

PY2010

WORKFORCE INFORMATION CORE PRODUCTS
AND SERVICES

PERFORMANCE REPORT

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Virginia

*One-Stop Labor Market Information Funds
(LMI Cost-Reimbursable Grant for Program Year 2010)*

PROGRESS REPORT

Program Year 2010 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. The principal users of this information are Local Workforce Investment Boards (LWIBs), One-Stop centers, VEC field offices, employers, job seekers, educators, counselors, students, planners, economic developers, and government agencies. These organizations use this information for planning and developing workforce strategies; assisting clients with career, education, and training choices; and formulating policy decisions.

The activities, products, services, and major accomplishments that result from these grant funds, as well as other funds, can be found on our website (<http://www.VirginiaLMI.com>) and are described below.

A. ACCOMPLISHMENTS

1. Populate the Workforce Information Database (WID) with state and local data.

We continued to enhance our business intelligence systems, including our LMI Tools and Community Profiles. On the LMI Tools, we added a new mapping feature on the Industry tool that allows our customers to visually see some of our Quarterly Census of Employment and Wages data for all of the cities and counties in Virginia. Users can filter between the average weekly wages, number of establishments, and number of employed. You can also click on a particular city or county to pull up even more detailed data, including a time series chart as well as a 2-digit industry sector breakdown for the area you clicked on. Additionally we added an Area Summary tab to the Industry tool that allows you to view the establishments, average employment, and average weekly wage for all of the geographic areas in Virginia on one screen.

Our Demographics LMI Tool was expanded to include Census Bureau data for the entire country. Users can see the population data on a map for any state, and drill in to a specific city or county for more detailed statistics. We also added a National Map tab to the Demographics tool, which shows the statewide population data throughout the U.S. Finally, we added a new Economic Indicators LMI Tool. Right now it only displays our Local Option Sales tax data and the Consumer Price Index, but we are looking to expand this tool in the future with other economic indicators.

In addition to the enhancements we made to our LMI Tools, we also updated our Community Profiles report. The profiles are now available for all of our Planning District Commissions, as well as all of the Virginia Community College regions.

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

- a. Monthly updates to the following tables in the WID database:
 - Current Employment Statistics—ces
 - Labor Force—labforce
 - Consumer Price Index—cpi
 - Local option sales tax—tax
 - Unemployment insurance claims data—uiclaims
 - Unemployment benefits paid—benefits
- b. Updates of the May 2010 OES/SOC-based wage data for all available levels
- c. Updates of the 2008-2018 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 Infogroup employer database

2. Produce and disseminate industry and occupational employment projections.

- **Long-Term Projections:** Virginia has available on our website state industry and occupational employment projections to 2018, using calendar year 2008 as the base year. Also available are industry and occupational employment projections to 2018 for all Workforce Investment Areas (WIAs) in the state. The projections were produced using the methodology, software, tools, and guidelines developed by the Projections Consortium. As required, Virginia populated the WID and submitted the long-term data for public dissemination.
- **Short-Term Projections:** Virginia produced the state-level, short-term industry and occupational projections for the 2010 to 2012 period. As with the long-term projections, the short-term projections were produced using the methodology, software, tools, and guidelines developed by the Projections Consortium. Virginia populated the WID and submitted the short-term data for public dissemination.

3. Publish an economic analysis report for the Governor and the State Workforce Investment Board.

The *Virginia Economic Indicators* is a quarterly publication with an analysis of the U.S. economy as well as an analysis of the state and metropolitan areas. Key economic indicators including employment, unemployment, and production workers' hours and earnings, and other significant business related data series are illustrated and analyzed. The Governor, Workforce Investment Boards (WIBs), and other workforce partners can use economic analyses in this publication to form policy and workforce decisions.

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

- **Industry and Occupational Employment Projections, 2008-2018** for the state, WIAs and U.S. are available in electronic format on Virginia Workforce Connection. Data on the average annual number of job openings by occupation due to growth and separation is available, as well as estimated and projected employment. High-growth industries and occupations by area are also available.

- ***Industry and Occupational Employment Projections, 2010-2012*** for the state are available in electronic format on Virginia Workforce Connection. Estimated employment, projected employment, and annual average openings due to growth and replacements by occupation are displayed. High-growth industries and occupations by area are also available.
- ***2009 Occupational Employment Wage Data*** for the state, eight Metropolitan Statistical Areas (MSAs), and 15 WIAs is available on our website. Entry level, mean, median, and experienced wage data by occupation is presented as well as employment data.
- The ***Community Profiles*** are available for all Virginia area types (the state; 12 MSAs; 15 WIAs; Congressional Districts; 134 counties and cities; 23 Virginia Community College Regions, an addition this year). The *Profiles* contain economic and demographic data in text and graphic formats. The information is updated automatically when new data is available.
 - Demographic Profile: population by age, race/ethnicity and gender; population change; population projections by age and gender and by race/ethnicity; English language skills, commuting patterns
 - Economic Profile: unemployment rates; characteristics of the insured unemployed; claimants by industry and occupation; unemployment insurance payments; employment by size of establishment; employers by size of establishment; 50 largest employers; employment by industry; new startup firms; new hires by industry; turnover by industry; average weekly wage by industry; age of workers by industry; total employment by industry; employment by major occupation group; growth occupations; declining occupations; consumer price index; local option sales tax
 - Education Profile: education level, graduate data trends, training providers
- The following three **posters**, developed several years ago and periodically updated, are still in demand:
 - *Qualities Needed for Success in the Workplace*—lists the skills needed for success in the workplace.
 - *Visualize Starting Your Own Business*—lists traits generally associated with entrepreneurs.
 - *Job Interview Tips*—contains tips for making interviewing successful.
- **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.
- 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 *Virginia Job Outlook* brochure lists job growth and wages for high growth occupations by education levels: high school diploma or less; some post-secondary education or extensive employer training; and bachelor's degree or higher, as well as occupations that are declining. The brochure is produced biennially.
- *Top Fifty Employers* for each county, city, MSA, planning region (PDC), Virginia Community College Region and WIA and the state of Virginia are available on our website.
- Responded to hundreds of **LMI-related inquiries, prepared media releases, and produced webinars.**
 - The Labor Market and Demographic Analysis (LMDA) staff continually answers numerous calls and responds to requests for labor market and census information and orders for publications. LMDA personnel also provide technical support to WIBs, economic developers, planners, economists, public and private sector agencies and businesses, and private citizens.
 - The press release is 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.
 - Recorded LMI webinars primarily aimed at WIB, one-stop, and field office staff are available on our website.
- *NAICS Desk Aid* gives a brief explanation of how the North American Industry Classification codes are interpreted and used and provides a listing of the codes and their titles. The *Desk Aid* was designed for distribution to all WIAs, local VEC offices, and interested employers and economic developers who use the codes and is available on our website.
- The quarterly *FORUM newsletter* continues to be a high-demand item. This quarterly newsletter is aimed at helping teachers, counselors, students, and jobseekers. It contains articles highlighting recent developments in labor market and occupational activities in Virginia.
- The *Mid-Atlantic Guide to Information on Careers (MAGIC)* publication 2008, 6th edition, is available in printed and electronic version. (A newer edition is currently being produced and will be available shortly.) 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
- ***Exploring Your Future! A Guide to Career Possibilities*** is a guidebook that is designed to help students in Grades 6-8 learn the basics about careers, such as how to research and choose a career, and what to do to prepare for a future career. Its main purpose is to make students aware of the career opportunities available to them in their future.
 - The ***Virginia Workforce Connection Brochure*** gives an overview of the Virginia Workforce Connection, which is a powerful online labor market information tool specifically designed to connect job seekers, students, employers, training providers, veterans, workforce professionals, and others seeking to explore local labor markets in Virginia to helpful and current information.
 - The ***Virginia Business Resource Directory*** is a comprehensive guide to the types of assistance that are available to current and prospective business owners. The directory is a collection of information and rules or ordinances and also provides agency addresses, phone numbers, and websites.
 - Virginia continues to be a member of the **Local Employment Dynamics (LED)** partnership. We currently include LED data in several of our publications. Links to LED and LED OnTheMap are available on our website.

5. Partner and consult on a continuing basis with workforce investment boards and key talent and development partners and stakeholders.

The Labor Market and Demographic Analysis staff works with Virginia Community College System (VCCS) staff and local workforce investment boards to identify and provide needed LMI information and support for strategic planning, responding to federal, state, and local initiatives. The staff provides training to WIB and One-Stop staff and will provide appropriate information upon request.

The VEC worked with VCCS and the Center for Innovative Technology to conduct a needs assessment for the Workforce Investment Act Program. The project focused on data and reporting needs in three main areas: (1) participant data, (2) fiscal data, and (3) labor market information. Once the study is completed, findings will be reviewed and implemented over the next year.

Staff routinely interacts with workforce partners through their participation and attendance at job fairs, seminars, conferences, and various meetings, including the State Workforce Information Council meetings. Consultation with our workforce partners is done on an on-going basis

throughout the year. We discuss labor market information, special data sets, new products, and improved delivery systems. Our products and services are improved upon continuously in response to suggestions from workforce partners or availability of new systems. In addition, LMI presentations are made to employer groups across the state.

The VEC is an integral participant in the State Strategic Plan with a mission to promote economic growth and stability by delivering and coordinating workforce services. Our workforce and labor market information system provides necessary information about employment, jobs, and workers to our workforce partners for use in decision-making and policy planning. We provide data and guidance to ensure that our workforce partners accomplish their mission.

Our partnership with the Virginia Community College System to develop an ETA Green Job grant facilitated the collection of labor market information on green jobs. WIBs and other workforce partners will be able to use this valuable information in workforce development. The VEC also worked with VCCS in securing a State Longitudinal Database Grant.

6. Conduct special studies and economic analyses.

The Virginia Employment Commission conducts special studies and economic analyses relating to all aspects of Virginia's labor market. The many users of this information include policy makers and analysts, economic developers, planners, other partners, and the community.

Special studies and economic analysis include:

- During the past year, the VEC has contracted two very important and timely LMI studies. The College of William and Mary is working on a Long-Term Unemployed Study, and Virginia Commonwealth University is conducting Virginia's first Job Vacancy Survey. Both studies should be completed in early 2012 and will produce data and findings at the WIB level.
- Virginia's *MAGIC* career guide continues to be a keystone publication. The information in the publication allows teachers, counselors, parents, WIBs, and other users to assist students and clients in making informed career development decisions. Copies of the *MAGIC* are distributed to students and clients and are used in classroom settings and with individuals and small groups as a learning tool. We continue to receive numerous requests for permission to copy the information for use in other publications, on websites, and reproduction for classroom use. Several other states have also requested large quantities of the publication.
- *Exploring Your Future! A Guide to Career Possibilities* is an effective resource for middle-school teachers and counselors. It is a useful tool in exploring students' interests and future career possibilities. In this guidebook, students will discover their interests, learn about career clusters, different careers inside those career clusters, education and skills needed, and how to further research a career they may be interested in pursuing.
- The *Virginia Job Outlook* brochure is extremely valuable to teachers, counselors, and One-Stop centers. It is used to assist clients and students in making career and training decisions. Teachers and counselors often use these brochures as part of their classroom curriculum. WIB, One-Stop, and Rapid Response staffs use them with individuals as well as in large group settings.

- The *Forum* newsletter is a mainstay for teachers and counselors. Staff members from the One-Stop centers, rehabilitative counselors, and planners who work with individuals and in small group settings also use the information. We strive to maintain a high level of professionalism and usefulness of materials in this publication.
- *Summary Analysis of Virginia 2010 and 2009 Benchmark Revisions of Nonagricultural Employment and Unemployment* analyzed the benchmark revisions of employment by industry for the state and metropolitan statistical areas as well as the revisions to unemployment. This analysis that was presented in the *Virginia Economic Indicators*, 4th Quarter 2010.

B. CUSTOMER CONSULTATIONS

Through their participation and attendance at job fairs, seminars, conferences, and various meetings, the staff meets and talks with stakeholders throughout the year, as a normal course of VEC workforce activities. We get input on products and services. We also discuss special data sets, new products, and improved delivery systems. Customers can also submit questions, comments or suggestions through the assistance center on our website. In addition, we have a Twitter page for our LMI website in an effort to connect more with our customers.

C. PARTNERSHIPS AND COLLABORATIONS

Throughout the year, the VEC has collaborated with VCCS and several other One-Stop partners in grant writing activities. Most recently, we worked with a host of partners to submit a Longitudinal Database Grant Application to ETA. The VEC is an active and ongoing participant in all grant activities.

Prior to that, the VEC partnered with the Department of Education in submitting a Data Warehouse/Database Grant. It resulted in a \$17.5 million grant to the Commonwealth. Work on the grant with various workforce partners will continue for several years.

Also, the VEC partnered with VCCS, as well as Maryland and Washington, DC, in submission and receipt of a \$4 million LMI Improvement Grant/Green Jobs Grant. All grant work was completed in May 2011. A wealth of green jobs data was collected for each state and for all WIBs. A green jobs portal was developed and data for each of the states can be viewed at www.marcgreenworks.com.

Virginia is currently working with ETA Region II states in a capacity building project. We will be sharing programming code with states so that each state will be able to develop, with a minimum amount of time and effort, a set of data tools similar to Virginia's LMI Tools which resides on our website.

D. RECOMMENDATIONS

None at this time.