
VIRGINIA
PY 2002
COST-REIMBURSABLE GRANT

ONE-STOP LMI FUNDS

VIRGINIA

One-Stop Labor Market Information

Cost-Reimbursable Grant for Program Year 2002: Statement of Work

BASIC GOALS

Virginia is the recipient of \$857,293 from the Employment and Training Administration (ETA) for Program Year 2002. These monies will be used for development of priority and core LMI products and services to support America's Labor Market Information System (ALMIS) and One-Stop Career Services System initiatives. These Wagner-Peyser funds and carryover PY2001 funds will be used to accomplish the delivery of seven high-priority products: (1) populate the ALMIS database; (2) produce long-term state-level industry and occupational employment projections and short-term state-level forecasts; (3) develop occupational analysis products; (4) provide employer name and address lists that can be accessed by the public; (5) provide information and support to state and Local Workforce Investment Boards (LWIBs); (6) support state-based workforce information delivery systems; (7) and fund state workforce information training initiatives.

WORK PLAN AND SCHEDULE

The statement of work and schedule setting forth the plan for the preparation of One-Stop labor market information is presented below. A description of the specific work products and activities that have been or will be produced/disseminated or conducted as a result of receiving these monies for PY2002 is organized into seven broad areas of activity. Also included in the statement of work are time frames and principle user/customers for each work product or activity, as well as cost estimates for each one.

DESCRIPTION OF ACTIVITIES AND PRODUCTS

1. **ALMIS Database:** Continue to populate the ALMIS database with state data.

The current VELMA System (both modules—VAJS and Analyzer) is based on version 1.1 of the ALMIS database with selection criteria revolving around the previous BLS LASER system's occupational coding taxonomy. Last fall the Internet Users Group met with Geographic Solutions, Inc. and mutually agreed upon enhancements, modifications, corrections that needed to be made to the Analyzer module. A meeting of that same users group is planned for later this year to discuss enhancements, modifications, and corrections that need to be made to the VAJS module.

The database files for upgrading the Analyzer module to ALMIS database version 2.2 have been converted to the new structure. We are now in the process of cleaning up assigned defaults for new fields added. The projected date for the loading and testing of the revised Analyzer module is November 30, 2002. Since the VAJS modifications are scheduled for discussion later this year, we anticipate the need of having to continue maintaining some version 1.1 tables for an unknown period of time, but project the date

for upgrading the VAJS module to ALMIS database version 2.2 to occur prior to June 30, 2003.

Continue to update “core tables” with latest information at various levels for which data is available. Recently added data includes:

- a. Routine monthly updates of CES, LAUS, CPI, and Claimant data.
- b. Updates of 2000 OES/SOC-based wage data for all available levels.
- c. Quarterly and annual updates of ES-202 data.
- d. Updates of latest released BEA income data.
- e. Virginia is currently in the process (as time and resources permit) of updating the license.dbf and licauth.dbf. Collection of data for the lichist.dbf file remains in a research status due to limited staff levels. We will forward the three licensing data files to NCSC upon completion.

2. **Produce Projections:** Produced state-level industry and occupational employment projections to the year 2010.

Long-term Projections—Virginia has produced state-level industry employment projections to the 2010, using calendar year 2000 as the base year. The methodology, software tools, and guidelines used were developed by the Long-Term Employment Projections Consortium. Virginia will produce the occupational projections in the fall. The data problems with the MicroMatrix system that the Projections Consortium and NASWA have discussed with ETA delayed the production of these projections. (See attached memorandum.) Once complete, the projections will be submitted for placement on the ALMIS state Web site and for public dissemination following the procedures established by the Consortium in consultation with BLS and ETA.

For PY2002 the VEC will produce industry and occupational employment projection publications that cover statewide data, the eight MSAs, and four non-metropolitan regions. Hard-copy versions of the projections publications will be mailed to all of the LWIBs, employment service offices, and other customers on our mailing list. The data will also be incorporated into the Web site.

Short-term Projections—The VEC will produce state-level, short-term industry and occupational forecasts. We will use third quarter 2002 as the base year and forecast to the same quarter in 2004. Industry employment projections for sub-state areas will also be developed. These projections will be submitted for public dissemination in accordance with the procedures developed by the Consortium, in consultation with ETA.

Principal users of state and various area industry and occupational employment projections are planners, educators, school counselors, students, job seekers, workforce investment boards, and One-Stop centers.

3. **Develop Occupational Analysis Products:** Produce a variety of occupational analysis products, and expand our offerings as the need arises.

The following is a list of our current publications, along with a description of each:

Industry and Occupational Employment Projections: 2000-2010.

The projections data will be available in both electronic and hard copy form. Books/Web pages have been developed for Statewide Virginia, each of the eight MSAs, and four non-metropolitan areas. Information found in the hard copy version will include specialized tables on occupations with the most openings, greatest percent of growth, declining occupations, change of industry employment, and occupational employment. The data for the projections is developed and made available to the public on a biennial basis. More than 7,300 copies of the 1998-2008 version have been distributed to LWIBs, planners, educators, counselors, private sector businesses, individuals, etc.

Mid-Atlantic Guide to Information on Careers (MAGIC) tabloid.

The MAGIC tabloid is a biennial publication that presents career development information and activities. The tabloid begins with a message to parents and teachers. This publication helps the reader understand the needs and demands of employers and job markets and what skills are in demand. It also provides guides for making career choices; finding information on careers, education/training, and finding financial aid opportunities; finding job openings; filling out application forms; writing resumes; going on interviews; and budgeting. The MAGIC tabloid gives information on numerous occupations—description of the duties of the occupation, projected growth/decline, annualized average salary, related courses of study, related occupations, and industry hiring practices/requirements. The tabloid provides information for and is distributed to the users in Virginia, Maryland, West Virginia, and the District of Columbia. Over 300,000 of the 3rd Edition were printed and an electronic-formatted version was distributed in the past year. We have also put the tabloid on our Web site (www.vaemploy.com). The 4th Edition of MAGIC has been printed—300,000 copies. A CD-ROM version will be made available on a cost-recovery basis. An electronic version is available on the VEC Web site.

Virginia Occupation Guide.

The Guide provides detailed information on approximately 200 occupations (data provided will be for the state, each MSA, four non-metropolitan areas and 17 LWIBs). Data provided for each occupation will include: projections data, wage data, related codes (SOC, DOT, CIP, OES, etc.), occupational description including knowledge, skills and abilities required, any licensing or certification requirements, and a description of general work activities. We are hoping to have the database available on our Web site by the end of 2002. We are also making the Guide available on CD-ROM. There is special emphasis with this publication to meet the informational needs of the LWIBs.

Virginia Apprenticeship.

The updating of this publication will begin in the late fall of 2002, with a completion date of early 2003. The publication includes information on what apprenticeship is; how it works and how to apply for training; contacts and representatives around the state; apprenticeable occupations in Virginia; and the descriptions of specific occupations. The individual apprenticeship occupation pages give the OES, SOC/O*Net, and GOE codes;

the United States and Virginia information on projected growth/decline of the occupation, wages, length of time that it takes to find work; and classroom and on-the-job requirements and licensing or certification requirements. The book is distributed to educators, counselors, planners, apprenticeship certification offices, LWIBs, employment service offices, military posts, and libraries. More than 4,500 copies of the 2000 Edition have been distributed.

Virginia Job Outlook 2000-2010 Brochure.

This brochure is a presentation of the statewide Virginia data on the occupations with the greatest number of annual openings broken out by educational level—high school or less, associate's degree, and bachelor's degree or higher. The annual number of openings and the average annual salary are given for the top 15 occupations in each educational level. We also present a listing of 10 declining occupations. More than 200,000 copies of the current brochure have been distributed. The Outlook brochure is updated each year and is also available on the VEC Web site. We will be redoing the entire brochure in early 2003, as soon as the new projections data is available.

Virginia Wage Data

The wage information for statewide Virginia, each of the MSAs, and four non-metropolitan regions is produced in hard-copy form and is also available on the VEC Web site on an annual basis. Information included is an alphabetic listing of occupations with the proxy entry level, hourly and annual mean wages, and the annual median wages. During the upcoming year, we are planning on producing similar wage data for each of Virginia's 17 LWIBs. The publications are distributed to educators, planners, counselors, individuals, economic developers, LWIBs, etc. More than 5,000 books have been distributed during PY2001.

Virginia Employment Commission Web Site.

Along with the standard, mandated core program information (e.g., LAUS, CES, ES-202, wage data, and occupational projections data), our www.vaemploy.com site has links to many related career development/occupational information Web sites; and we are making many of our publications available in electronic format. During PY2001 we performed a major upgrade of the site. We now include excerpts from useful articles, census data (latest information as soon as it is released), a glossary of terms, a list of acronyms (with hot links to related sites), and a Tools section that has FIPS codes/location names, NAICS and SIC codes/short titles, and MSA, Planning District, WIB names with city/county listings. Other features include a Feedback section. The Feedback section allows us to collect information about and from site visitors. It is a brief questionnaire that asks visitors their work industry, how they use our information, what information is important to them, how they found out about our site, and then allows them to add any comments they wish to express. We also give the visitors an opportunity to contact us directly. There is a Contact Us section that lists the names of staff members and their area of expertise. When a visitor clicks on a name, it connects them to a central mailbox where they can e-mail us questions, requests, or comments.

Survey on Funds for Training Nurses.

During the PY2002 year we developed a survey to determine various sources of funds to help in training nurses for the Virginia General Assembly. The study encompassed information on funding sources for schools, hospitals, and individuals. The survey included participants from both public and private sectors. We were able to glean additional supporting information from the Virginia Department of Education, Virginia Community College System, the State Counsel on Higher Education for Virginia, and the Virginia Nursing Board. The initial survey was completed on August 21. The results were presented to a Virginia General Assembly subcommittee and several state agencies and interested organizations. We are currently planning to make the information available to the One-Stop centers throughout the state.

Customer Satisfaction Survey.

Beginning in the late fall of 2002 we will begin developing a customer survey to evaluate our products and publications. We are also hoping to develop a profile of our user group(s). The survey will help us determine what changes we need to make. We are hoping it will also let us know if we need to develop any new materials to meet consumer needs. The participants for the survey will be drawn from our mailing lists. A version of the survey may also be placed on our Web site so participants can respond. The survey should be completed by May 2003 and an evaluation report available in June 2003.

4. **Provide Employer Information:** Provide employer name and address lists that can be accessed by the public.

The two VELMA modules previously mentioned in section 1 contain search engines, which provide access to the ALMIS employer database. The general public may access the information at <http://www.velma.vec.state.va.us/vajs/>, which is a user-friendly site that is rich in navigational graphics, based on occupational search routines. Field Offices, LMI research units, One Stop Career Centers, and other partner agencies involved in career exploration, job search, and job development may access this information at <http://www.velma.vec.state.va.us/>, which is designed for users more familiar with LMI data.

5. **Provide Information and Support:** Provide information and support to state and LWIBs and produce other state information products and services.

Members of our LMI section have been working closely with the Virginia Workforce Council and the division within the VEC responsible for implementation of the Workforce Investment Act. Staff have served on Council subcommittees and authored the "Labor Market Information" chapter of the Commonwealth's Unified Five-Year Plan. Our WIA Division is in receipt of and has reviewed Virginia's One-Stop LMI grant plan. Furthermore, we will work with LWIBs, individually and collectively, to determine the types of local market analysis that will be needed.

Providing information and support to state and LWIBs is ongoing. Several WIB-specific publications have been produced and others are planned. As we better define our

customer needs, data collection and analysis activities will be refined to enable us to produce statewide and/or localized information valued by our customers. We recognize that a broader vision for the utilization of LMI is required to support economic and workforce development in a highly competitive and rapidly changing global economy. We view our core programs as tools which, when applied to emerging opportunities, will transform data into customer knowledge to support the broadest possible range of economic and workforce development. The continued growth of information technology dynamics creates new opportunities for information analysis including:

- Identification of cluster high-growth local industries.
- Identification of cluster high-demand skills.
- Determination of occupational skill requirements in high-technology industry clusters.
- Determination of high-technology skill shortages and the identification of advanced training initiatives to address these shortages.
- Identification of readily available skilled workforces to meet an immediate employer need.
- Determination of employer business decision information to facilitate plant location, expansion and relocation; market research; and workforce recruitment.
- Data analyses to better inform customers of workforce development training opportunities.
- Participation in the Longitudinal Employer Household Dynamics program which is a state/federal partnership between the Census Bureau and approximately 20 states.

6. **Support Information Systems:** Support state-based workforce information delivery systems and maintain common systems/Web-based systems support.

LMI data is currently disseminated through a mainframe delivery system called ALICE (Automated Labor Market Information on the Commonwealth's Economy); by a fax-on-demand system called VECstat; through stand-alone CD ROMs (upon request); and via the Internet at our home page, <http://www.vaemploy.com>. These systems are updated as often as new LMI data is released. The ALICE system is now available on the VEC Web site.

We are currently researching procedures, hardware, and software for developing and supporting enhancements to the viable resident systems that would allow access to everyone, including persons with disabilities.

7. **Fund Training Initiatives:** Fund state workforce information training initiatives.

LMI professionals and para-professionals continue to attend LMI Institute training classes. Two analysts attended the *Survey Design* training and two attended the *Marketing LMI* class.

We plan to utilize the LMI Training Institute as the main source of analyst training. Two staff members will be attending the class on *Web Site Development*. Additional classes of interest include: *Survey Design*, *Basic LMI Training*, and *Applications for Advance LMI Training*.

Attending training sessions and LMI-related conferences provides important opportunities to interact with other LMI professionals from around the nation. The LMI Forum is an especially valuable experience for this type of cross-training. Three VEC analysts were in Hershey, PA, for this year's Forum. We will also continue to have a staff person serving on the LMI Training Consortium, as well as teaching Institute classes.

During PY2002, we expect to participate in a number of training sessions for our LWIBs. This training, coupled with activities described in number 5 on pages 6 and 7, will help familiarize many new LMI users with our data and build their analytical skills.

VIRGINIA

One-Stop Labor Market Information

Cost-Reimbursable Grant for Program Year 2002: Cost Estimates

Virginia is the recipient of \$850,361 from the Employment and Training Administration for the Program Year 2002. Following are cost estimates for each of the seven specific work products and activities:

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|----|------------------------------------------------------------------------------|-----------------------|
| 1. | Continue to populate the ALMIS database with state data. | \$250,000 |
| 2. | Provide short- and long-term projections | \$180,000 |
| 3. | Develop occupational analyses products | \$284,000 |
| 4. | Provide an employer name and address list that can be accessed by the public | (Included in Item #1) |
| 5. | Provide information and support to state and LWIBs | \$50,000 |
| 6. | Support state-based workforce information delivery systems | \$40,000 |
| 7. | Fund state workforce information training initiatives | \$53,300 |

November 26, 2002

U.S. Department of Labor
Employment and Training Administration
Division of USES/ALMIS
Room S-4231
200 Constitution Avenue, N.W.
Washington, D.C. 20210

Attn: Mr. Olaf Bjorklund

Dear Mr. Bjorklund:

Enclosed is one copy of the Program Year 2002 One Stop Labor Market Information Annual Plan for the Virginia Employment Commission, prepared and distributed in accordance with U.S. Department of Labor Training and Employment Guidance.

Please contact Cindy M. Worsham, Director of Finance and General Services, at (804) 786-3021 if you require additional information.

Sincerely,

Dolores A. Esser

Enclosures