



Virginia's Dissemination of LED Data to the WIBs and Beyond

Issues, Issues, and More Issues

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Mass WIB Wheel Mailing

- ◆ Seventeen WIBs
- ◆ Five or so wheels mailed to each WIB director along with an introductory letter
- ◆ Immediate response by phone and e-mail – “more wheels, please.”
- ◆ Print more wheels – NOW
- ◆ BUT – died-off quickly
- ◆ No other calls or e-mails
- ◆ Inference



Inference/Questions

- ◆ Wheel data too broad
 - a marketing tool
- ◆ Web site data too broad
- ◆ WIBs lack of analytical branch
- ◆ Need for education of data and uses



What Do the WIBs Want, Need?

- ◆ How are they best served
- ◆ What to produce
- ◆ How can we efficiently provide products
- ◆ Limited Staff
- ◆ Does the LED web site provide what is needed based on limited resources



What Do the WIBs Want, Need?

- ◆ Web site at 3 or 4 NAICS levels
 - turnover by age
 - earnings by age/gender
 - industry comparisons
 - most important to compare state-level averages and contiguous WIBs



Mass WIB E-mail

- ◆ LED link embedded in LMI web site
- ◆ Home page:
<http://www.vec.state.va.us/vecportal/lbrmkt/lmi.cfm>
- ◆ *Community Profiles:*
<http://www.vec.state.va.us/vecportal/lbrmkt/profiles/profiles.cfm>
- ◆ Question asked: How can the VEC use LED data to support your WIA mission?



Mass WIB E-mail

- ◆ “This is helpful. We are putting this link on our web page for WIA Board members and other interested parties to access.”
 - Merry Hanson Ed.D.
Director, Workforce Programs
Workforce Today!



Mass WIB E-mail

- ◆ “...we intend to use the data to help our one-stops evaluate their services to specific target groups and subgroups in the region, based on those most in need of reconnecting to the workplace or preparing to enter the workforce.”

- Rosalyn Key
Executive Director
Capital Area LWIB



Mass WIB E-mail

- ◆ Great interest but the challenge is to build a web site that responds to the initial interest



Challenges

- ◆ Web site, someone's web site at higher NAICS level
 - need to drill-down
- ◆ Seemingly disconnected from the WIBs
- ◆ Training the WIBs, but who in the WIBs
- ◆ More training for VEC staff – applied training
- ◆ Finding other uses of LED outside of WIBs



Unique Use of LED Data

- ◆ Rural Industrialization Loan and Grant Program
 - SESA conducts economic analysis of local economy and makes recommendations to ETA
 - Need detail NAICS on county/city
- ◆ Demand Plans
 - Environmental Scans