

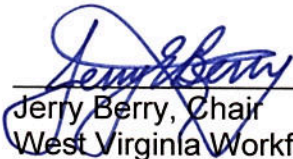
September 30, 2013

Lenita Jacobs-Simmons  
Regional Administrator  
US Department of Labor  
Employment and Training Administration  
Suite 825 East  
The Curtis Center  
170 S Independence Mall West  
Philadelphia, PA 19106-3315

Dear Ms. Jacobs-Simmons:

Enclosed is West Virginia's Workforce Information Core Products and Services Annual Performance Report for Program Year (PY) 2012 as specified in Training and Employment Guidance Letter 27-11.

Sincerely,

  
\_\_\_\_\_  
Jerry Berry, Chair  
West Virginia Workforce Investment Council

Date: 9-30-13

  
\_\_\_\_\_  
Russell Fry  
Acting Executive Director  
WorkForce West Virginia

Date: 10-21-13

Enclosure

Research, Information and Analysis  
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[www.workforcewv.org](http://www.workforcewv.org)

## Workforce Information Core Products and Services Annual Performance Report Program Year 2012

During Program Year 2012, the Research, Information and Analysis Division of WorkForce West Virginia continued to meet its goals of producing and disseminating labor market information in accordance with requirements outlined in the Workforce Information Grant. Working closely with workforce investment boards, economic development authorities, state lawmakers, and vocational and career counselors, the Division has conducted studies and offered assistance to those putting West Virginians back to work. Frequent contact with workforce investment boards has enabled RIA to become familiar with the needs of the customers served by these boards, and thus tailor products such as industry growth and decline and demand occupations to assist these customers.

### **Publish an annual economic analysis review**

An annual economic review is prepared for the Governor and the state workforce investment boards. This report is made available to other economic development groups and policy makers as well. The report is distributed in printed format to its primary users, but is accessible to anyone via the Division's website. The latest completed report contains:

- A summary of state economic activity
- Economic indicators, Gross Domestic Product and per capita income data
- Nonfarm payroll employment
- Civilian labor force for the state and counties
- Employment and wage data
- Industry employment projections
- Demand Occupations for West Virginia 2010-2020
- Detailed economic data for each of the seven workforce investment areas including demographic, census, labor force, nonfarm payroll employment, wage data, largest employer listing, occupational demand, industry employment projections showing growth and decline



## **Conduct special studies and economic analyses**

Essentially, LMI users and customers provide the impetus for unique studies and analysis of economic movement or interest. Workforce investment boards, the Governor's office, and varying government policy groups continue to seek reliable, quantifiable information that supports decision making for legislative action or valid business assessments. The State's Labor Market Information office remains the most reliable source for that data. Prominent studies and analysis conducted in the past fiscal year are listed below.

- Quarterly reports are prepared for the legislature measuring unemployment insurance activities such as initial claims, weeks claimed, weeks compensated, and benefits paid and their impact on the unemployment insurance trust fund.
- Occupational data and particularly demand occupations remain a vital topic to workforce investment areas. Reports are produced regularly and disseminated in the monthly Economic Summary and encompass topics extending from fundamental statistics to the more diverse information of demand occupations.
- [2012 Economic Review](#): An economic review for the Governor's office profiling the existing economic fitness of the state, including historical data and prospects for the future.
- [STEM - Science, Technology, Engineering, Mathematics](#): An analysis that emphasizes the importance of these growing professions and provides some perspective on their potential impact on local economies.
- [A Tale of the Two West Virginias – Retold](#): A study of urban and rural counties.
- [A Decade of Coal Mining in West Virginia](#): A study of coal mining trends
- [The Self-Sufficiency Standard for West Virginia 2013](#): The information in this report provides a new measure of how much income is required for a family of a particular structure in a particular location to satisfactorily meet its fundamental needs without public or private assistance.
- [The Influence of the Marcellus Shale on Employment and Wages in West Virginia](#): A study of the overall effect on specific industries in West Virginia due to activity within the Marcellus Shale gas field.

## **Continue to populate the Workforce Information Database**

- We are currently using version 2.4 of the WID.
- Internet delivery of WID data on our newly rebranded website has been started. Some data are being displayed using Tableau interfaces. More interfaces are in the works and will be implemented as completed.
- Core tables are populated and updated as data become available.
- The non-core tables that are populated are updated as data become available.

## **Produce and disseminate industry and occupational employment projections**

The Research, Information and Analysis Division of Workforce West Virginia has produced short-term employment forecasts for the state for the 2012-2014 timeframe. Projections staff produced several simulations and analyzed numerous scenarios during the projection cycle. The projections for West Virginia were completed in early August 2013 and posted to the WorkForce West Virginia website. The extract deliverable file was submitted to the appropriate projections consortium representative on August 16, 2013. These projections and corresponding analyses have also been included in the agency's Annual Economic Review.

Because of the value of occupational forecasts and the significant interest, projections data for the state and all workforce investment areas are showcased frequently in the monthly Economic Summary. A separate and distinct article highlighting economic trends and forecasts for the projections data is produced annually and published in the monthly Economic Summary.

## **Post products, information, and reports on the Internet**

Research, Information and Analysis has maintained a website for nearly 18 years, a site which received approximately two million hits last year. Products, information, and reports that are posted on the Division's main site include:

- Latest monthly data for counties, state, and nation
- Data releases announcing updates on economic data, including top employers, wages, and unemployment rate
- Employment/unemployment data including historical for nation, state, counties, workforce investment areas, metropolitan statistical areas, and micropolitan and consolidated statistical areas
- Data from Quarterly Census of Employment and Wages (QCEW)
- Occupational Data and Projections
- Industry Projections, both short-term and long-term
- Data from Occupational Safety and Health
- West Virginia's monthly Economic Summary in PDF
- West Virginia County Profiles including Workforce Investment Areas
- Top 100 private employers in West Virginia
- Top 10 employers by WV County
- Top 25 employers by Workforce Investment Area
- Per Capita Personal Income

Contact information for customer comment and input is prominent on the LMI website and is provided on all published information and anytime our staff interacts with customers. The LMI shop offers options for more contact and data by providing numerous links, as well as an online survey soliciting feedback.



## **Customer consultation of workforce information and products**

Partnership between the state labor market information staff and the local workforce investment boards continues to produce vital information on regional labor market conditions. Labor market information is provided to the boards through both core products and frequently tailored data and analyses supplied upon request. The core products of occupational, industrial, employment and unemployment data are fundamental tools for the local boards in their support of the regional economies. Examples of the specialized data products are Demand Occupations, Industry Projections, Labor Sheds, and Commuter Analysis, all adapted to the specific economic development effort of the requesting agency. Research, Information and Analysis also works closely with the West Virginia Development Office, State Economic Development Authorities, the West Virginia Department of Education, the Regional Intergovernmental Council, and city governments.

Local boards use labor market information in their efforts to identify, attract, and foster emergent and growing industries and businesses. The data are also used to assist in the education and training of the local workforce, to assist jobseekers in finding employment that provides a sustainable wage, and to match the available labor pool with the businesses that seek to set up shop within the state.

## **Partner and consult on a continuing basis with workforce investment boards**

WorkForce West Virginia frequently consults with all seven workforce investment boards, some on a nearly weekly basis, in order to supply data and meet requests. Requests frequently involve wage data, commuting patterns, and labor pool information. Workforce investment boards have participated in the development of innovative and progressive endeavors. Research, Information and Analysis is occasionally asked to sit in on and contribute to workforce investment board meetings, roundtable discussions, etc. PY 2011 contained four such meetings with workforce investment council members and Research, Information and Analysis staff.

WorkForce West Virginia also works closely with the West Virginia Development Office, providing information to assist employers who wish to locate in the state. Research, Information and Analysis is contacted by the Development Office as frequently as several times a week.

Much data (such as Quarterly Census of Employment and Wages, top employers, unemployment rates) at one time produced for counties and metropolitan statistical areas only are now produced for workforce investment areas as well, thus creating a database of labor market information for each board. Demand occupations by workforce

investment area have been well received by the statewide boards, and tend to be the most frequently requested data by WIA employees.

Research, Information and Analysis is now utilizing a redesigned website powered by Tableau. The site has a cleaner, less cluttered look, and once further integration is complete, the site will allow users to create customized analyses and reports.

### **Accomplishments**

New website format went live with Tableau Visualization Tool. Division published a series of small economic studies. RIA director presented Marcellus Shale analysis findings to Legislature Oversight Committee. Director discussed current economic conditions at four Workforce Investment Council Meetings. Attendance totaled over 100 for all four meetings.

### **Limitations**

Because West Virginia LMI has no state funding and is 100 percent reliant on federal funding, financial limitations create difficulty in recruiting new staff. The bulk of the Workforce Information Grant is spent on personnel costs, which limits the ability to send staff to offered LMI training, reduces the frequency with which we can offer workshops, and decreases the amount of money we have to spend on value-added products such as printed publications and website tools. West Virginia LMI staff members must wear many hats and manage time delicately.