

# **WorkForce West Virginia Research, Information and Analysis**

## **Annual Performance Report Workforce Information Core Products and Services Program Year 2010**

### **1. Continue to populate the Workforce Information Database with state and local data.**

- a. The Workforce Information Database is used as the foundation of Virtual LMI, our internet information delivery system
  - Our current version of Virtual Labor Market Information (VLMI) utilizes version 2.3 of the Workforce Information Database. We will upgrade to version 2.4 as the VLMI vendor upgrades the software.
  - Core tables of the Workforce Information Database are populated according to consortium guidelines and updated as data are available.
  - Populated tables (non-core) are updated monthly, quarterly, annually, or decennially, depending on availability of data updates.
- b. Customer Consultations
  - A predominance of external and internal customers for Virtual Labor Market Information are made up of workforce analysts, researchers, policy makers, legislators, economic development specialists, job seekers, and students.
  - Data requests from customers are administered by analysts through the Workforce Information Database of Labor Market Information.
  - Original analysis and distinctive publications are added to the Virtual Labor Market Information website on a consistent basis.
- c. There are no recommendations for improvements or modifications to the deliverables at this time.

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

The West Virginia Labor Market Information (LMI) office has produced employment forecasts for the state and workforce investment areas (WIA) including both short-term (2010-2012) and long-term (2008-2018) cycles. LMI staff produced several simulations and analyzed numerous scenarios during the projection cycle. As a result, 2008-2018 projections for West Virginia's workforce investment areas were completed in September 2010 and posted to the WorkForce West Virginia website. Analysis and dissemination of long-term WIA projections were available to the public in October 2010.

Short-term projections for the state and all seven workforce investment areas, including industries and occupations, have been published and placed on the WorkForce West Virginia website for public usage. The designated Employment and Training Administration representative was provided the deliverable for short-term projections on September 16, 2011, whereas the short-term projections files were provided to the state Workforce Information Database administrator for inclusion on the Virtual Labor Market Information website.

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.

## **3. Publish an annual economic analysis review for the Governor and the state workforce investment boards.**

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 web site. 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
- 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

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

Research, Information and Analysis has maintained a website for nearly 16 years, a site which received approximately five million hits last year. The Division's main site contains:

- 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)
- Data from Business Employment Dynamics
- Occupational Data and Projections
- Industry Projections, both short-term and long-term
- Data from Longitudinal Employer-Household Dynamics (LED)
- Data from Occupational Safety and Health
- West Virginia's monthly Economic Summary in PDF
- Data from Affirmative Action
- West Virginia County Profiles including Workforce Investment Areas
- Consumer Price Index
- Top 100 private employers in West Virginia
- Top 10 employers by WV County
- Top 25 employers by Workforce Investment Area
- Per Capita Personal Income

Redesign of the RIA website and the monthly Economic Summary should be completed during PY 2011.

**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 data and meet requests. These 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. PY 2010 contained two such meetings with workforce investment council members and Research, Information and Analysis staff.

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.

**6. 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.

- An economic review for the Governor's office profiling the existing economic fitness of the state, including historical data and prospects for the future.
- 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.
- A database is prepared and maintained that measures and describes education to employment conduits for students.
- 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.

- A survey of apple orchards in the state's eastern panhandle is conducted each year measuring the status of wage scale equity.

## **7. 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.

1. Pertinent labor market information is essential to local boards in their efforts to identify, attract and foster emergent and growing industries and businesses. Forecasting future economic trends is inherently difficult, but armed with adequate labor market information, local workforce boards are able to focus on developing promising industries and businesses. Local boards request labor market research and analysis in support of their development efforts.
2. Particularly in changing economic conditions, the education and training of the local workforce is a crucial element in strengthening a local economy. Local boards frequently request, and are provided, occupational and industrial analysis identifying occupations expected to grow at the greatest rate, produce the most openings, and allow a standard of living at a level of self-sufficiency.
3. Local workforce investment boards frequently focus on high-tech businesses seeking workers with suitable skills and education. Labor shed analysis assists in determining how industries match with the available labor pool. Similarly, such analysis can identify characteristics of the local workforce and provide a business insight necessary for refinement of recruiting efforts.