

PY2007
COST-REIMBURSABLE GRANT
ONE-STOP LMI FUNDS
PERFORMANCE REPORT

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Economic Information Services Division

Virginia

*One-Stop Labor Market Information Funds
(LMI Cost-Reimbursable Grant for Program Year 2007)*

PROGRESS REPORT

Program Year 2006 Employment and Training Administration (ETA) funds were used for the development of core Labor Market Information (LMI) products and services and Occupational Employment Statistics (OES) wage surveys to support America's Workforce Information Database and One-Stop Career Services System initiatives. More specifically, these funds were used to accomplish the delivery of six high-priority activities and products. These activities and products, along with our major accomplishments to date, are described below:

STATE WORKFORCE AGENCY DELIVERABLES

1. Projections

Long-Term Projections: Virginia has produced state industry projections to 2016, using calendar year 2006 as the base year, and has completed the occupational employment projections to the year 2016, as well. The projections were produced using the methodology, software, tools, and guidelines developed by the Projections Consortium. Virginia will populate the WID and submit the long-term data for public dissemination.

Short-Term Projections: Virginia will shortly complete the state-level, short-term industry and occupational projections for the 2007 to 2009 period. When the projections are complete, Virginia will populate the WIDb.

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. WID/Virginia Workforce Connection database

In November 2007 we upgraded our LMI system to the new 8.0 version of Geographic Solution's Virtual LMI application. The new version features several enhancements to the "Labor Market Analysis" section, including the ability to select data for multiple areas at one time. There is also the ability to more tightly integrate our Local Employment Dynamics (LED) applications. Also included is a brand new location quotient tool.

We also integrated our LMI system with the new Virtual OneStop application provided by Geographic Solutions. This greatly improved our ability to assist job seekers and employers by providing a labor exchange that is tightly integrated with the WID database. Employers can now post jobs directly on the Virginia Workforce Connection site, and job seekers can post resumes as well. A dynamic "recruiter agent" automatically matches job seekers to posted jobs. The system spiders every major job bank in Virginia, as well as some other popular national job boards.

To compliment the “Labor Market Analysis” tool on our LMI site, we developed a new resource called the Download Center. This new resource gives our customers the ability to access many of our data sets in a downloadable flat-file format. All of the data files are tab-delimited, which can easily be imported into applications such as Microsoft Excel, Microsoft Access, SPSS, STATA, SQL Server, Oracle, etc. The Download Center is updated automatically when we make changes to our database, so it is always up-to-date.

We will continue to update “core tables” with the latest information at various geographies for which the data is available, as well as some non-core tables. Data included:

- a. Monthly updates to the following tables in the WID database:
 - o Current Employment Statistics—ces
 - o Labor Force—labforce
 - o Consumer Price Index—cpi
 - o Local option sales tax—tax
 - o Unemployment insurance claims data—uiclaims
 - o Unemployment benefits paid—benefits
- b. Updates of the May 2007 OES/SOC-based wage data for all available levels
- c. Updates of the 2006-2016 Long-Term Industry/Occupation projections
- d. Quarterly and annual updates of Quarterly Census of Employment and Wage (QCEW) data
- e. Updates of the latest Bureau of Economic Analysis income data
- f. Semi-annual updates to the *infoUSA* employer database

3. Occupational and career information products for public use:

- **Industry and Occupational Employment Projections 2006-2016:** until this version of the projections data, we had been publishing a hard copy version. We now only have the data available in electronic format, on VELMA. Data is available on the average annual number of job openings by occupation due to growth and separation. The publication highlights high-growth industries and occupations by geographical area. The publications, as well as the information contained in them, are now available in the VELMA system.

OUTCOME		
<i>HARDCOPY DISTRIBUTION</i>	<i>WEB VISITS</i>	<i>DOWNLOADS</i>
219	23,906	3,687
<i>DISTRIBUTION LISTS</i>		
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	
<i>PRIMARY USERS</i>	<i>USES</i>
Educators	<ul style="list-style-type: none"> ▪ Assisting clients/students in making career, education, and training choices. ▪ Determining curriculum changes and needs. ▪ Determining skills gaps, needs, and changes in employment availability and present and future demands.
Counselors	
Planners	
Economic developers	
Government agencies	

- The 2006 version of the *Occupational Employment Wage Data* for the state, eight Metropolitan Statistical Areas (MSAs), and 16 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	
<i>WEB VISITS</i>	<i>DOWNLOADS</i>
5,004	1,294
<i>DISTRIBUTION LISTS</i>	
LWIBs One-Stop centers Local VEC offices Employers Schools	Social Service offices Economic development offices Government agencies Private counseling/human resource groups

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

- The 2006 version of the *Workforce Development Blueprint—Defining Virginia Workforce Needs 2012* is an essential first step in the process of determining Virginia’s workforce needs and subsequent workforce development strategies. It analyzes job creation projections, skill needs, and potential gaps in light of projected economic development trends and identifies industry and occupational targets for workforce development, all towards the goal of defining Virginia workforce needs.

OUTCOME		
<i>HARDCOPY DISTRIBUTION</i>	<i>WEB VISITS</i>	<i>DOWNLOADS</i>
350	0	0
<i>DISTRIBUTION LISTS</i>		
LWIBs	Virginia Workforce Council members	

IMPACT	
<i>PRIMARY USERS</i>	<i>USES</i>
LWIBs Virginia Workforce Council members	Defining workforce needs Planning Developing workforce strategies Aiding in developing regional workforce analysis

- The *Community Profiles* have been updated for all Virginia localities (the state, 12 MSAs, 16 WIAs, 134 counties and cities with the latest addition of Congressional District profiles). The *Profiles* contain economic and demographic data in text and graphic formats. We have now converted all of the profiles to electronic format, which allows us to update the information (twice a month) more often and is easier to work with.

OUTCOME		
<i>HARDCOPY DISTRIBUTION</i>	<i>WEB VISITS</i>	<i>DOWNLOADS</i>
175	453	68
<i>DISTRIBUTION LISTS</i>		
Upon request		

IMPACT	
<i>PRIMARY USERS</i>	<i>USES</i>
Planners, WIBs Economic developers Government agencies Employers	<ul style="list-style-type: none"> Developing economic plans Creating the WIB demand plans Developing economic promotion tools for localities

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

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

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

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

OUTCOME		
<i>HARDCOPY DISTRIBUTION</i>	<i>WEB VISITS</i>	<i>DOWNLOADS</i>
Entrepreneurial Skills—521	0	0
Entrepreneurship—306		
Make Your Interview a Success—445		
<i>DISTRIBUTION LISTS</i>		
LWIBs One-Stop centers Local VEC offices Schools	Military units Social Service centers Rehabilitative Service centers	

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

- **Bookmark:** *High School Graduate vs. High School Dropout.* A handy reminder for students and clients about the benefits of staying in school or going back to school, this bookmark compares employment and earnings outlooks for a high school graduate versus a high school dropout. The information on the bookmark is updated annually.

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

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

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

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

IMPACT	
<i>PRIMARY USERS</i>	<i>USES</i>
Educators Counselors LWIBs VEC field offices Social Services Rehabilitative Services Military	<ul style="list-style-type: none"> ▪ Allows job seekers a place to write down personal information they will need when job seeking ▪ Gives job seekers pointers on best practices to use when going on job searches or interviews ▪ Provides teachers and counselors with a classroom/client tool

- The **Virginia Job Outlook** brochure is a listing of occupations projected to have the highest number of openings along with expected salaries broken down by educational levels required:

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		
<i>HARDCOPY DISTRIBUTION</i>	<i>WEB VISITS</i>	<i>DOWNLOADS</i>
22,455	25,149	3,263
<i>DISTRIBUTION LISTS</i>		
LWIBs One-Stop centers Local VEC offices Schools	Military units Social Service centers Rehabilitative Service centers	

IMPACT	
<i>PRIMARY USERS</i>	<i>USES</i>
Educators, Counselors LWIBs One-Stop centers VEC field offices Social Services Rehabilitative Services Military	<ul style="list-style-type: none"> ▪ Provides teachers with a classroom curriculum tool ▪ Can be used in small groups or individual settings ▪ Assists clients and students in making career and training decisions

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

OUTCOME		
<i>HARDCOPY DISTRIBUTION</i>	<i>WEB VISITS</i>	<i>DOWNLOADS</i>
0	18,433	12,628
<i>DISTRIBUTION LISTS</i>		
Upon request		

IMPACT	
<i>PRIMARY USERS</i>	<i>USES</i>
Planners Economic developers Employers LWIBs One-Stop centers VEC field offices Educators Counselors Government agencies	<ul style="list-style-type: none"> ▪ Provides data for WIB Demand and Administrative plans ▪ Gives contacts for job developers ▪ Lists contacts for jobseekers. ▪ Provides information for economic development planning.

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

OUTCOME		
<i>HARDCOPY DISTRIBUTION</i>	<i>WEB VISITS</i>	<i>DOWNLOADS</i>
15,000+	38,048	21,814
<i>DISTRIBUTION LISTS</i>		
Media organizations LWIBs VEC field offices Individuals	Government agencies Employers Educational organizations	

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

IMPACT	
<i>PRIMARY USERS</i>	<i>USES</i>
Planners Economic developers Employers LWIBs One-Stop centers VEC field offices Educators Counselors Government agencies	<ul style="list-style-type: none"> ▪ Gives WIBs and other customers the latest available data and assessments of major economic indicators ▪ Allows prompt and accurate decisions, actions and analysis to be made ▪ Assures the consumers receive relevant information, how to use it, and what drawbacks there may be ▪ Allows users to be able to function more efficiently and productively, with accurate, prompt and current data

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

OUTCOME		
<i>HARDCOPY DISTRIBUTION</i>	<i>WEB VISITS</i>	<i>DOWNLOADS</i>
9	37	28
<i>DISTRIBUTION LISTS</i>		
LWIBs One-Stop centers Local VEC offices Employers Schools	Social Service offices Economic development offices Government agencies Private counseling/human resource groups	

IMPACT	
<i>PRIMARY USERS</i>	<i>USES</i>
Planners	<ul style="list-style-type: none"> ▪ Assists users in finding NAICS code titles and

Economic developers Employers LWIBs One-Stop centers Educators, Counselors Government agencies	descriptions of various industries
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- The **FORUM newsletter** continues to be a high-demand item. This quarterly newsletter is aimed at helping teachers, counselors, students, and jobseekers. It contains articles on current human resource information, information on new publications, meetings, classroom tools, help tips, and a product order form.

OUTCOME		
HARDCOPY DISTRIBUTION	WEB VISITS	DOWNLOADS
23,473	12,663	4,270
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"> ▪ Provides teachers with classroom curriculum ▪ Assists clients and students in making career and training decisions ▪ Gives users a handy tool

- The **Mid-Atlantic Guide to Information on Careers (MAGIC)** publication 2008, 6th edition is available in printed and electronic version. 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 and 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		
<i>HARDCOPY DISTRIBUTION</i>	<i>WEB VISITS</i>	<i>DOWNLOADS</i>
58,924	7,239	5,083
<i>DISTRIBUTION LISTS</i>		
LWIBs One-Stop centers Local VEC offices Schools	Military units Social Service centers Rehabilitative Service centers	

IMPACT	
<i>PRIMARY USERS</i>	<i>USES</i>
Educators Counselors LWIBs One-Stop centers VEC field offices Social Services Rehabilitative Services Military	<ul style="list-style-type: none"> ▪ Provide teacher/counselors a tool to use with students ▪ Gives users a handy learning tool ▪ Assists clients and students in making career and training decisions ▪ Provides current information for use on websites, in other publications, and in the classroom ▪ Allows teachers, counselors, parents, WIBs, and other users to assist students and clients in making informed career development decisions ▪ Assists dislocated workers and other job seekers on how to prepare for and apply for jobs and/or training

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

OUTCOME		
<i>HARDCOPY DISTRIBUTION</i>	<i>WEB VISITS</i>	<i>DOWNLOADS</i>
0	8,342	495
<i>DISTRIBUTION LISTS</i>		
LWIBs One-Stop centers Local VEC offices Schools	Military units Social Service centers Rehabilitative Service centers	

IMPACT	
<i>PRIMARY USERS</i>	<i>USES</i>
Planners	<ul style="list-style-type: none"> ▪ A quick reference tool in finding maps, commuting

Economic developers Employers LWIBs One-Stop centers Government agencies	patterns
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- **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		
<i>HARDCOPY DISTRIBUTION</i>	<i>WEB VISITS</i>	<i>DOWNLOADS</i>
0	426	72
<i>DISTRIBUTION LISTS</i>		
LWIBs	Military units	
One-Stop centers	Social Service centers	
Local VEC offices	Rehabilitative Service centers	

IMPACT	
<i>PRIMARY USERS</i>	<i>USES</i>
LWIBs One-Stop centers VEC field offices Social Services Rehabilitative Services Military Employers	<ul style="list-style-type: none"> ▪ Helps WIBs meet mandatory reporting requirements ▪ Assists WIBs when working with employers and other partners ▪ Provides a planning tool for WIBs, employers, economic developers, and other WIB partners

4. Electronic state workforce information systems—maintenance and enhancements

Virginia Workforce Connection: The VEC continuously strives to provide more labor market information to its customers. In PY 2007 we migrated our old LMI system (Virginia’s Electronic Labor Market Access – VELMA) to the new Virginia Workforce Connection (version 8.0), which is publicly available online at <http://www.VaWorkConnect.com>. Updates that occurred during the past program year include:

- *Download Center.* The Download Center is set up to automatically update itself whenever new data is added to our WID database. We have made practically all of our

data available through the Download Center, which accounts for more than 100 gigabytes of raw data files.

- *2007 NAICS Conversion.* Our entire Quarterly Census of Employment and Wages (QCEW) dataset was converted to the new 2007 NAICS version. To ensure that our customers could continue doing a time-series analysis of our QCEW data, we converted all of our historical data back to 1990.
- *LMI Home Page.* We gave our new LMI home page a complete makeover when we migrated to the Virginia Workforce Connection. The new home page has simplified our LMI offerings and has given our customers a more user-friendly interface to work with.

The LMI website had over 2,112,000 hits during the past program year. The number of visitors increased by 25%+ from the previous year. We have had more than 158,625 visits on our LMI website from July 2007 to June 2008.

In November 2007, the VEC consolidated our two labor exchange systems (Virginia's Automated Labor Exchange – ALEX and Virginia's Electronic Labor Market Access – VELMA) into one integrated system called the Virginia Workforce Connection. The system spiders every major job board in Virginia, as well as some major national boards, such as Yahoo!, Hot Jobs, and CareerBuilder. The Virginia Workforce Connection provides job seekers and employers with a wealth of workforce information. It gives employers the ability to post jobs directly to the system. The Virginia Workforce Connection is available on the VEC website, in all of the VEC field offices, and in the One-Stop centers.

During the last six months of PY2007, the Virginia Workforce Connection averaged over 450,000 hits per month, and it currently has over 100,000 jobs listed.

5. Electronic state workforce information systems—maintenance and enhancements

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

- *Putting the Community Profiles on the site.* The profiles are set up so that whenever new data becomes available the profiles are automatically updated. We have profiles for Virginia, the MSAs, WIAs, all 134 individual counties and cities; and 11 Congressional Districts.
- *Upgraded QCEW tables.* All of the QCEW tables were updated with ownership codes down to the six digit NAICS level.
- *Top Fifty Employers.* Produced top fifty employers listings going back to the first quarter of 1990.
- *Population Projections.* Updated the population projections to the new versions of the 2010, 2020, and 2030 data.

The LMI website had over 780,000 visits during the past program year. The number of visitors increased by 17%+ from the previous year. We have had more than 126,900 visits on our VELMA website from July 2007 to June 2008.

Virginia’s Annual Economic Analysis Report: Virginia’s annual economic analysis report is entitled “*Economic Assumptions*”. This report presents a detailed economic analysis of both the Commonwealth of Virginia and of each of its ten Metropolitan Statistical Areas (MSA). As a prelude, the U.S. economy is detailed as well. Each major industrial sector is analyzed at both the state and MSA level. The publication concludes with state and regional economic forecasts for calendar year 2009 and 2010. *Economic Assumptions* can be found on the VEC’s labor market information website.

In addition, the VEC does two other economic analysis reports—*Economic Indicators* (quarterly) and *Community Profiles*. Each analyzes state and MSA trends, and both can be found on our website.

6. State workforce information training activities

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

- Virginia was the administrative agency for the **LMI Training Institute**. The Institute Administrative Director and one staff person took part in all of the Executive Board meetings. Staff arranged for all of the Institute workshops, including material development, promotion, registration, logistics needs, contracts, and instructors. The Director was also an instructor and conducted a Basic LMI Analyst and several VELMA training sessions. Attending training sessions and LMI-related conferences provided important opportunities to interact with other LMI professionals from around the nation. This was the last year that the VEC was able to act as the administrator for the LMI Training Institute due to the loss of funding and staff.
- In addition to the classes and materials, staff were also responsible for planning and putting on the annual LMI Forum for the Institute. These conferences are held in various parts of the United States. The PY2007 Forum was in Sacramento. Four members of the staff and the Administrative Director for the Institute were responsible for the entire production of the Forum.
- LMDA staff put on and participated in more than 67 workshops related to labor market information, VEC products and services, Census demographics, and specialized topics (e.g., VELMA, LED, Six Steps to Career Decision Making). Training was done at several of the WIBs and One-Stop centers—e.g., WIA X staff, Northern Neck One-Stop, CAPER, local Employer Advisory Committees, and local VEC offices and WIA partners.

ORGANIZATION	NO. SESSIONS	NO. ATTENDEES
VELMA overview and hands-on training	11	375
Labor market information availability training-WIBs	15	550
Labor market information availability training-schools, etc.	50	1,450
Youth Council WIB X-Youth Characteristics/Statistics	1	20
Career development	58	515
Job fairs	32	5,000+

FORUM presentations	3	72
PDC meetings	3	80