PY2008

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 2008)

PROGRESS REPORT

Program Year 2008 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, 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.

In June 2009 we released a brand new resource on our website called LMI Tools, which offers our customers new and innovative ways of accessing labor market information. The three primary tools (labor force, industry, and demographics) contain the following features:

   Labor Force

   o Unemployment Rates Map - Displays current unemployment data on a dynamic map, where darker-shaded areas represent higher unemployment, and lighter shaded areas represent lower unemployment. Users can click on an area to display detailed historic information.

   o Current Unemployment Rates - Displays detailed current unemployment rate data for all area types (national, statewide, cities/counties, workforce investment areas, etc.), which include the civilian labor force, employment, unemployment, and the unemployment rate.

   o Characteristics of the Insured Unemployed (ES-203) - Displays detailed demographic data for all individuals that received an unemployment benefit check for a given time period, including but not limited to gender, race/ethnicity, age, and education level.

   o Characteristics of the Job Applicants - Displays detailed demographic data for all new applicants in our job service system.
Unemployment Insurance Payments - Displays the number of weeks paid, amount paid, average duration, and exhaustion rate for our unemployment insurance program.

Industry

50 Largest Employers - Displays the largest employers by geographic area, which are tabulated from our Quarterly Census of Employment and Wages (QCEW). Users can also display the largest employers on a Google map.

Industry by Size - This feature allows users to query our QCEW data by industry and size class. Users can display the data by establishment, employment, or average weekly wage.

Startup Firms - This tool displays startup firm statistics, which were produced from our QCEW data by using a special formula that we developed.

Demographics

Population Map - Displays current population estimates on a dynamic map, where darker-shaded areas represent higher population and lighter shaded areas represent lower population. Users can click on an area to display detailed historic information.

Population Change - Displays detailed current population data for all area types (national, statewide, cities/counties, workforce investment areas, etc.), which include the 1990 and 2000 census years and the 2010, 2020, and 2030 projection years.

Population Projections by Gender, Age, and Race/Ethnicity - Displays population projections data broken down by gender, age, and race/ethnicity. Users can dynamically drill into each demographic category.

In an effort to connect more with our customers, we created a Twitter page for our LMI website. We are using Twitter to inform our customers whenever we make any data or publication updates. Several people are already following us on Twitter, and we received positive feedback shortly after providing this resource online.

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 2008 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

2. **Produce and disseminate industry and occupational employment projections.**

   **Long-Term Projections:** Virginia had produced in the prior planning year state industry and occupational employment projections to 2016, using calendar year 2006 as the base year. Virginia completed the Workforce Investment Area (WIA) industry and occupational employment projections to 2016 in PY2008. The projections were produced using the methodology, software, tools, and guidelines developed by the Projections Consortium. Virginia populated the WID and submitted the long-term data for public dissemination.

   **Short-Term Projections:** Virginia also completed the state-level, short-term industry and occupational projections for the 2008 to 2010 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 annual economic analysis report for the Governor and the State Workforce Investment Board.**

   The *Economic Assumptions for the United States and Virginia* is an annual publication with detailed economic analyses and forecasts of recent trends for the nation and state. Along with a national forecast and policy assumptions, Virginia labor force and employment forecasts on an industry-by-industry basis are included as well as regional analyses and forecasts. The Governor, Workforce Investment Boards (WIBs), and other workforce partners can use the economic analyses and forecasts in this publication to form policy and workforce decisions. This publication is sent to our workforce partners and is available on the website as well.

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

   *Industry and Occupational Employment Projections, 2006-2016* 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, 2008-2010* 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 industry are displayed. High-growth industries and occupations by area are also available.

   *2008 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, 134 counties and cities). 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; 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:

- **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.

**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 is a listing of occupations projected to have the highest number of openings along with expected salaries broken down by education levels: high school diploma or less; some post-secondary education or extensive employer training; and bachelor’s degree or higher. The brochure is produced biennially.

**Top Fifty Employers** for each county, city, MSA, planning region (PDC), and WIA and the state of Virginia are available on our website.

Responded to hundreds of **LMI-related inquiries and prepared media releases**.

- 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 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.

**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. 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/rule 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

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 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.

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.

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 two ETA Green Job grants will facilitate 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.

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:

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.

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.

*Payment of Benefits to Unemployed Virginians* analyzes the factors that influence Virginia’s ranking among states in the percentage of its unemployed receiving unemployment insurance benefits. This article was published in the *Virginia Economic Indicators*, 1st Quarter 2009.

*The Professional and Technical Services Sector in Virginia* is an economic analysis that was presented in the *Virginia Economic Indicators*, 3rd Quarter 2008. The article discussed the professional and technical services sector on a very detailed industry basis. The topics covered included employment and employment growth; number and size of establishments; and wages and wage growth. The article also showed and discussed the geographic distribution of employment and wages by county and city.

*Trends in Defense Employment 1997-2007* examined defense employment in Virginia, both civilian and military. The article also showed military and civilian defense employment by service branch and locality/installation. This analysis was presented in the *Virginia Economic Indicators*, 3rd Quarter 2008.

### B. CUSTOMER CONSULTATIONS

Through their participation and attendance at job fairs, seminars, conferences, and various meetings, the staff meet and talk 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 created a Twitter page for our LMI website in an effort to connect more with our customers.

### C. RECOMMENDATIONS

None at this time.