

PY2003
COST-REIMBURSABLE GRANT
ONE-STOP LMI FUNDS

PERFORMANCE REPORT
(JULY 1, 2003 - JUNE 30, 2004)

Donald P. Lillywhite, Director
Economic Information Services Division

Virginia

One-Stop Labor Market Information Funds

(LMI Cost-Reimbursable Grant for Program Year 2003)

PROGRESS REPORT

Program Year 2003 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-level industry and occupational employment projections to the year 2010, using calendar year 2000 as the base year. The Projections Consortium developed the methodology, software, tools, and guidelines used to produce the projections. The projections will be submitted for placement on the ALMIS state Web site and for public dissemination.
- **Short-Term Projections:** The VEC assembled North American Industry Classification System (NAICS)-based industry employment series to use in developing short-term industry employment projections for PY2003. The VEC is working with Utah to test the latest short-term projections software in preparation for PY2003 short-term industry employment projections.

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:

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

We will continue to update “core tables” with latest information at various levels for which the data is available. Data included:

- a. Routine monthly updates of CES, LAUS, and CPI data.
- b. Updates of 2003 OES/SOC-based wage data for all available levels.
- c. Quarterly and annual updates of ES-202 data.
- d. Updates of the latest Bureau of Economic Analysis income data.

STATE WORKFORCE INVESTMENT BOARD/STATE AGENCY DELIVERABLES

3. Occupational and career information products for public use:

- ***Industry and Occupational Employment Projections 2000-2010***: this publication summarizes Virginia’s industry and occupational outlook statewide. 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.

OUTCOME: the VEC has distributed more than 3,400 copies of *Industry and Occupational Employment Projections* for the 2000-2010 statewide data. The publication highlights high-growth industries and occupations by geographical area.

IMPACT: this publication has proven to be very popular with educators, planners, economic developers, counselors, etc. The publication is often used to assist clients/students making career, education, and training choices. Education planners use the projections data to determine curriculum changes and needs. Economic developers use the information to determine gaps, needs, and changes in employment availability and present and future demands.

- The 2003 version of the ***Occupational Employment Survey for 2002 Wage Data*** for the state, eight MSAs, and 17 WIAs is available on our Web site.

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: this information has been distributed to each of the WIBs and the local VEC field offices. A hard-copy edition of the information has been published and distributed to the WIAs, local VEC offices, and other user groups. More than 8,300 copies have been sent out to date. Visits on the Web site averaged 1,888 monthly and downloads averaged 157 each month.

IMPACT: this publication has proven to be very popular with educators, planners, economic developers, counselors, etc. The publication is often used to assist clients/students making career, education, and training choices. Education planners use the projections data to determine curriculum changes and needs.

We have three-hole punched 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.

- The ***Community Profiles*** have been updated for all Virginia localities (the state, eight MSAs, 17 WIAs, and 134 counties and cities). The *Profiles* contain economic and demographic data in text and graphic formats. In PY2003 the Local Employment Dynamics (LED) information was made available for all of the areas.

OUTCOME: the *Profiles* are available on our Web site as well as in hard copy. More than 2,260 copies have been distributed to local WIB offices, economic developers, planners, and educators during the reporting period. There were 11,000 hits on the Web site in the past year.

IMPACT: the data in the *Community Profiles* is used by WIBs, planners, and economic developers to develop economic plans, demand plans, and work with businesses. It has been used as the basis for developing the demand plans that are now used by the WIBs. It has been used by localities and economic developers as part of a plan to determine economic development goals and help encourage companies to relocate or invest in expansion. It is used by other government agencies to develop their annual reports and for planning purposes.

- ***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: Work in progress

IMPACT: Our goal is to increase the information available covering skills and occupations within industries so planners, economists, employers, economic developers, WIBs, counselors, and others can make more informed decision about training/education needs, career development, and job searching. We also want planners and One-Stop staffs to be able to use the information in conjunction with an approved list of trainers to assist students/clients in finding opportunities that will help them improve their work skills and economic choices.

- The three **posters** we developed several years ago and have periodically updated, are still in demand. We produce the following posters:

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: during the past year, 755 copies of the *Skills Needed* poster, 465 copies of the *Entrepreneurship* poster, and 710 copies of the *Make Your Interview a Success* poster were shipped out to users.

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

- **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: the bookmark continues to be extremely popular with teachers, counselors, and other groups working with clients and students, especially at-risk persons. More than 78,000 bookmarks were distributed during 2003.

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

- 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: during the program year, 77,100+ pocket résumés were distributed.

IMPACT: the Pocket Résumé, along with the bookmark, is one of the most popular items that we produce. We send out thousands of these to schools, church groups, and social service organizations, for use by students and clients who are going out on job searches and interviews.

- The *Virginia Job Outlook 2000-2010* 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: during PY2003, more than 32,300 copies of this brochure have been distributed to VEC service locations, local WIBs, educators, counselors, other government agencies, and private citizens. It was placed on our Web site in 2003. Records show that during PY2003 more than 2,200 copies were downloaded.

IMPACT: this brochure is extremely popular with teachers, counselors, and One-Stop Centers. It is used to assist clients and students in making career and training decisions. Teachers often use these brochures as part of their classroom curriculum. WIB staff and Rapid Response teams use them in small group settings and with individuals.

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

OUTCOME: our Web site listings have averaged 362 downloads and 800 visits each month.

IMPACT: the listing of the top employers for the geographic areas has become a major demand item for WIBs, economic developers, and planners. The information is also used in several publications and reports. One of the prime uses for the data is the WIB Demand Plans. Employer listings can be used to discover companies and types of industries in various areas. This information is often used as a contact list and for developing economic data.

- Continued to update information for our **Fax-on-Demand system (VECstat)**, available 24-hours, seven days a week, and accessed by an 800 number. Current Local Area Unemployment Statistics, Current Employment Statistics, Quarterly Covered Employment, and Wage data, and Consumer Price Index information is available.

OUTCOME: the VECstat line is still used by a number of planners and economic developers; however, usage is declining with the greater availability of our Web site. We will continue to make this source available to the public.

IMPACT: This assures that users have access to information even if the Web site and/or staff is unavailable.

- Prepared **media releases and responded to hundreds of LMI-related inquiries**. The Labor Market and Demographic Analysis (LMDA) staff continually prepares news releases to be placed on the Web site 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: the LMDA staff continually develops media releases made available to the public through mailings, faxes, and access to our Web site. 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 field over 30,000 calls, faxes, and letters per year.

IMPACT: the availability of information gives WIBs and other customers the latest data and assessments of major economic indicators available, to allow decisions, actions and analysis to be made on a prompt and accurate basis. The LMDA staff also fields numerous questions from users. The technical assistance that the 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.

- The ***Occupation Guide*** pages are on the Virginia Workforce Web site. 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: the *Occupation Guide* averages 240+ monthly visits on our Web site.

IMPACT: the information has been used by WIBs, planners, educators, and trainers in selecting training programs and assisting clients and students in making career development decisions.

- ***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: More than 5,500 books have been distributed to private employers, economic developers, state and local government agencies, and the WIA One-Stop Centers. The *Desk Aid* has also been installed on the VEC Web site.

IMPACT: the publication is a quick reference tool to assist users in finding the 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 sent out to educators, trainers, VEC and One-Stop offices, counselors, planners, and economic developers.

OUTCOME: more than 4,100 copies are sent out each quarter, and several hundred more are distributed at meetings, conferences, and workshops. This past January we placed an electronic version on the Web site. Over 3,100 copies have been downloaded during the latest reporting period.

IMPACT: this particular publication has become very popular with teachers and counselors who use a lot of the material in classroom settings. Staff members from the One-Stop Centers, rehabilitative counselors and planners who work with individuals and in small group settings also use the materials.

- The ***Mid-Atlantic Guide to Information on Careers (MAGIC)*** tabloid 2002, 4th edition is available in printed and electronic version. The tabloid 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
 - Web sites
 - Interviewing—before, during, and after the interview
 - Paychecks and budgeting

OUTCOME: More than 275,000 copies of the *MAGIC* have been distributed. The tabloid is distributed to schools, WIA One-Stop Centers, various local, state, and federal agencies, employers, and social service organizations. There have been over 15,200 hits/downloads on the Web site. Teachers, counselors, social service groups, One-Stop Centers, VEC field offices, and various other users continually request information from our tabloid. The tabloids are 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 Web sites, in the classroom.

IMPACT: this has become the most popular publication we produce. 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.

- Virginia continues to be a member of the **Local Employment Dynamics (LED)** partnership. During 2003, 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 Web site. In addition, we are involved with the Census Bureau in the development of new geo-coding projects.

OUTCOME: though LED is a new program, the demand for the information has grown quickly. It is now a resource available on our Web site as a stand-alone option and as part of our *Community Profiles*. In the short time the information has been available, the Web site averaged 600 visits per month. The LED information was incorporated into the Demand Plans we produced for the WIBs and has become part of our *Community Profiles*.

IMPACT: Even though it is still in the developmental stage, the tremendous amount of information available has become a vital tool for Rapid Response staff, employers, planners, and economic developers.

- **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: copies of the plans were distributed to all of the WIBs, Workforce Council members and others, upon request.

IMPACT: the demand plans were developed, produced, and distributed this year for the first time. The plans will assist WIBs in meeting their mandatory reporting to ETA. The information will also help the WIBs when they are working with employers and other partners in making economic, education, and labor market decisions.

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

VWC Metrics & Incentives Committee

Labor Market Information Training Institute Executive Board meetings

LMI Training Institute 2003 Forum

Planning District Commission meetings

Census Bureau Press Conferences

Richmond Area Business Economists

National Alliance of Business Economists

Mid-Atlantic Networking for Career Development planning sessions and conference

5. Electronic state workforce information systems—maintenance and enhancements

IMPACT: the availability of timely and accurate information is vital to the ability and the efficiency in which businesses, agencies, and individuals are able to perform necessary economic, business, and career development tasks. The end result is better service to end users and clients, greater efficiency of work, stronger economic health of all sectors of the Virginia economy.

- **Expansion of LMI Access:** Through continual increase of on-line capacity, the VEC is making more labor market information available electronically to our customers. The VEC Web site is constantly expanding. The VELMA system continues to increase the agency's LMI offerings, and many more features, as well as a user-friendly interface, are being added. During the January-June period, we added the *Demand Plans* (a detailed, graphic description of Workforce Investment Areas); updated *Occupation Guide* (a set of more than 200 occupational descriptions) including occupation codes, occupation description, wage data, projections data, related occupations, hiring industries, knowledge, skills, abilities, and licensing information; conversion of Covered Employment and Wages data from Standard Industrial Codes to NAICS (ten years of historic data as well as current); added Local Employment Dynamics (LED) information to the *Community Profiles* and other databases; and updated versions of existing data.

OUTCOME: the LMI Web site had over 566,000 visits during the past program year. The number of visitors increased by 17%+ from the previous year.

- Populated and made **VELMA** available to the general public at:
http://www.vec.state.va.us/index_velma.cfm.

OUTCOME: we have had more than 126,900 visits on our VELMA Web site from July 2003 to June 2004. 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 new NAICS system.

- **Web-based ALICE Site:** The VEC has the Automated Labor Information on the Commonwealth's Economy (ALICE) system available on our Web site. ALICE contains current and historic data for LAUS, ES-202, CES, Census, Consumer Price Index, Labor Surplus Areas, and Unemployment Benefits Paid. The most recent update was the conversion of current and historic Covered Employment and Wages data from SIC to NAICS. This site is of great value to the WIAs, economic planners, government agencies, and professionals.

OUTCOME: there have been more than 18,100 visits to this portion of the VEC Web site since July 1, 2003. During the program year, we have sent out survey forms with several of our hard copy publications that notify the users that the same information is available on WebAlice. The notifications have resulted in a high user level of the

electronic formatted information. We are currently phasing out the WebAlice portion of the Web site and incorporating it into a much more user-friendly version of VELMA.

- **Virginia's Automated Labor Exchange (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. It is available on the VEC Web site, in all of the VEC field offices, and in One-Stops.

OUTCOME: during the last six months of PY2003 the ALEX Web site averaged 5,308 visits per day. It currently has approximately 48,000 jobs listed. Each of the VEC field offices has been provided current labor supply data. The information has now been incorporated into VELMA.

6. State workforce information training activities

IMPACT: informing groups and individuals of the types and uses of labor market and demographic information available from the VEC is a priority of the agency and 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.

- Continued our participation with the **LMI Training Institute**. We have a staff person who is a member of the Institute's Executive Board and Co-chair of the Education and Training Committee, attends the quarterly meetings, and is now an instructor for the Labor Market Information Training for Workforce Information Specialists class. We sent one staff person to the Basic Analyst Training in June. Our Geographic Information System (GIS) staff person helped to develop the Beginners and Advanced GIS workshop format and materials now being used by the Labor Market Training Institute. Two members of staff presented workshops at the 2003 Forum in St. Louis, MO. We continue to support the LMI Training Institute as the main source of analyst training. Attending training sessions and LMI-related conferences provides important opportunities to interact with other LMI professionals from around the nation. The LMI Forum is an especially valuable experience for this type of networking and cross-training.
- The LMI Training Institute's Certification and Credentialing standards were developed by one of our Labor Market and Demographic Analysis (LMDA) personnel. This same person is assisting in the development of the 2004 Forum.
- *A joint training session of the **Labor Market Information for Workforce Information Specialists class** was give by the LMDA staff and the Training Institute. Invitations were sent out to all of the WIBs to send planning representatives to the workshop.*
- LMDA staff put on and participated in more than 65 workshops related to labor market information, VEC products and services, Census demographics, and specialized topics (e.g., Working Women in Virginia, 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 Action Committees, and Prince William Business Resource Unit and WIA partner.

	# Sessions	#Attendees
Labor Market Information availability training-WIBs	5	76
Labor Market Information availability training-schools, etc.	15	360
Youth Council WIB X-Youth Characteristics/Statistics	1	30
Career Development	23	330
Job Fairs	17	150
GIS training	2	24
FORUM presentations	3	175
PDC meetings	4	80

**SUMMARY OF EVALUATIONS FOR THE LABOR MARKET INFORMATION FOR
WORKFORCE INFORMATION SPECIALISTS.**

- | | | |
|---|--------------------|---------------|
| 1. Pre-Class Communication | 4 Excellent | 3 Good |
| <i>Comments:</i> | | |
| Received all needed information | | |
| Very smooth | | |
| 2. Training Facilities | 2 Excellent | 5 Good |
| <i>Comments:</i> | | |
| Could use chairs with better back support | | |
| Very helpful to have computer availability! Comfortable air also! | | |
| Could have been a little cooler but that's okay | | |
| 3. Facilitators | 7 Excellent | |
| <i>Comments:</i> | | |
| Wow! So knowledgeable— <u>Both</u> presenters. Very comfortable—not dry, not dull—humor—related examples, etc. | | |
| Very well prepared. | | |
| Nelse actually made me turn from kind of dreading this conference to <u>enjoying it!!!</u> To make LMI interesting is a major accomplishment! | | |
| Both personable, used humor and stories to keep interesting... | | |
| Great Job | | |
| Facilitators were very knowledgeable and explained info very clearly | | |
| 4. Training Materials | 5 Excellent | 2 Good |
| <i>Comments:</i> | | |
| Very well prepared | | |
| Helpful for future use | | |
| Excellent resource | | |
| Easy to follow—excellent resource | | |
|
 | | |
| 5. The most worthwhile part of the training was: | | |
| Pointers on when/how to apply the information | | |
| Walk thru-answer sheet on exercises, after the exercise to demo “answers” | | |
| Visuals, notebook | | |
| Learning about all of the information that is available | | |
| Navigating through the Web sites and doing the exercises | | |
| Gaining new knowledge about tools to help us perform our jobs in more efficient manner | | |
| How to actively use the VEC-LMI Website | | |
| All of it | | |
| 6. Was there anything that should have been left out of the training? | | |
| No—4 | | |
| No, it is a tremendous amt. of info. | | |
| Can't think of any | | |
| Nothing I can think of | | |
| 7. Any suggested changes to the schedule? | | |
| None—2 | | |
| No—2 | | |
| Maybe a little slower | | |

Probably should be condensed to two days
 2 days could probably cover information, but 2½ is really very sufficient

8. Review of training content: *Emphasis increase (I) or decrease (D)*

Changing World of Work **1 I** **1 D** **4 same**

Comments:

OK
 Good overview
 All important as is

Basic Terms and Concepts **3 I** **3 same**

Comments:

OK
 Good
 All important as is

O*Net **3 I** **3 same**

Comments:

OK
 All important as is

LMI Resources **3 I** **4 same**

Comments:

OK
 Good
 All important as is

Applying LMI **4 I** **3 same**

Comments:

Ans. Sheets—to help “find” info—al lot at one time—the “where” would be easier if had answers to review the different resources.

All important as is

Discussion/focus Groups—how can LMI be improved to meet WIBs needs?

Okay—please continue to share data with us. Thank you for your time!
 Workshops—something that can be given to local areas (simplistic) to get general “jist” to resources for WIBS
 Increase time of discussion—3
 All important as is

Instructor Evaluations

Nelse Grundvig

The instructor was knowledgeable and enthusiastic about the material.

5-7 4-0 3-0 2-0 1-0

The instructor covered all assigned topics (identified on the agenda) in a concise and efficient manner.

5-6 4-1 3-0 2-0 1-0

The notes and slides used by the instructor were easy to follow.

5-6 4-1 3-0 2-0 1-0

Thanks for going back and forth!

The exercises and examples used by the instructor were tailored to provide opportunities to learn using data from my own area, as well as a broad spectrum of other areas.

5-6	4-1	3-0	2-0	1-0
The instructor followed the schedule including breaks.				
5-7	4-0	3-0	2-0	1-0

Comments:

Wonderful-thanks!
 The exercises were very helpful.
 Everything was covered thoroughly. Questions answered completely.
 Excellent and interesting presentation! Knowledge.
 Excellent Job!

Average of total evaluation points = 4.91

Susan McIver

The instructor was knowledgeable and enthusiastic about the material.

5-7	4-0	3-0	2-0	1-0
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The instructor covered all assigned topics (identified on the agenda) in a concise and efficient manner.

5-5	4-2	3-0	2-0	1-0
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The notes and slides used by the instructor were easy to follow.

5-6	4-1	3-0	2-0	1-0
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The exercises and examples used by the instructor were tailored to provide opportunities to learn using data from my own area, as well as a broad spectrum of other areas.

5-6	4-1	3-0	2-0	1-0
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The instructor followed the schedule including breaks.

5-7	4-0	3-0	2-0	1-0
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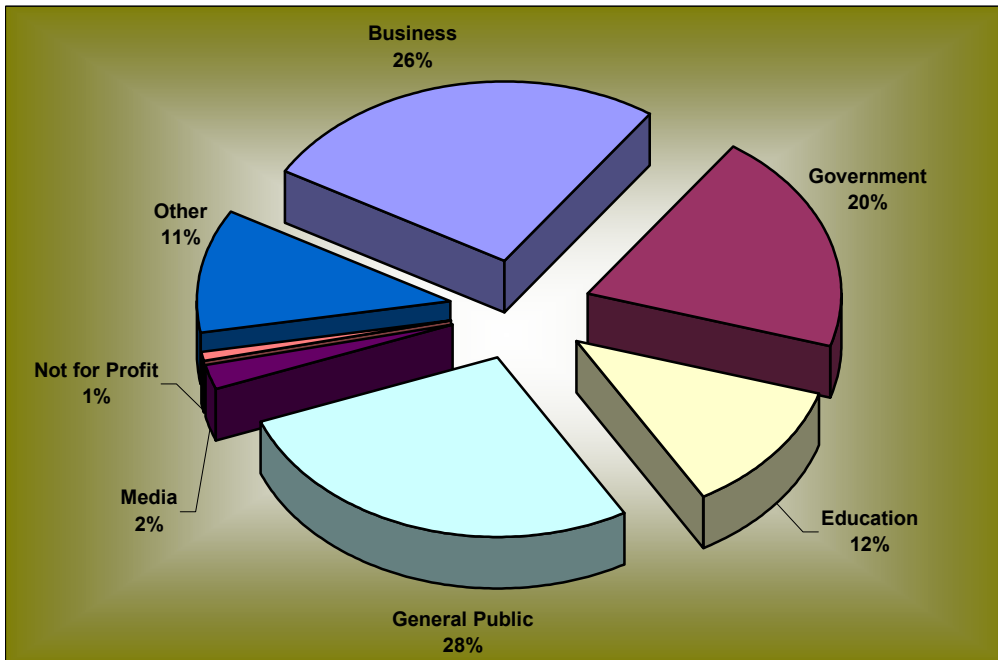
Comments:

Willing to help—patient! Thanks.
 Susan complemented Nelse perfectly, and excellent dual presentation!
 Equally knowledgeable and interesting presenter.
 Excellent Job!

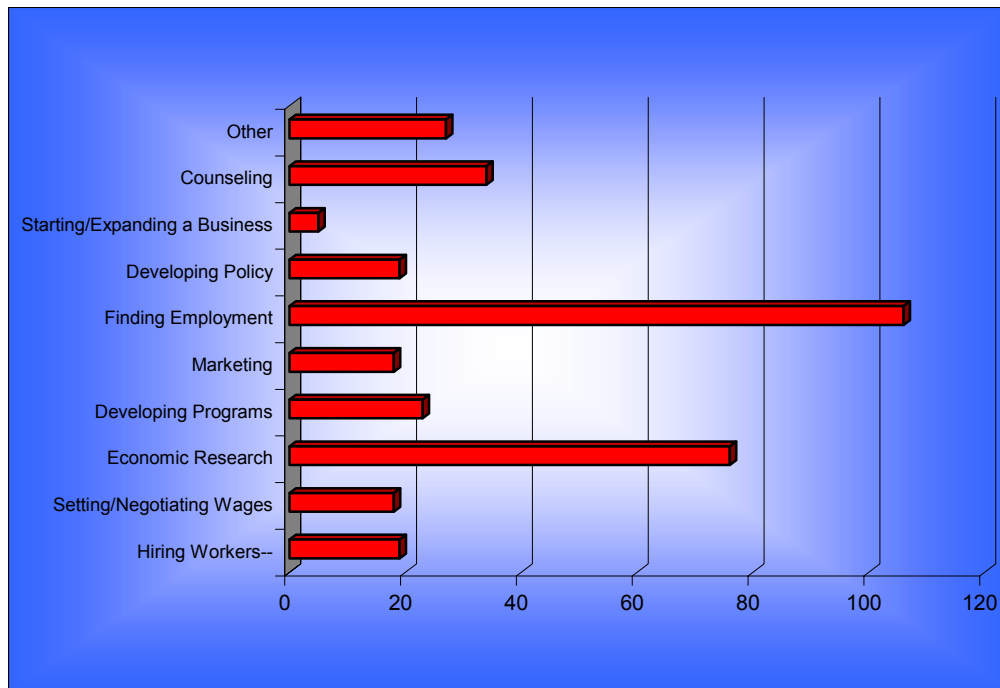
Average of total evaluation points = 4.89

**Customer Surveys
Virginia Employment Commission
Labor Market Information
Web Site and Publications
PY 2003**

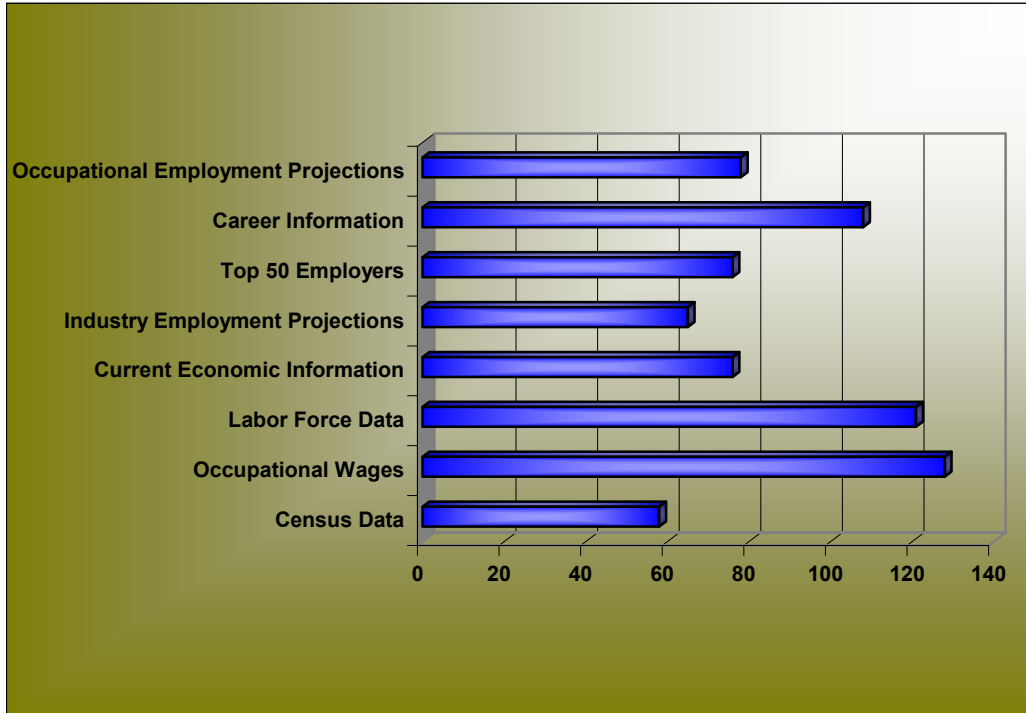
Which category of user best describes you?



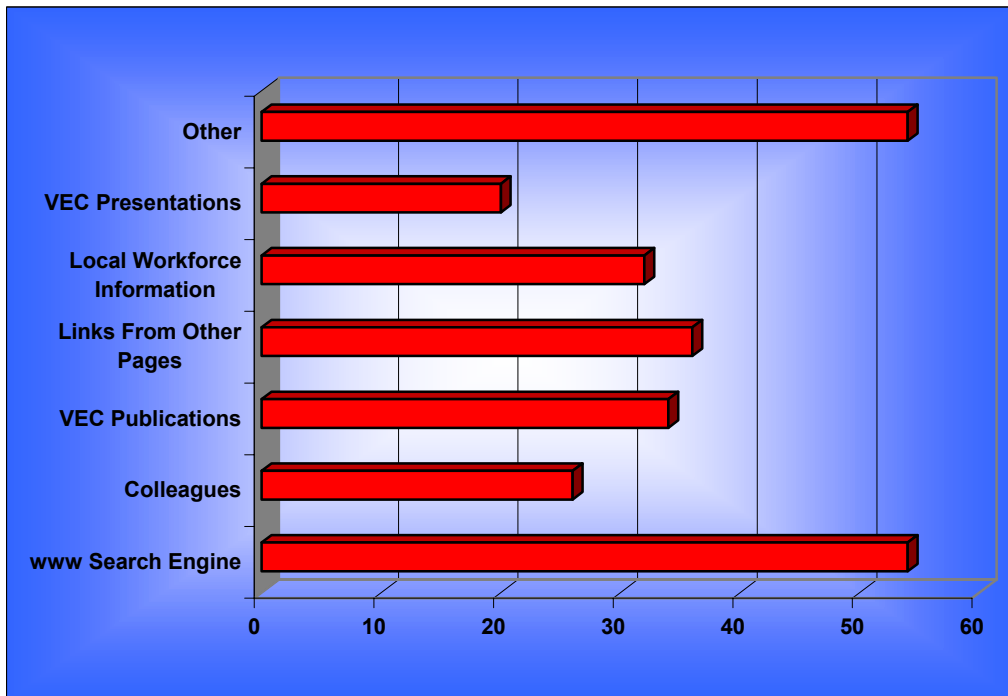
How do you use our information?



What information on our site is important to you?



How did you find our Web site?



During PY2003 the LMI shop mailed out the following sample letter and response form with four of the hardcopy publications.

September 27, 2004

Dear Customer:

Our mission is to provide first-class labor market information, using technology to maximize information delivery. In our continuing efforts to efficiently use our resources, we have made the _____ report accessible from our Web site at www.VaEmploy.Com > **Labor Market Information > LMI Data > Web ALICE**. Please visit this site to view this data in its entirety.

Please complete the enclosed response form, letting us know if you would like to continue receiving this report in hard copy format or if accessing it from the Web site is preferable. **Please complete the enclosed survey form and return it to us by mail or fax by August 31, 2004. If there is no response by this date, your address will be removed from the mailing list. Your response is very important.**

We would like to encourage you and others in your organization to visit our Web site often for the latest economic information. If you have any questions, please let us know. You may call us at (804) 786-8223, or email mbaker@vec.state.va.us.

Sincerely,

Susan McIver, Supervisor
Labor Market & Demographic Analysis

Enclosure

RESPONSE FORM

Please return this survey form to:

Attn: Marilyn Baker
Virginia Employment Commission
Economic Information Services
P O Box 1358, Room 213
Richmond, VA 23218-1358

OR

FAX: (804) 371-0412

—
Please select one box only.

- We would like to remain on the mailing list.
Please note any change(s) in your mailing label below.
- Please remove our address from the mailing list.
We prefer to access from your Web site.

Thank you for your response to this survey.

PLEASE RESPOND BY _____

The following table shows the survey results:

Publication Title	Quantity Before Survey	Quantity After Survey	Difference
Forum Newsletter	2,679	2,335	-344
VA Economic Indicators	1,536	1,186	-350
Economic Assumptions	564	539	-25
Covered Employment & Wages in Virginia	195	180	-15