

PY2013

WORKFORCE INFORMATION CORE PRODUCTS  
AND SERVICES

PERFORMANCE REPORT

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# Virginia

*Workforce Information Grant, PY 2013*

## ***PROGRESS REPORT***

Program Year 2013 Employment and Training Administration (ETA) funds were used to develop essential state and local Labor Market Information (LMI) products and services. More specifically, these funds were used to accomplish the eight core deliverables and activities described below. The principal users of this information are Local Workforce Investment Boards (LWIBs), One-Stop centers, VEC field offices, job seekers, employers, educators, counselors, students, economic developers, government agencies, the Virginia Advisor for Workforce Development, local chambers of commerce, veterans, and others. These organizations use this information for planning and developing workforce strategies; assisting clients with career, education, and training choices; and formulating policy decisions.

During the past year, Virginia expended all of PY 2012 carryover funds and expended all but \$175,322 of PY 2013 grant money. We have expended the bulk of the PY 2013 carryover funds as of September 2014. Most of those expenditures were personnel costs.

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.

### ***1. Workforce Information Database (WIDb)***

In PY 2013, we continued to enhance our business intelligence systems. In October 2013, we began using version 14.0 of our Virtual LMI software from Geographic Solutions. This updated version not only provides our VirginiaLMI site with a sleeker and more modern design, it also offers new features and options when searching our datasets. One such feature is the ability to display search results on a graph or map for datasets previously available in table format only. Another new feature is a “trend” link for certain result sets that gives users the option to view 1-year, 5-year, or 10-year data comparisons. In addition to upgrading our Virtual LMI software, we completed the migration of our LMI site away from the Virginia Workforce Connection system to a new standalone site. This transition has allowed us to provide better service to our LMI customers and make upgrades to our software in a more timely manner.

For PY 2013, as with the previous year, we used the Estimates Delivery System (EDS) to help us meet our requirement for populating the oeswage table in the WID. EDS allows us to develop OES wage data for geographies not covered under the core BLS program. These geographies include our Workforce Investment Areas, Planning Regions, Congressional Districts, Virginia Community College Regions, etc. Each year, our customers look to us to provide local wage data for these custom 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. Quarterly and annual updates of Quarterly Census of Employment and Wage (QCEW) data
  - c. Semi-annual updates to the Infogroup employer database
  - d. Annual and bi-annual updates of the Short and Long-Term Industry/Occupation projections
  - e. Annual updates of OES/SOC-based wage data for all available levels
  - f. Updates of the latest Bureau of Economic Analysis income data

## ***2. Industry and Occupational Employment Projections***

- **Long-Term Projections:** Virginia produced industry and occupational employment projections to 2022 for the State, using calendar year 2012 as the base year. The VEC has completed work on the industry employment projections to 2022 for all Workforce Investment Areas (WIAs) in the state and is currently working on the occupational employment projections to 2022 for all 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 2013 to 2015 period. As with the long-term projections, Virginia used 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. Annual Economic Analysis and Other Reports***

- **Annual Economic Analysis**
  - 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, 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 the economic analyses in this publication to form policy and workforce decisions. ([http://virginialmi.com/content/pdfs/vei\\_2014\\_q1.pdf](http://virginialmi.com/content/pdfs/vei_2014_q1.pdf))
- **Other Reports and Products on the Internet ([VirginiaLMI.com](http://VirginiaLMI.com))**
  - **2012 Occupational Employment Wage Data** for the state, 13 Metropolitan Statistical Areas (MSAs), 15 WIAs, 21 Planning Regions (PDCs), 23 Virginia Community College Regions, and 4 state regions 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; 11 MSAs; 15 WIAs; Congressional Districts; 134 counties and cities; 23 Virginia Community College Regions; and 21 Planning Regions). 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; long-term and short-term industry employment projections; long-term and short-term occupational employment projections; growth occupations; declining occupations; consumer price index; local option sales tax
- Education Profile: educational attainment by age, gender, and race/ethnicity; 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.
  - *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 the employment and earnings outlook 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: bachelor's degree or higher; associate's degree, technical training, or work experience; and at least moderate on-the-job training, as well as occupations that are declining.
- **Top Fifty Employers** for each county, city, MSA, Planning Region, Virginia Community College Region and WIA and the state of Virginia are available on our website. One of the most frequently requested LMI products. Data is updated quarterly.

- 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 unemployment press release is made available to the public through e-mailings, twitter, 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.
  - 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 *Career Guide 4 Virginia* contains information on training and education, financial aid, job search, applying for a job, interviewing, and budgeting. This publication is available in both a printed and electronic version.
- *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 *Labor Market Information* brochure gives an overview of the Virginia Labor Market Information website, which is a powerful online labor market tool specifically designed to connect researchers, economists, 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 *STEM* brochure provides labor market information in the fields of Science, Technology, Engineering, and Mathematics. The brochure shows the largest STEM occupations by education along with employment and wage data as well as the top high growth STEM occupations.
- *Industry Reports* are available for the following: All Industries; Construction; Manufacturing; Retail Trade; Professional, Scientific, and Technical Services; and Health

Care and Social Assistance. The reports provide information by detailed NAICs on the number of establishments as well as employment and wages for the State and by locality for some of the data. The Manufacturing Industry Report is updated annually and is produced in collaboration with the Virginia Manufacturers Association.

- The ***Employment and Wages by Industry and Area*** reports show employment and wages by industry and by area for the following areas: United States, Virginia, MSAs, and Micropolitan Statistical Areas. The data within the reports come from the Quarterly Census of Employment and Wages (QCEW) program. This product is updated as the QCEW data becomes available.
- 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 QWI Online, Industry Focus, and OnTheMap are available on our website. LED data is now the source for commuting pattern data. The VEC regularly attends the national meeting.
- ***Long-term Industry and Occupational Employment Projections*** 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.
- ***Short-term Industry and Occupational Employment Projections*** 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.
- The following **information sheets**, developed several years ago and periodically updated, are still in demand:
  - *Top Skills and Work Values Employers Want*
  - *Education Pays...*
  - *Eight Keys to Employability*
  - *Sample Job Application*
  - *Tomorrow's Jobs*
- Updated **census tract maps**, using 2010 geography, are produced for use in the Areas of Substantial Unemployment (ASU) program. Maps are produced for both individual localities (counties and independent cities), and Workforce Investment Areas.
- A map showing ***Virginia Targeted Employment Areas*** as well as census tract labor force statistics for use in the Federal EB-5 Program are available. Resources for viewing and understanding Virginia's targeted employment areas and excel worksheets on employment and unemployment labor force statistics for Virginia's Census Tracts (updated with census tract data for FY 2104) are provided.

- ***The Long-Term Unemployed in Virginia*** is a study that examines the impact of the Great Recession on labor markets. The study details the characteristics of the unemployed and the long-term unemployed in the Virginia unemployment insurance system and examines the macroeconomic factors that are driving a persistently high unemployment rate. The VEC contracted with the Thomas Jefferson Public Policy Department at The College of William and Mary to conduct this study.
- ***Commonwealth of Virginia Job Vacancy Survey 2011 - 2012*** is a report that provides insight into the labor needs and skill shortages in key regions across Virginia; allows for the comparison of employment benefits and compensation within and across industries and occupations; and identifies industries and occupations that are most likely to have job openings. The VEC partnered with the Virginia Center for Urban Development and the Survey and Evaluation Research Laboratory at Virginia Commonwealth University to develop and administer the Job Vacancy Survey. This report continues to be used by a variety of workforce professionals.

**Website Use (July 1, 2013-June 30, 2014):** We use Google Analytics on our website to help us track how many people are using the LMI resources. Below is a summary of the statistics.

Visits	89,749
Unique Visitors	58,324
Pageviews	387,978
Pages / Visit	4.32
Avg. Visit Duration	00:04:23

Rank	Page	Views	% Page Views
1	LMI Home page	103,407	26.65%
2	Community Profiles	17,728	4.57%
3	Labor Market Services for Job Seekers & Employers	11,454	2.95%
4	LMI Tools	11,091	2.86%
5	Labor Force data	8,426	2.17%

#### **4. Customer Consultations**

The Labor Market and Demographic Analysis staff works with Virginia Community College System (VCCS) staff, VEC Workforce Services staff, Virginia Workforce Council, Governor’s office 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 on-line and in person training to WIB and One-Stop staff, as well as to a large number of employers, 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 State Workforce Council and Committee meetings as well as employer advisory 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 has a Memorandum of Understanding with VCCS to update and provide LMI offerings on an ongoing basis.

The VEC is a participant in the Virginia Longitudinal Data System (VLDS) along with eight other data-oriented state agencies. Cross-agency data is used to conduct targeted research. The U.S. Department of Education grant has created solid partnerships, resource sharing, and collaborative research across state workforce and education agencies and university partners. Collaborative funding is an important aspect of this effort.

Virginia's LMI unit also participates with several workforce agencies in a Workforce Data Quality Initiative grant from the U.S. Department of Labor. The group is currently focused on implementing WRIS 2 to meet workforce needs through the larger VLDS.

The VEC was an integral participant in this year's WIA-Wagner/Peyser Integrated State 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.

## **5. *Activities Undertaken to Meet Customer Needs***

In January 2014, Virginia's Governor required workforce agencies (24 in Virginia) to produce a Workforce Development Plan for Virginia. Further, he released an Executive Directive (Executive Order 23) requiring the completion of nine action items by the public workforce system. The actions support the following goal: "identify, increase, and accelerate the availability of a workforce ready to fill middle-skill jobs to sustain and attract businesses and ensure economic growth by driving workforce credentials that matter to jobs attainment." The VEC is heavily involved in several of these action items.

Virginia submitted and received a grant to participate in the National Governors Association's (NGA) Policy Academy. The focus of the Academy is to better prepare Americans to work in the new economy through improved postsecondary education and workforce training aligned to the needs of employers and evolving state economies. Our LMI unit is working with the Virginia Community College System and the Virginia Board for Workforce Development to achieve the following outcomes: enhance our data system to better answer questions regarding value of certifications and licensures; develop a LMI system that incorporates data about new types of workforce credentials; and plan for a system to record and report on certifications.



The VEC recently partnered with two Workforce Investment Boards in the submission of a “H1B Virginia Ready to Work Proposal.” The LMI unit provided a variety of data on the characteristics of the long-term unemployed as well as H1B data and worker profiles. SkillSource will be the grant recipient.

LMI is also providing veterans data and analysis to the Virginia Department of Health Professions for the following grant: National Governors Association’s Veteran’s Licensure and Certification Demonstration Policy Academy.

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 are able to use this valuable information in workforce development. Further, our OES unit recently collected updated green jobs occupational data. While a bit dated, the information is used by workforce professionals, with occasional requests for a study update.

*Post-2010 Population and Demographic Projections* for Virginia and its 134 localities were completed. The VEC contracted with the Weldon Cooper Center Demographics and Workforce group to develop the first set population projections using 2010 census data.

The VEC conducts economic impact analyses as requested. Last year, the ***Regional Economic Impact Analysis of the Defense Supply Center Richmond (DSCR)*** was produced, a lengthy and in-depth analysis of the economic impact of the Defense Supply Center on the region.

The VEC provides **Quarterly Census of Employment & Wages (QCEW) employer listings** to governmental agencies and entities, through the **Data Share Agreement** process. A Data Share Agreement is a required, signed, binding agreement between the VEC and the requesting governmental agencies or entity, which protects the confidentiality of the QCEW employer data.

**Data Share Agreement & QCEW Employer Listings provided: 7/1/13- 6/30/14**

- Loudoun County Economic Development, 1 qtr. of QCEW employer data
- Loudoun County Treasurer, 1 qtr. of QCEW employer data
- Middle Peninsula PDC, 1 qtr. of QCEW employer data
- Mount Rodgers PDC, 1 qtr. of QCEW employer data
- Norfolk Economic Development, 1 qtr. of QCEW employer data
- Richmond Regional PDC, 1 qtr. of QCEW employer data
- Spotsylvania Economic Development, 1 qtr. of QCEW employer data
- Stafford County Economic Development, 1 qtr. of QCEW employer data
- Town of Leesburg, Economic Development, 1 qtr. of QCEW employer data
- Tobacco Commission, Economic Development, 4 qtrs. of QCEW employer data
- Virginia Dept. of Tourism, 4 qtrs. of QCEW employer data
- Workers Compensation Commission, 1 qtr. of QCEW employer data
- Albemarle County Economic Development, 1 qtr. of QCEW employer data
- Chesapeake City Economic Development, 1 qtr. of QCEW employer data
- Danville City Economic Development, 1 qtr. of QCEW employer data
- Portsmouth City Economic Development, 1 qtr. of QCEW employer data
- Crater PDC, 1 qtr. of QCEW employer data
- Fairfax County Economic Development Authority, 1 qtr. of QCEW employer data
- Franklin County Economic Development, 1 qtr. of QCEW employer data
- Hanover County Economic Development, 1 qtr. of QCEW employer data
- Joint Legislative Audit and Review Commission, (JLARC), 1 qtr. of QCEW employer data

Henrico County Dept. of Community Revitalization, 1 qtr. of QCEW employer data  
Winchester-Frederick County Economic Development Commission, 3 qtrs. of QCEW employer data  
Hampton City, 1 qtr. of QCEW employer data  
Newport News City Economic Development, 1 qtr. of QCEW employer data

**Meetings, Presentations, and Webinars:**

Virginia Dept. of Emergency Management, LMI presentation, 50 attendees  
Adult Education Council-Richmond Tech Center, LMI presentation 25 attendees  
Roanoke Employer Conference, LMI presentation, 125 attendees  
Charlottesville Employer Conference, LMI presentation, 125 attendees  
Richmond Employer Conference, LMI presentation, 125 attendees  
VA Beach Employer Conference, LMI presentation, 125 attendees  
PEER-John Tyler CC, LMI presentation, 30 attendees, (3 periodic meetings during 7/1/13-6/30/14)  
GED Council, Region 15, Meeting, LMI presentation, 30 attendees, (3 periodic meetings during 7/1/13- 6/30/14)  
Alexandria Workforce Center, LMI presentation, 25 attendees  
Virginia Department for Aging and Rehabilitative Services, Richmond Region Meeting, LMI presentation, 25 attendees  
Virginia Department for Aging and Rehabilitative Services, Northern VA Region Meeting, LMI presentation, 15 attendees  
VA Beach EAC Meeting, Stratford University, LMI presentation, 50 attendees  
Eastern Shore EAC Meeting, LMI presentation, 20 attendees  
Virginia SCHEV Meeting, LMI presentation, 10 attendees  
Old Dominion University and John Tyler CC – Job Fair, LMI presentation, 100 attendees  
John Tyler CC Educator’s Institute, LMI presentation, 300 attendees  
Annual U.S. Census Bureau Local Employment Dynamics (LED) Conference and Workshop, attendee  
Stafford County Fall Economic Forum, presentation  
Southwest Regional Managers’ Meeting (Roanoke), LMI Presentation, 15 attendees  
Tip of the Week Webinar, Presentation on Community Profiles, 40 attendees  
Virginia Workforce Council, LMI presentation, 90 attendees

**6. *New Tools and Resources***

- ***Summary Analysis of Virginia 2013 and 2012 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 was presented in the *Virginia Economic Indicators*, 4<sup>th</sup> Quarter 2013.
- The ***Labor Market Information*** brochure gives an overview of the Virginia Labor Market Information website, which is a powerful online labor market tool specifically designed to connect researchers, economists, 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 *STEM* brochure provides labor market information in the fields of Science, Technology, Engineering, and Mathematics. The brochure shows the largest STEM occupations by education along with employment and wage data as well as the top high growth STEM occupations.

## ***7. Efforts to Create and Support Partnerships and Collaborations***

The Virginia Employment Commission is the designated authority in the state of Virginia to certify Targeted Employment Areas (TEAs) for the EB-5 Investor Visa Program. The EB-5 Investor Visa Program was created by Congress in 1990 for aliens to immigrate to the United States for the purpose of employment. Targeted Employment Areas (TEAs) are census tracts or combination of census tracts that have unemployment rates of 150 percent or higher of the national unemployment rate. The program encourages investment in rural (non-metropolitan) areas, or high unemployment areas. Using federal guidelines, the Virginia Employment Commission analyzes proposed areas and provides certification letters, if rural or high unemployment criteria are met.

The Virginia Employment Commission, in collaboration with the Virginia Manufacturers Association, produced a 2013 Virginia Manufacturing Industry Report. This report is updated annually and was last updated in January 2014.

In addition, the following activities create and support partnerships and collaborations and are described in more detail in section 5.

- Partnering with the Governor’s office, Virginia Workforce Council, and state agencies to fulfill Executive Order 23 and to complete a Workforce Development Plan for Virginia.
- An active participant and partner in the National Governors Association’s Policy Academy—the New Virginia Economy.
- Partnering with WIBs and SkillSource in submitting—H1B Virginia Ready to Work Proposal.
- Working with various groups, both state and national, on veteran employment issues.

## ***8. Activities to Leverage LMI-WI Funding***

- Ongoing MOU with VCCS to update and provide LMI offerings.
- Data share agreements to provide geocoded employer listings by various substate geographies.
- Ongoing participation in Virginia’s Ready to Work grant.
- Participant in U.S. DOE grant that is funding the Virginia Longitudinal Data system.
- Participant in Workforce Data Quality Initiative grant.
- Several veterans projects and grants.

## ***9. Recommendations***

No recommendations.