

VIRGINIA
WORKFORCE INFORMATION CORE PRODUCTS AND SERVICES PLAN
FOR PROGRAM YEAR 2005
JULY 1, 2005 TO JUNE 30, 2006

In response to Training and Employment Guidance Letter (TEGL) No. 33-04, the Virginia Employment Commission (VEC) submits the following work plan for PY 2005. This proposed plan is arranged in three sections. Section A describes the statewide workforce information system, including the roles of the VEC and the Virginia Workforce Council. Section B describes the approach for developing the products and services stipulated in the TEGL. Section C presents a description of the strategy to be employed for consulting with customers and for assessing customer satisfaction with state-produced workforce information.

Section A: Statewide Workforce Information System

The central theme throughout TEGL No. 33-04 demands strong cooperation between state workforce agencies, state workforce investment boards, and local workforce investment boards to improve the scope and sophistication of workforce information to satisfy a more demanding audience of consumers. The goal is to complete activities in six high-priority areas: (1) populate the ALMIS database; (2) produce long-term state-level industry and occupational employment projections and short-term state-level forecasts; (3) develop occupational analyses products; (4) provide information and support to state and local Workforce Investment Boards (WIBs); (5) maintain and enhance electronic state workforce information delivery systems; and (6) support state workforce information training activities.

The statement of work and schedule setting forth the plan for the preparation of OneStop workforce information is presented below. The specific work products and activities that are in progress or will be produced/disseminated or conducted as a result of receiving these monies for PY 2005 are organized into six broad areas of activity. Also included in the statement of work are time frames and principal users/customers for each work product or activity, as well as cost estimates for each one. Known leveraged or matching funds for any of the core products are also described.

The Workforce Information Grant Plan has been discussed at length with the Executive Board of the Virginia Workforce Council (VWC), as well as the WIB Directors and staff. Programmatic and financial changes have been made to the plan based on these discussions.

The overall grant plan supports each of the following goals of Virginia's WIA Strategic Plan for the state and local workforce development:

- Understanding the future needs of employers, workers, and jobseekers and overseeing the development of responsive programs to meet those needs.
- Identifying and addressing the challenges and opportunities presented by a diverse workforce composed of youths, immigrants, the disabled, older workers, rural and urban poor, as well as more traditional workers.

- Leveraging the Internet and information technology to build an integrated service delivery system that is responsive to workers and employers, while recognizing regional and local circumstances.

In addition, Virginia’s grant will support the following six strategic goals delineated in ETA’s TEGL No. 33-04:

- Generate more current and local information;
- Deliver better analysis and more sophisticated interpretation;
- Shift to a skills focus;
- Further enhance information delivery;
- Promote, strengthen, and integrate the ability to use workforce information throughout the system; and
- Stimulate competition and resource leveraging as a new business practice.

Various proposed products and services support a further vision that the Commonwealth’s workforce development system will ensure that Virginia’s employers, jobseekers, and workers coalesce to promote economic development throughout Virginia.

Similarly, our occupation and career information products, along with WIB support and enhanced electronic state workforce information delivery systems are consistent with and supportive of the VWC’s following strategic vision:

Our Commonwealth has a world-class workforce system that is responsive to employers and worker needs and creates a well-trained, well-educated, and globally competitive workforce. This workforce is qualified to meet the needs of employers, both now and in the future, and is engaged in lifelong learning.

Section B: Core Products and Services

1. Populate and Enhance the ALMIS Database

The population of the America’s Labor Market Information System (ALMIS) database will continue during PY 2005 with the goal of populating all the tables necessary to maintain the labor market and career information required to support the uses of Virginia’s Electronic Labor Market Access (VELMA), Virginia’s workforce information delivery system. We will continue to develop customized web applications for the ALMIS database, which can be used in conjunction with our VELMA application.

Virginia will also continue to use the infoUSA, Inc. employer database to provide customers with employer information. All infoUSA employer database updates will be incorporated into Virginia’s VELMA database. This data is accessible to the public through the VEC website.

The tasks for this objective are:

Task	Task Focus	Milestones	Principal Customers ¹
Routine data updates (Tables: labforce, ces, cpi, uiclaims, tax, industry, populatn, income, oeswage, schools, programs, progcomp, supply)	Data Update	Ongoing	All
Addition of historical data and expansion of available data series	Data Update	Ongoing	All
Sub-state occupational and industry projections 2002-2012 (Tables: Workforce Investment Areas)	Data Update	Completed by September 2005	All
Populate the ALMIS employer database using the latest data from infoUSA, Inc.	Data Update	Ongoing	All
Provide public electronic access to the Employer Database	Information Delivery	Ongoing	All
Provide detailed data on agency website using enhanced ALMIS tables (Examples: Industry by Size, Population by Age, Detailed UI Claimant Characteristics, etc.)	Information Delivery	Ongoing	All
Continue searching for new sources of data to populate additional non-core ALMIS tables (Tables: blding, esapplic, payment, mlsclaim, mlsevent)	Data Update	Ongoing	All
Occupational licensing data	Deliverable	<ul style="list-style-type: none"> ▪ Carryover from PY 2004 ▪ Updated as time permits 	All

Estimated Cost: \$295,000

Impacts:

Increase the ease and ability of all users to access and use the information available. The new version of the VELMA database allows employers, WIBs, agencies, and workers to obtain more in-depth information for formulating plans, curriculums, and work/training opportunities. This will mean a positive impact on the economic infrastructure of Virginia and its localities. VELMA also provides job seekers with valuable workforce information that can assist them in making career decisions.

Support of Goals:

Through the further development of our VELMA system, we will be able to leverage the Internet and information technology to build an integrated service delivery system that is

¹Principal Customers: (1) Employers (2) Workforce Investment Boards (WIBs) (3) Trainers/Educators (4) Students (5) Economic Developers (6) Jobseekers (7) Governmental Agencies

responsive to workers and employers, while recognizing regional and local circumstances and needs. The system will be able to generate more current and local information and deliver better analysis and more sophisticated interpretation of information.

2. Produce and Disseminate Long- and Short-term Industry and Occupational Employment Projections

Virginia has completed state-level industry and occupational projections to 2012, using calendar year 2002 as the base year, as well as, industry projections to 2012 for the 17 WIBs. In PY 2005, Virginia will focus on completing the long-term occupational projections for the 17 WIBs. Virginia also plans to produce state-level short-term industry and occupational forecasts to third quarter 2006, using third quarter 2004 as the base quarter/year. Every effort will also be made to develop short-term WIB-level industry and occupational projections as time and resources permit.

Using calendar 2004 as the base year, Virginia will produce state and sub-state industry and occupational employment projections to the year 2014. Virginia will produce state-level, short-term industry and occupational projections, using third quarter 2005 as the base quarter/year and forecast to the same quarter in 2007. Every effort will be made to develop short-term WIB-level industry and occupational projections as time and resources permit.

The tasks for this objective are:

Task	Task Focus	Milestones	Principal Customers ¹
Complete WIB-level, long-term occupational projections	Data Development/ Analysis	<ul style="list-style-type: none"> ▪ Carry-over from PY 2004 ▪ Complete by August 2005 	All
Submit WIB-level 2002-2012 occupational projections file.	Deliverable	Complete by August 2005	All
Develop state-level short-term industry projections using 2004 as base year.	Data Development/ Analysis	Complete by July 2005	All
Develop state-level short-term occupational projections using MicroMatrix system.	Data Development/ Analysis	Complete by September 2005	All
Submit state-level 2004-2006 industry and occupational projections file.	Deliverable	Complete by September 2005	All
Develop WIB-level short-term occupational projections.	Data Development/ Analysis	Complete by August 2005	All
Develop WIB-level short-term industry projections.	Data Development/ Analysis	Complete by December 2005	All

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Task	Task Focus	Milestones	Principal Customers ¹
Submit WIB-level 2004-2006 industry and occupational projections file.	Deliverable	Complete by December 2005	All
Develop state and sub-state long-term industry and occupational projections using 2004 as base year.	Data Development/ Analysis	Complete Summer 2006	All
Develop state short-term industry and occupational projections using 2005 as base year and sub-state projections as resources permit.	Data Development/ Analysis	Complete Summer 2006	All
Populate ALMIS Database with 2005-2007 short-term and 2004-2014 long-term projections data and submit the data for public dissemination.	Deliverable	Complete Summer 2006	All

Estimated Cost: \$166,000

Impacts:

This information has continued to be very popular with educators, planners, economic developers, and counselors. The data 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 demands in the present and for the future. Further, these demand-driven projections will aid each of the WIBs in development of the annual Strategic Plans.

Support of Goals:

The projections will assist the WIBs, OneStop staff, economic developers, educators, planners, and others to be able to develop programs that are responsive to the future needs of workers, jobseekers, and employers and the development of programs that are responsive to the needs of all citizens. The information will promote, strengthen and integrate the ability to use workforce information, further enhance information delivery, and deliver better analysis of data. In support of the ETA goal on more localized data, the WIB projections will continue to be produced in Virginia.

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3. Occupational and Career Information Products/Services for Public Use

Produce a variety of occupational analysis products and expand our offerings as the need arises.

The tasks for this objective are:

Task	Task Focus	Milestones	Principal Customers ¹
Virginia Job Outlook brochure	Paper and Electronic Publication	<ul style="list-style-type: none"> ▪ Update wage data by September 2005 ▪ Print 100,000 copies for distribution ▪ Mail copies to WIAs, OneStop centers, local VEC offices, education groups, government agencies, and other users ▪ Populate the VELMA system with the data ▪ Increase the distribution of electronic and hard copies by a minimum of 10% 	1, 2, 3, 4, 6, 7
Virginia Occupation and Industry Skill Study	Electronic Publication	<ul style="list-style-type: none"> ▪ Populate occupation/skills table with current staffing patterns data by January 2006 ▪ Update skills data for occupations by March 2006 	All
High School Graduate vs. High School Dropout bookmark	Paper	<ul style="list-style-type: none"> ▪ Update, reprint by August 2005 ▪ Update materials by June 2006 ▪ Increase distribution/downloads by 10% 	2, 3, 4, 6, 7
Pocket Résumé	Paper	<ul style="list-style-type: none"> ▪ Update, reprint as needed ▪ Increase distribution/downloads by 10% 	1, 2, 3, 4, 6, 7
Forum newsletter	Paper and Electronic Publication	<ul style="list-style-type: none"> ▪ Ongoing-quarterly ▪ Increase distribution/downloads by 10% 	1, 2, 3, 4, 6, 7
North American Industry Classification System (NAICS) Desk Aid	Paper Publication	<ul style="list-style-type: none"> ▪ Update by November 2005 ▪ Update codes and titles to meet new classifications by May 2006 ▪ Print updated version by July 2006 	All

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Task	Task Focus	Milestones	Principal Customers ¹
Mid-Atlantic Guide to Information on Careers (MAGIC) publication	Paper and Electronic Publication	<ul style="list-style-type: none"> ▪ Update materials for publication beginning in February 2006 ▪ Prepare for publication beginning June 2006 ▪ Begin pre-delivery order list by April 2006 	1, 2, 3, 4, 6, 7
Virginia Employer Benefits Survey	Paper and Electronic Publication	<ul style="list-style-type: none"> ▪ Select survey universe by September 2005 ▪ Establish database format and data collection tables by September 2005 ▪ Perform address refinement by October 2005 ▪ Finalize the survey form by September 2005 ▪ Initial mailing of survey forms by December 2005 ▪ Second mailing by February 2006, call participants ▪ Final mailing by April 2006 ▪ Complete data collection by May 2006 ▪ Begin final clean up of data and initial analysis by June 2006 	1, 2, 5, 6, 7
Virginia Job Vacancy Survey	Development	<ul style="list-style-type: none"> ▪ Establish survey group by January 2006 ▪ Develop survey instrument by January 2006 ▪ Address refinement February 2006 ▪ Initial mailing of survey by April 2006 	1, 2, 5, 6, 7
Virginia Business Resource Directory	Paper and Electronic Publication	<ul style="list-style-type: none"> ▪ Complete updates to information by July 2005 ▪ Printing of publication by August 2005 ▪ Put .pdf version on website by August 2005 ▪ Distribution of copies to contributors, WIAs, local VEC offices by September 2005 	All
Community Profiles	Electronic Publication	<ul style="list-style-type: none"> ▪ Ongoing 	1, 2, 5, 7

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Task	Task Focus	Milestones	Principal Customers ¹
Skills Needed poster	Paper	▪ Reprint of poster to meet demand needs—ongoing.	2, 3, 4, 7
Entrepreneurship: Starting You Own Business poster	Paper	▪ Reprint of poster to meet demand needs—ongoing	2, 3, 4, 7
Interview Tips poster	Paper	▪ Reprint of poster to meet demand needs—ongoing	2, 3, 4, 7
Top Fifty Employers	Electronic	▪ Ongoing.	All
Local Employment Dynamics (LED)	Paper and Electronic Publication	▪ Ongoing	1, 2, 5, 7
Industry and Occupation Clusters	Electronic	▪ Ongoing	All
Career Education Consumer Report	Electronic format	▪ Update career education materials for the Career Education Foundation's KnowHowVirginia.org website	1, 2, 3, 4, 6

Estimated Cost: \$253,820

Impacts:

The *Virginia Job Outlook* brochure is extremely valuable to teachers, counselors, and OneStop 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, OneStop, and Rapid Response staffs use them with individuals as well as in large group settings.

The *Virginia Occupation and Industry Skill Study* is still in the development stage. When it is completed it will allow WIBs, planners, employers, counselors, and jobseekers to understand the skills needed to meet the needs of occupations. Planners, educators, WIBs will have helpful input on what education/training needs are required by the businesses in various geographic areas, based on the industry, its occupation staffing patterns and the skills required by those occupations.

We receive requests for thousands of the *High School Graduate vs. High School Dropout* bookmarks from teachers, counselors, and social and religious organizations, and OneStop centers. Teachers and counselors use them extensively in the classroom and at job fairs to stress the importance of a high school education.

One of the most popular items that we produce is the *Pocket Résumé*. We send out thousands of these to schools, church groups, and social service organizations.

Our quarterly *Forum* newsletter has become a mainstay for teachers and counselors who use a lot of the material in classroom settings. Staff members from the OneStop centers, rehabilitative counselors, and planners who work with individuals and in small group settings

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also use the materials. We will strive to maintain our high level of professionalism and usefulness of materials in this quarterly newsletter.

The *NAICS Desk Aid* publication is a quick reference tool to assist users in finding the NAICS codes and titles. Businesses, planners, economic developers, WIBs and government agencies use this reference publication, extensively.

Virginia's *MAGIC* career guide has become 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 decision. Copies of the *MAGIC* are handed out to students and clients; copies 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. It is the only regional career development publication produced by a state agency in the United States.

Currently the Virginia *Employer Benefits Survey* is still under development. We had hoped to be further along with this project, but the necessary training and guidelines were not available to us until late in the program year. We are hoping to make much greater progress in the upcoming program year. When completed, this information will be extremely valuable to employers, economic developers, OneStop centers, and anyone else looking for accurate information on benefits offered by types of industries.

The Virginia *Job Vacancy* survey project is currently in the beginning stages. We are evaluating information already gathered by OneStop centers. It may be possible to use some of the data, in conjunction with a formal survey, to establish a profile on the types of job information. This information will not only be valuable to OneStop centers, but to employers and jobseekers as well. It will let planners and economic developers know the types of jobs that employers are looking to fill. It will allow the user to determine the occupations that are hard to fill, education and experience requirements, and wage ranges being offered.

The *Virginia Business Resource Directory* (VBRD) has become one of the most-asked-for publications by users from all over the world. Its primary audience is individuals wishing to start a new business. It is a compendium of information about services available for existing and potential business. The VBRD aids businesses in finding sources of funding, laws, informational materials, licensing, community contacts, and even how to budget.

Community Profile reports are used by WIBs, planners and economic developers to develop economic plans and strategies and to work in partnership with one another to strengthen Virginia's economy. The reports can be used to aid in the development of WIB strategic plans. Localities and economic developers can use them to help determine economic goals and to encourage companies to relocate or invest in expansion. The reports can also be used by government agencies that work with localities and businesses.

The three posters produced by the Labor Market and Demographic Analysis (LMDA) section, continue to be in high demand by teachers and counselors. All of the OneStop

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 poster messages are important to clients and students who are seeking career decision-making and job search information.

The Local Employment Dynamics (LED) program is being continuously developed and refined. This program helps track workers in different industries by age and gender and provides statistics on job creation, separation, turnover, and wages. LED is quickly becoming an invaluable tool for anyone who deals with any form of planning and development.

Industry cluster analysis identifies groups of industries that are related through their supply and distribution chains. Occupation cluster analysis identifies groups of occupations that are related through the knowledge and skills that are required for employment in that occupation. This information can aid the Virginia Community College System in identifying groups of occupations that are related to specific instructional programs. The report could: (a) fuel existing business retention efforts with focus on supplier-customer relationships of value to the current industry base, (b) coordinate with community colleges and universities to ensure a stream of graduates to meet the demands of industry—current and future, (c) identify regional labor specializations and the industries that would be attracted to those specializations. These industries may, or may not, comport with existing regional industry clusters, (d) could illuminate potential emerging industries for the region, (e) identify the employment opportunities available to a specific target group on the basis of their skills and the skills required for various occupational clusters, (f) be helpful in identifying employment opportunities for welfare to work participants, (g) identify linkages between industries in terms of shared labor pools, and used to augment the results of traditional industry cluster analysis. The program can also be used to market the existing labor pool's skill and knowledge base and align these advantages with industry targets and provide a tool that will enhance the efficient and effective use of state resources.

The *Career Education Consumer Report* provides career education and workforce training provider information, including school/organization information, program descriptions, and performance data. The report is provided to career seekers through a single source.

Support of Goals:

All of the products and services developed and produced by the VEC and its partners are aimed at supporting Virginia's WIA Strategic Plan and the six strategic goals delineated by ETA.

4. Provide Workforce Information and Support to State and Local Workforce Investment Boards

The tasks for this objective are:

Task	Task Focus	Milestones	Principal Customers ¹
Community Profile: Demand Plan	Electronic Publication	Continuous update	1, 2, 3, 5, 7
LED-Mapping Pilot Project	Paper and Electronic Publication	Continuous development and update	1, 2, 3, 5, 7
Employer Survey for Demand Planning— Statewide standard survey design, technical assistance	Electronic Publication	Continuous update	1, 2, 3, 5, 7

Estimated Cost: \$20,000

Impacts:

Community Profile reports for the Workforce Investment Areas give the WIBs accurate, valid, and consistent documents that fulfill state/federal mandates.

The LED-mapping project gives aid to economic developers and businesses in their efforts to expand Virginia’s industry base and strengthen its competitiveness. Transportation planners will be able to identify commuting routes more effectively and plan for more efficient traffic patterns. This same information has been incorporated into the Virginia Homeland Security system.

The Employer Survey in combination with the *Community Profile: Demand Plans* provides each WIB with comprehensive understanding of employers’ current and projected skills needs and a combination of qualitative workforce information for career education and workforce training programs for policy development.

Support of Goals:

The purpose of the Community Profiles: Demand Plans is to assist ongoing strategic planning efforts by providing a solid, data-driven foundation for strategic decision-making.

The LED-mapping project contributes to the understanding of employer, workforce, and economic needs by improving materials and presentations. It continues to help in developing new and improved products that serve a variety of uses in the economic system.

The Employer Survey will (1) generate more current and local information and (2) shift WIBs to a skills focus in addressing employers’ workforce needs.

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5. Maintain and Enhance Electronic State Workforce Information Delivery System.

The tasks for this objective are:

Task	Task Focus	Milestones	Principal Customers ¹
Labor Market and Demographic Analysis section of the VEC Website	Electronic	<ul style="list-style-type: none"> ▪ Continuous update ▪ Increase user visits and downloads by 10-15%. ▪ Continue to expand information available on the site ▪ Use a brief user's survey to check for customer satisfaction 	All
GIS Workforce Development Overlay	Electronic and Paper Publication	Continuous update	All
Career Education and Workforce Training Portal	Electronic	Continuous update	All
Provide Information Support	Telephone, Fax, Electronic, and Paper	Continuous service	All

Estimated Cost: \$42,000

Impacts:

The LMDA section of the VEC website will be maintained in an informative and user-friendly forum for users to obtain accurate and timely information on census, workforce, career development, and local economies.

The GIS staff of the LMDA section will continue to provide personnel support to the Virginia Geographic Information Network (VGIN) work on the GIS Workforce Development Overlay. The products created by VGIN allow end users to employ drive-time analysis and other GIS tools to increase the usefulness of workforce information.

The Career Education and Workforce Training Portal continues to be a systemic, one-stop approach to providing workforce information based upon employer, educator, and jobseeker needs. The portal continues to enhance information delivery and promote, strengthen, and integrate the ability to use workforce information throughout the Workforce and Career Development System.

Members of our LMDA section have been working closely with the Virginia Workforce Council and the division within the VEC responsible for implementation of the Workforce

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Investment Act. Staff have served on Council subcommittees and authored the “Labor Market Information” chapter of the Commonwealth’s Unified Two-Year Plan. Our WIA Division is in receipt of and has reviewed Virginia’s Workforce Information grant plan. Furthermore, we will work with WIBs, individually and collectively, to determine the types of local market analysis they will need. The LMDA section will establish a schedule of visits to WIBs throughout the state. The purpose of these visits will be to inform the Boards of improvements and/or changes in our programs and services, answer questions they may have, and receive feedback from the WIBs. It also allows the LMDA staff to further develop collaboration with our customers in order to create products and services that will meet the WIBs’ needs.

Providing information and support to the state and WIBs is ongoing. Several WIB-specific publications have been produced and others are planned. As we better define our customer needs, data collection and analysis activities will be refined to enable us to produce statewide and localized information valued by our customers. We recognize that a broader vision for the utilization of LMI is required to support economic and workforce development in a highly competitive and rapidly changing global economy. We view our core programs as tools which, when applied to emerging opportunities, will transform data into customer knowledge to support the broadest possible range of economic and workforce development. The continued growth of information technology dynamics creates new opportunities for information analysis, including:

- Identification of cluster high-growth local industries.
- Identification of cluster high-demand skills.
- Determination of occupation skill requirements in high-technology industry clusters.
- Determination of high-technology skill shortages and the identification of advanced training initiatives to address these shortages.
- Identification of readily available skilled workforces to meet an immediate employer need.
- Determination of employer business decision information to facilitate plant location, expansion, and relocation; market research; and workforce recruitment.
- Data analyses to better inform customers of workforce development training opportunities.
- Participation in the Local Employment Dynamics program, a state/federal partnership between the Census Bureau and approximately 30 states.

6. Support State Workforce Information Training Initiatives

The tasks for this objective are:

Task	Task Focus	Milestones	Principal Customers ¹
LMI training on using VELMA	On-site	<ul style="list-style-type: none"> ▪ Continue to train individuals on what is available on VELMA and how to use the information ▪ Update materials whenever there are changes in the system ▪ Notify users of changes to VELMA ▪ Hold at least three workshops during PY 2005 	2, 3, 7
LMI training for WIBs and others	On-site	<ul style="list-style-type: none"> ▪ Continue to train people on what LMI is, how to use it, where to find it ▪ Hold at least 10 workshops during PY 2005 	1, 2, 3, 5, 7
LMI Training Institute	Training	<ul style="list-style-type: none"> ▪ Continue to administer business functions of the Institute ▪ Provide instructors ▪ Produce materials ▪ Promote the activities of the Institute to all groups and individuals who need instruction in LMI areas ▪ Increase membership in the Institute by ten percent for PY 2005 ▪ Increase class attendance by 15 percent during PY 2005 ▪ Update all class materials 	All
2005 LMI Forum	Training and networking	<ul style="list-style-type: none"> ▪ Host and produce the 2005 Forum national conference, October 25-27, 2005, in Norfolk, VA ▪ Select a site for the 2006 Forum ▪ Put together the program and do the strategic planning for the 2005 and 2006 conferences 	2, 3, 7

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Task	Task Focus	Milestones	Principal Customers ¹
Webinars Training	Electronic Training	<ul style="list-style-type: none"> ▪ Select a server to contract with to do webinars ▪ Develop initial training seminars on LMI for Workforce Information Specialists 	2, 3, 7

Estimated Cost: \$57,000

Impacts:

The VEC and the LMI Institute strive to maintain an expert staff with a high level of skills and abilities to develop products and services that best serve the needs of its client base. The staff and the LMI Institute, in turn, develop and present training and programs to educate WIBs, OneStop personnel, and other LMI users. Funding will be leveraged to produce a greater training impact.

Beginning in December 2004, the VEC became the administrative agency for the LMI Training Institute. The VEC will continue to maintain the Institute with assistance of contributions in time and money from other states that participate in the Institute training.

Webinars allow VEC staff to present training to multiple sites at one time. This saves on the expense of travel and loss of time from the job site. We will be able to reach more people and eventually do more training/information sessions.

Support of Goals:

The training provided by the LMDA staff adheres to VWC goals by making information and technical support available to users that will help in developing workforce and economic strategies. It will enable users to also understand the type of responsive plan that assists employers, workers, and jobseekers.

Section C: Consultation and Customer Satisfaction Assessment

The Virginia Employment Commission recognizes the importance of customer satisfaction assessment and its role in improving current products and services. One of the main tools for assessment is through personal interaction with customers. The Labor Market and Demographic Analysis section realizes the necessity of being pro-active with clients of the Workforce Information system. During PY 2005, the LMDA section will intensify efforts to research the usefulness of the information currently produced and disseminated. Staff will make LMI presentations to Local WIB staff, Employment Commission local office staff, as well as additional customers and request participant feedback.

On the VEC website are several very easy options customers can use to contact the Labor Market Information and Demographics Analysis staff. There is a Contact Us section that allows

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customers to send e-mails directly to the LMDA section. Also, there is a Staff option that provides names, areas of specialization and a direct link to individual LMDA staff members. Web Trends software is being used to track customer usage of the LMI website. The VELMA portion of the website is also using Livestat to gather user information. These statistics will be tracked over time to determine the usage of various pieces of available data and information. Additionally, we have placed an online feedback form accessible on the LMI website to gather further information about our customers.

The VEC recognizes that the workforce information system of the future will require strategic partnerships and new business models in order to meet growing and changing demands of information consumers. PY 2005 plans include working with other economic development agencies, community groups, WIBs, and other government entities. Several products previously discussed will be joint efforts with the Virginia Economic Development Partnership (VEPD); the Virginia Community College System (VCCS), and the Virginia Geographic Information Network. Further, the VEC will work with VEPD to develop a cluster analysis website. These are examples of leveraging of funds for a common workforce information product.

The tasks for this objective are:

Task	Task Focus	Milestones	Principal Customers ¹
Customer Satisfaction Survey	Paper and Electronic Publication	<ul style="list-style-type: none"> ▪ Update questionnaire ▪ Post survey on website and mail our paper forms by January 2006 ▪ Complete survey and compile statistics by June 2006 	All

Estimated Cost: \$10,000

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PY 2005 Workforce Information Core Products and Services Grant

A. State Workforce Agency Deliverables

Deliverable 1— *Continue to populate the ALMIS (America’s Labor Market Information System) database with state data*—Populating the ALMIS Database is the cornerstone for electronic information delivery and is common to all states.

Item	Cost
VITA Hosting Fee <ul style="list-style-type: none"> • Hardware - <i>Included</i> • Software - <i>Included</i> 	\$185,000
Personnel Costs	\$60,000
Geographic Solutions Contract	\$50,000
TOTAL EXPENSES:	\$295,000

Deliverable 2— *Produce and disseminate industry and occupational employment projections*— Develop 2002 to 2012 individualized WIB projections and statewide projections for 2004 to 2006 period.

Item	Cost
Personnel Costs	\$146,000
Printing & Dissemination Costs	\$20,000
TOTAL EXPENSES:	\$166,000

B. State Workforce Investment Board and State Workforce Agency Deliverables

Deliverable 3—Provide occupational and career information products for public use—
Includes numerous career-related publications, posters, occupational estimates, and wage information for WIBs.

Item	Cost
Mid-Atlantic Guide to Information on Careers	\$115,520
FORUM quarterly newsletter updated & printed	\$15,000
City/County Profiles	\$0.0 Leverage funds from other sources.
Virginia Job Outlook brochure updated & printed	\$10,000
Wage Data Survey	\$5,000
Virginia Employees' Benefits Survey printed/Web, validated, three mailings	\$20,000
Virginia Job Vacancy Survey	\$20,000 Development Stage, leverage funds from other sources.
Virginia Business Resource Directory (publication & CDs)	\$20,000
North American Industry Classification System (NAICS) Desk Aid	\$2,000 Leverage funds from other sources.
Posters	\$0.0 Leverage funds from other sources.
High School Graduate vs. High School Dropout bookmark	\$2,300
Job Interview Pocket Résumé	\$3,000
Top Fifty Employers—state and all sub-areas	\$0.0 Leverage funds from other sources.
Industry and Occupation Clusters	\$10,000 Development Stage, leverage funds from other sources.
Career Education Consumer Report (Web-based—design, develop)	\$6,000
LED Products updated & printed	\$25,000
TOTAL EXPENSES:	\$253,820

Deliverable 4—Ensure that the workforce information and support required by state and local workforce investment boards are provided—Continue to provide technical assistance and analyses to WIBs, including next year’s Community Profiles, any special data requests, and continued product development of Local Employment Dynamics system.

Item	Cost
Community Profiles for Demand Planning—updating and production	\$10,000
LED pilot project for Alexandria One-Stop Center	\$0.0 Development Stage, leverage funds from other sources.
Employer Survey for Demand Planning—Statewide standard survey design, technical assistance	\$10,000
TOTAL EXPENSES:	\$20,000

Deliverable 5—Maintain and enhance electronic state workforce information delivery systems—Upgrade content and technology of information delivery systems, including development of an integrated relational database and ALMIS Internet applications.

Item	Cost
Website – Design upgrades <ul style="list-style-type: none"> • Community Profiles • LMI Data • Census Data • Occupation Guide • Top 50 Employers 	\$6,000
GIS Workforce Development Overlay (User needs analysis, overlay development and web-based interface design)	\$30,000
Create Portal to State Workforce Development Information, Services, Products via <i>KnowHowVirginia.com</i>	\$6,000
TOTAL EXPENSES:	\$42,000

Deliverable 6—Support state workforce information training activities—Continue to provide labor market information class training for WIB staff in addition to on-site technical assistance. Includes: on-going product development, special programming requests, and employer name and address listings.

Item	Cost
Training, job fairs, workshops *	\$17,000
LMI Training Institute	\$30,000
Webinar training	\$10,000
TOTAL EXPENSES:	\$57,000

* Training expenses will be leveraged with funds from the VWC Key Players Effectiveness Committee.

Section C: Consultation and Customer Satisfaction Assessment—Continue to recognize the importance of customer satisfaction and its role in improving current products and services.

Item	Cost
Customer Satisfaction Surveys updated & printed/on Web	\$10,000
TOTAL EXPENSES:	\$10,000

Workforce Information Core Products and Services Grant Breakdown

Balance Sheet	
<i>Workforce Information Core Products and Services Grant</i>	\$843,820
Deliverable 1 Costs	(\$295,000)
Deliverable 2 Costs	(\$166,000)
Sub-total	(\$461,000)
Deliverable 3 Costs	(\$253,820)
Deliverable 4 Costs	(\$20,000)
Deliverable 5 Costs	(\$42,000)
Deliverable 6 Costs	(\$57,000)
Consultation and Customer Satisfaction	(\$10,000)
Sub-total	(\$382,820)
TOTAL:	\$843,820