

PY2009

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 2009)*

PROGRESS REPORT

Program Year 2009 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, VEC field offices, 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.

We continue to improve and add on to the *LMI Tools* that we developed last year. More specifically we created a brand new tool just for the unemployment data. In doing this, we greatly expanded our "labforce" data in the WID to include employment and unemployment data for all areas in the country. To put it into perspective, we went from 40,000 records in the labforce table to over 7 million. The new LMI Tool offers a very user-friendly and convenient way to browse through this massive data set. Users can view county unemployment maps for every state in the U.S., and can drill-down to more detailed data by clicking an area. We also provide a map of the U.S. that shows the unemployment data by state for both seasonally adjusted and not-seasonally adjusted data.

We modified our Labor Force LMI Tool so that it now includes weekly initial claims data. This is the first time we have made any data set available on a weekly basis. We also enhanced our UI benefit payments data so that users can filter between the various payment types (i.e. Extended Benefits, Tier I, Tier II, etc.). Several enhancements were also made to the overall functionality of the LMI Tools. Users can now download Excel and CSV versions of the data. They can also access a printer-friendly version for each screen.

In an effort to go "green", we eliminated one of our 600-page internal reports that included data from the Quarterly Census of Employment and Wages. We developed an online report in PDF format that includes the same data, but also formats everything in a much friendlier way. The reports are available on our website, and go back all the way to 1990 Qtr. 1.

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 2009 OES/SOC-based wage data for all available levels
- c. Updates of the 2008-2018 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 Infogroup employer database

2. Produce and disseminate industry and occupational employment projections.

- **Long-Term Projections:** Virginia produced state industry and occupational employment projections to 2018, using calendar year 2008 as the base year. Virginia completed the Workforce Investment Area (WIA) industry and occupational employment projections to 2018, as well. 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 has begun the state-level, short-term industry and occupational projections for the 2009 to 2011 period. As with the long-term projections, the short-term projections will be produced using the methodology, software, tools, and guidelines developed by the Projections Consortium. When the projections are complete, Virginia will populate the WID and submit 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, 2008-2018* 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.
- ***2009 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, Congressional Districts, 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 release is 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. (A newer edition is currently being produced and will be available shortly.) 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/rules 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 recently provided geocoded client data maps to several WIBs.

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.
- *Power, Money, and Intelligence—What the 2010 Census Will Mean to Virginia* discusses the how the 2010 Census will benefit Virginia. This article was published in the *Virginia Economic Indicators*, 3rd Quarter 2009.
- *Trends in Defense Employment 1998 - 2008* 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 that was presented in the *Virginia Economic Indicators*, 3rd Quarter 2009.
- *Summary Analysis of Virginia 2009 and 2008 Benchmark Revisions of Nonagricultural Employment and Unemployment in 2010* analyzed the benchmark revisions of employment by industry for the state and metropolitan statistical areas as well as the revisions to unemployment. This analysis that was presented in the *Virginia Economic Indicators*, 4th Quarter 2009.
- *Surveying Green Jobs in the Greater Virginia, Maryland, and Washington, D.C. Area* discusses the scope and objectives of the project and explains the definition of a green job. This article was presented in the *Virginia Economic Indicators*, 1st Quarter 2010.
- *James Madison University Economic Impact 2008-2009* investigated the economic impact of the university's expenditures on the local economy. The study was developed in the spring of 2010 by the VEC on request from James Madison University (JMU) and was a joint effort between our agency and JMU. The VEC also provided staff that co-presented this work at a professional conference in Williamsburg, Virginia.

B. CUSTOMER CONSULTATIONS

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

C. PARTNERSHIPS AND COLLABORATIONS

Throughout the year, the VEC has collaborated with VCCS and several other One-Stop partners in grant writing activities. Most recently, we worked with a host of partners to submit a Longitudinal Database Grant Application to ETA.

Prior to that, the VEC partnered with the Department of Education in submitting a Data Warehouse/Database Grant. It resulted in a \$17.5 million grant to the Commonwealth. Work on the grant with various workforce partners will continue for several years.

Also, the VEC partnered with VCCS in submission and receipt of a \$4 million LMI Improvement Grant/Green Jobs Grant. Work is ongoing with VCCS and the state's 15 WIBs to include local green jobs information. A variety of related research proposals are being developed as well.

D. RECOMMENDATIONS

None at this time.