCE West Virginia completed the Base Realignment and Closure (BRAC) NEG in Program Year 2007.

Although the BRAC-NEG project expired on June 30, 2007, the activities that were conducted to study the effects of base closures and realignments resulted in data and strategies that could be used for future event planning. Information was collected in a database and prepared as a web-based resource in anticipation of additional financing to extend and complete the project. Future BRAC activities leading to conclusion of the assignment are reliant on available funding, however.

The West Virginia MACC System

The West Virginia version of the Mid Atlantic Career Consortium continues to evolve into the centerpiece for the state's comprehensive case management information system. In addition to case management, reporting, and other data operations, the MACC supports more than 50,000 active users while managing system transactions exceeding two million a day.

During the past year, a number of system enhancements have been completed that have improved reporting functions and advanced user capabilities. Many of the upgrades were implemented to support widespread use by state and local workforce investment offices, training providers, educational institutions, partner agencies, and program clients.

The MACC currently relies on contractual assistance to operate and maintain its fundamental case management system. Efforts in the past twelve months have been directed towards an in-house operation that will expand to incorporate extensive information resources including education, training, readiness and availability of much of the supply side of the state's labor force. This endeavor will provide businesses and government timely information that is crucial for economic development.

WORKFORCE West Virginia Collaboration and Partnering

The individuals and entities comprising the WORKFORCE West Virginia system have continued to come together in various ways to continuously improve the delivery of

services to West Virginians. In addition to the efforts highlighted elsewhere in this report, other ongoing efforts warrant mention.

Collaboration continues between the WORKFORCE West Virginia division and the seven (7) local workforce boards. In addition to ongoing monitoring and technical assistance matters, state personnel and local boards have continued to collaborate in areas such as: continued monthly meetings between local directors and WORKFORCE West Virginia staff, working to blend and leverage funds (where possible) from sources such as the federal Workforce Investment Act and state-funded programs such as the Governor's Guaranteed Workforce Program, and promoting and executing a series of local events designed to inform veterans of the opportunities available to them within the WORKFORCE West Virginia Career Centers.

The West Virginia Workforce Investment Council continued to work with state and local partners in fulfilling its role in shaping workforce development matters in the state. The Council, with staff support from WORKFORCE West Virginia personnel, continued to meet at least quarterly throughout the program year, with committees often convening to perform assigned tasks between Council meetings. The continued assistance of the Council has resulted in achievements such as the ongoing evaluation of policy matters, the creation and distribution of information such as the "State of the One-Stop System" report, and the design of the state's new five-year plan for workforce investment that has been approved by the United States Department of Labor.

The West Virginia Legislature has continued to work closely with the WORKFORCE West Virginia system during the previous program year. Through an oversight commission comprised of members from both the Senate and House of Delegates, legislators continue to receive updates and information from various partners within the WORKFORCE West Virginia system. In 2007, legislation was passed that consolidated the "State of the One-Stop System" report and the "Funding Stream Report." The consolidation allows WORKFORCE West Virginia to identify all Workforce Development Training Funds within the state and how they may or may not be distributed throughout the One-Stop delivery system.

Partnering and collaboration also take the form of continual technical assistance and training for those involved in the WORKFORCE West Virginia system. In addition to technical assistance provided on a daily basis, WORKFORCE West Virginia was also pleased to continue its tradition of hosting the annual WORKFORCE West Virginia Conference in August July 2008. The conference theme was "Transformation of Workforce Development into the 21st Century." Gateway Youth Transitions is a work group that has joined WORKFORCE West Virginia's efforts to train and educate our partners to assist workers and employers with information that connects job seekers with employers. This event continues to serve as both a capstone to the previous program year and a way to energize everyone for the year ahead. Over 450 individuals were able to attend this year's conference and take away valuable information that provided them with essential tools to assist them in their journey to the upcoming year.

Performance and Cost Relative to Effort Analysis

In October, 2005, WORKFORCE West Virginia was able to report that it had met or exceeded all 17 Workforce Investment Act performance standards for Program Year 2004. Fortunately, West Virginia reported that it met or exceeded its negotiated performance standards for Program Year 2005. As evidenced by Table O of the annual report, West Virginia is once again able to report that we met or exceeded our negotiated performance standards for Program Year 2006. Also, our local workforce boards are also making significant progress in meeting or exceeding their negotiated performance goals. However, certain issues of concern remain. West Virginia continues to see the loss of jobs in what have traditionally been higher paying sectors of its economy, including steel and chemical production. Thus, WORKFORCE West Virginia staff will continue to closely monitor issues of performance and service delivery throughout Program Year 2007.

General Analysis of Numbers Served and Cost Per Served

For Program Year 2007, the total number of WIA participants served was 6,606. The total of WIA funds expended was \$14,757,578. This yields an average cost per participant of \$2,234. Following is pertinent data by funding stream.

Adults	
Number Served	2,324
Dislocated Workers	
Number Served	2,473
Older and Younger Youth	
Number Served	1,809

Additional Analysis for Adults and Dislocated Workers

WORKFORCE West Virginia performance staff continually monitors for issues and opportunities related to improving performance within the workforce system. For participants served under WIA adult and dislocated worker programs, analysis is ongoing to determine the benefits associated with particular types of services. One analytical tool employed is a comparison of the benefits for those receiving training services versus those receiving only core and intensive services. Using the standard WIA performance measures for adults and dislocated workers as a means of analysis, a significant increase is noted in the outcomes for those receiving training services.

Measure	Received Training Services	Received Only Core and Intensive Services
Adult Entered Employment	76.80 %	73.00 %
Adult Employment Retention	87.90 %	85.90 %
Dislocated Entered Employment	86.00 %	86.80 %
Dislocated Employment Retention	94.60 %	94.30 %

The preceding table clearly indicates the increased benefits derived from training services. This may well be reflective of the fact that many West Virginians receiving workforce services often face the task of transitioning from more traditional employment in manufacturing and related industries to “new economy” opportunities in service, healthcare and other market segments that require very different skill sets. These individuals almost certainly benefit from training opportunities. Certainly, the need for training services is reflected in the high percentage of individuals participating in WIA programs who receive training.

Further examination of the training opportunities provided indicates the segments of the economy where adult and dislocated worker program participants are pursuing employment. Among the highest-ranking fields in terms of Individual Training Accounts provided are: truck driving, LPN/LVN, Medical Assistant, RN, and I.T./I.T. Technician. This certainly reflects a shift toward healthcare and other careers that are a more a part of the “new economy”.

Ongoing State Evaluation of Workforce Investment Activities

As the preceding sections show, WORKFORCE West Virginia personnel continue to maintain an ongoing process for evaluating workforce investment activities. For example, there is an ongoing use of performance data to analyze and evaluate current and projected performance. This allows state and local staff to not only evaluate the impact of services on participants (such as the above information regarding the impact of training services on outcomes), but also allows for an evaluation of progress toward meeting negotiated performance goals. WORKFORCE West Virginia technical and performance staff provide continual feedback regarding performance to local workforce personnel to allow local personnel the ability to focus on any performance issues within a particular region, from performance issues for entire population segments to performance issues for individual participants. The outcome of this effort is, ultimately, both enhanced service to participants and enhanced performance reporting for the WIA program.

Ongoing analysis also includes issues aside from performance. For example, the previously cited “State of the One-Stop System” report is used annually as a means to evaluate the current status and future needs for the WORKFORCE West Virginia Career Centers that are the focal point of service delivery. Using a combination of statistical, financial, and programmatic information compiled from across the state, this report evaluates both positive achievements of the WORKFORCE West Virginia Career Centers and opportunities for improvement within the system. This annual report delivers a unique picture of the current status of One-Stop operations and also helps set the stage for actions aimed at continuous system improvement.

Another ongoing evaluation tool is the annual “Funding Stream Report”. This report compiles data from various state agencies to provide a picture of the funding expended on public workforce investment activities across the state, including both state and federal funds, and captures the outcomes associated with these expenditures. This report provides a yearly snapshot of the array of funding available for workforce-related matters, including everything from WIA funds to funds appropriated for education in the state.

In addition, WORKFORCE West Virginia uses agreed upon procedures reviews contracted to various CPA firms to gather information on spending patterns and compliance with the Workforce Investment Act and its regulations. This method of review is used as circumstances may dictate. Also the Management Analysis division of WORKFORCE West Virginia performs annual monitoring of each of the seven (7) local workforce areas. This includes desk reviews and on-site reviews.

West Virginia will continue to use these and other appropriate methods to conduct ongoing evaluations of workforce investment activities across the state.

Conclusion

WORKFORCE West Virginia continues in the coordination, linkage and blending of multiple funding streams into a statewide Workforce Development System. The individuals and organizations within the WORKFORCE West Virginia Career Centers are coordinating with partners and stakeholders to create a workforce development system that strives to streamline services and reduce duplication of services. Also the system goal is to improve the overall quality of the workforce and enhance the productivity and competitiveness in the global economy. The work will continue toward the continuous improvement of the delivery of workforce services in our state. While changes continue to be made and improvements undertaken, we will continue to bear in mind that we are serving the people of West Virginia.

For questions regarding this report and the information contained therein, please contact:

**WORKFORCE West Virginia
Ronald E. Radcliff, Executive Director
112 California Avenue, Room 609
Charleston, WV 25305
Phone: (304) 558-7024
Fax: (304) 558-3512**