

Annual Performance Report

West Virginia Workforce Information Core Products and Services Program Year 2008

- 1. Continue to Populate the Workforce Information Database with State and Local Data.**
 - a. The WID database is used as the foundation of Virtual LMI, our internet information delivery system
 - Currently using version 2.3. We will be switching to version 2.4 with the deployment of updated VLMI.
 - Core tables are 100% populated and updated monthly, quarterly, annually, or decennially, depending on availability of data updates.
 - Populated tables (non core) are updated monthly, quarterly, annually, or decennially, depending on availability of data updates.
 - Licensing files are populated, and are in the process of being updated. They will be submitted to the NCSC when complete.
 - b. Customer Consultations
 - Virtual LMI is used for internal and external customers, such as labor market analysts, researchers, job seekers, students, and economic developers to name a few.
 - Our labor market analysts use Virtual LMI (WID) to assist with data requests by either obtaining the data for the customer or guiding the customer through Virtual LMI.
 - We are continually adding more analysis and publications to the Virtual LMI website, such as the monthly Economic Summary, as well as integrating our “old site” with Virtual LMI.
 - c. We have no recommendations for improvements or changes to the deliverables at this time.

2. Produce and Disseminate Industry and Occupational Employment Projections.

Using methodology established by the Projections Workgroup and the Projections Managing Partnership, employment projections have been produced for the 2008-2010 timeframe. A first-run analysis was generated by the lead analyst on projections. These estimates were then reviewed and adjusted through a series of workgroup meetings with LMI area analysts. After two workgroup reviews, a final set of projections was agreed on.

The projections have been generated for industries at the 3-digit NAICS level, including forecasts for self-employed workers and unpaid family members. Geographically, industry projections were produced at the statewide level and for each of the seven Workforce Investment Areas. Similarly, occupational employment projections were subsequently generated for the state and the seven workforce areas.

Upon completion of employment projections production, the data file deliverable was submitted through the appropriate channels on June 30, 2009. Further, data files were submitted to the WID database manager for incorporation into the WID and, by extension, our Virtual LMI Online One-Stop Portal. Projections were then published in a static HTML format to the conventional WV LMI website, and as a downloadable Excel file.

Sub-state Workforce Investment Area projections for the 2006-2016 timeframe were generated and published to our LMI web site. Data files were provided for incorporation into the WID and Virtual LMI Online One-Stop Portal. Further, using the methodology established for the Occupational Descriptor software, Demand Occupation lists were generated for the state and each of the Workforce Investment Areas. These demand occupation lists were published to our conventional LMI web site. Skills-based projections were also developed via the online SBP system for statewide estimates only. Skills-based projections were subsequently published to our conventional LMI web site.

In addition to publication of employment projections through our internet portal, occupational profile articles are regularly published in our monthly Economic Summary publication. An annual feature article on employment projections, as well as various analyses that draw upon projections estimates, are included the Economic Summary.

Industry and occupational projections have been produced for the state and seven workforce investment areas and are offered through the Division's conventional web site and its interactive Virtual Labor Market Information web site. Both the short-term and long-term projections were

assembled using standard consortium and micromatrix methodology and software. Short term projections have been assembled for the period 2007-2009 while long term projections have been compiled for 2006-2016.

3. Publish an annual economic analysis report for the governor and the SWIB.

An annual economic report is prepared each summer for the Governor and the State Workforce Investment Board. 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 web site. The latest completed report contains:

- A summary of state activity
- Extensive economic data for Metropolitan Statistical Areas and Workforce Investment Areas
- Location Quotient Calculation
- Highlights on economic activity.

Additional copies of the report were requested by members of a Workforce Investment Board to assist in a study conducted by board members.

4. Post products, information, and reports on the Internet.

Research, Information and Analysis has maintained a web site for nearly ten years, a site which receives approximately 2 million hits a year. The Division's main site contains, among other data, up to the minute press releases, the latest data releases, QCEW data, OES projections and wages, and short and long-term industry projections.

5. Partner and consult on a continuing basis with workforce investment boards.

WorkForce West Virginia frequently consults with all seven workforce investment boards in order to supply the data the boards are seeking. These boards have participated in the development of innovative and progressive endeavors. Currently, a web-based job fair is in the works.

Much data that was at one time produced for counties and metropolitan statistical areas only is now produced for

Workforce Investment Areas as well, thus creating a database of labor market information for each board. Demand occupations by WIA have been well received by the statewide boards.

6. Conduct special studies and economic analyses.

Many of the ideas or focus for unique economic analysis or special studies comes at the request of customers or as a result of particular economic activity occurring in the state or region. Although local workforce boards, the Governors Office, and the state Development Office have been frequent customers, the source for much of the research and analysis includes a variety of users ranging from other government entities to independent researchers to policy makers. Specific studies and analysis include the following:

- A special request from the Governor's office regarding the current condition of the state economy and its future prospects.
- A study on non-profit organizations
- An analysis of the rate structure for the state prevailing wage.
- A re-employment database designed to assist those affected by mass layoffs.
- A regional analysis of specific industries to be used by WIAs for business recruitment and prospects.
- An analysis of demand occupations for WIAs
- An annual agricultural survey of apple and peach orchards in the state's eastern panhandle

7. Customer Consultation of Workforce Information and Products

Workforce information products have become a staple of local boards and as a consequence, the value and effectiveness of the information have become paramount concerns for the LMI staff. In addition to regular discussions with WIB users, dialogue at individual training events has proven to be equally effective in LMI product improvement. An example of such training is the Virtual LMI and LED training session held for education counselors. Web site and product development have been the

outcome. A more recent endeavor has been a collaboration between the Division and individual colleges and universities and the state higher education policy commission in an overall effort to provide current and prospective employers access to the best applicant information. This approach parallels the efforts of the state development office and the economic development efforts of the Governor. Utilizing the databases of both LMI and participating colleges, employers will gain access to a supply side of the labor force data that has not been readily available in the past. Formal questionnaires, intermittent electronic surveys, and individual user discussions have proven to be effective resources for LMI product improvement as well. A more informal avenue of customer consultation has been the constructive assessments received through the LMI web site. Virtual discussions and transmissions such as this have often provided illumination for the next resource upgrade or special report on economic activity.