

Annual Performance Report

West Virginia Workforce Information Core Products and Services Program Year 2007

1. Continue to Populate the Workforce Information Database with State and Local Data.

The current Workforce Information Database Version 2.3 will be upgraded to Version 2.4 early in PY 2008. The database operates from the Virtual LMI platform and is populated 100% with core tables. The resulting product provides users access to a variety of labor market information twenty-four hours each and every day of the year. The database has supported its customer base continuously by providing labor market information to a variety of users including economic development groups, researchers, educators, trainers, and policy makers.

2. Produce and Disseminate Industry and Occupational Employment Projections.

Industry and occupational projections have been produced for the state and seven workforce investment areas and are offered through the Division's conventional web site and its interactive Virtual Labor Market Information web site. Both the short-term and long-term projections were assembled using standard consortium and micromatrix methodology and software. Short term projections have been assembled for the period 2007-2009 while long term projections have been compiled for 2006-2016.

3. Publish an annual economic analysis report for the governor and the SWIB.

An annual economic report prepared for the Governor and State Workforce Investment Board was distributed to its mandated audience, as well as supplied to other economic development groups and policy makers. Prepared in printed format for its primary users, the report is accessible twenty-four hours a day on the Division's web site for any group, organization or interested individual. The detailed analysis features a description of the current economy of the state, five metropolitan statistical areas and seven workforce investment areas and compares them in an historical perspective.

4. Post products, information, and reports on the Internet.

Economic and socioeconomic products including the latest and most comprehensive labor market information and career data are hosted on the Division's conventional web site as well as the more interactive Virtual Labor Market Information site. The Virtual LMI site has been constructed to assist individuals within the workforce system by providing current and comprehensive career information. Both sites entertain numerous visits, exceeding two million hits in a year in a state with less than two million in population.

5. Partner and consult on a continuing basis with workforce investment boards.

Frequent consultation occurs with all seven workforce investment boards for reports on topics specific to their areas and for normal data requests. The boards have participated in the development of innovative and progressive endeavors designed to be more on the cutting edge of technology, the most recent of these projects being the launch of a virtual job fair. In addition, reports that have typically been created for the state and MSAs have been adapted for use with the workforce investment areas, thus creating a database of labor market information for each board. With involvement from the WIBS, the Division has been able to develop helpful and productive information for the boards' use.

6. Conduct special studies and economic analyses.

Special reports have become a staple of the Division. The reports typically provide extensive analyses, with a particular economic development goal proffered by a workforce investment board, economic development group, government policy maker, or state government administration representative. Some of the reports produced by the Division examine the economic impact of a specific industry on a workforce, government spending and its effect on the state budget, the effects of a shifting population, and the evolution of cutting edge technology in occupations.

Customer Consultation of Workforce Information and Products

Much of the discourse concerning the quality of labor market information has occurred at scheduled meetings with workforce investment boards and events or training sessions conducted by the Division. Although mail questionnaires and electronic surveys have been utilized with success, an informal consultation often occurs with basic data requests which may be

solicited or unsolicited. Regular data customers who access the information provide much of the feedback on the useful and effective characteristics of a product. Infrequent users, however, who may have accessed the data for the first time, can often provide important insight that a regular customer or analyst overlooks. Regardless of the source, the Division seeks constructive input from its customers in every venue via diverse methods. The variety of processes used to determine the effectiveness and quality of labor market information has been successful and remains an integral part of the Division's goals.