

Virginia Workforce Information Grant

ANNUAL PERFORMANCE REPORT

Program Year 2023 (Virginia FY2023-24)

1. Workforce Information Database (WID)

i. Description

In Program Year 2023, we began to prepare for the pending WID 3.0 formatting with our database administrator, Fereydoon Hamidi, and continually seek other improvements to make data available to users, however large or small their needs.

Also, the Labor Market Information (LMI) Consortium changed from a Domain Name System (DNS) platform to Cascade, which is a Content Management System (CMS) platform. Due to the change, the previously used data file type had to be altered to be compatible for data uploads onto our website.

The Virginia Employment Commission (VEC) spun off the Economic Information and Analytics Division into the newly formed Agency, Virginia Department of Workforce Development and Advancement (d/b/a Virginia Works).

We regularly update core and administrative tables with available data or as needed for users of the data on our site. The monthly updates included:

- Current Employment Statistics (CES)
- Local Area Unemployment Statistics (LABFORCE)
- Consumer Price Index
- UI Claims and Benefits

Other WID updates included:

- Quarterly Census of Employment and Wages (by industry, quarterly and annually)
- Short- and Long-Term Projections (IOMATRIX)
- Occupational Employment and Wage Statistics (IOWAGE-Annual OEWS)
- License and License Authority (LICENSE and LICAUTH)
- Data Axle (formerly InfoGroup) semi-annually
- SOC and NAICS code updates (OCCCODES, INDCODES)

- Geographic table updates (GEOG)

ii. Customer Focus

It is our goal to make our products and data easily accessible and meaningful to a broad and diverse audience. Presenting the data in a variety of ways expresses our thought process to see the data differently for different users. We are offering more interactive and visual representations data to support the analysis. There is a wealth of information within the WID for assisting our partners and constituents to make informed decisions.

We continue to collaborate with several partner states in the LMI Consortium for the improvement of Cascade. There is a catalogue of designed products unique to member states websites that can be easily adapted for use by other states to better leverage their data. We are excited to use this resource to expand our menu into the future.

Our LMI shop regularly assists the Virginia Workforce Development Board with maintaining and refining their strategic workforce dashboard <<https://viriniacareerworks.com/dashboards/>> that includes elements of the WID with data from other state agencies into one place for easy dissemination.

The WID database is one of the main building blocks of our LMI shop. The data allows us to provide workforce offices, partner organizations, legislators, and constituents with the resources that they need to make data-based decisions. As questions come from interested parties, we strive to take that opportunity to make sure that they have the tools to access and use the data properly. Based on inquiries, we improve and develop the products that meet their needs. The WID data allows our in-house economists to analyze the state of Virginia's workforce, economic trends, and develop publications based on their insight. The advantage of having all states using a common format and collection method allows us to compare Virginia across a host of states or the nation.

iii. Collaboration and Support

In addition to being a member of the LMInformer Consortium, Virginia has been involved with the Analyst Resource Center (ARC) for four years and on committees at large. Our staff attends ARC meetings regularly and two traveled to New Orleans, LA in November 2023 and also Washington, D.C., for the national conference in April 2024. They participate in the subcommittee meetings held during weekly conferences. One of our IT staff serves on the structure subcommittee and our Data Scientist is evaluating job posting data for future use. Our participation also included providing the ARC with updates to the Occupational Licensing data and helping on the LEWIS system applications and improvements.

We have been an active member in the activities of the National Association of State Workforce Agencies (NASWA). Our previous LMI Director served on a panel on how it can benefit our

Workforce Services Division. She regularly attended and participated in the LMI Committee Meetings and we plan to have a continued presence in future meetings and conferences. The new Commissioner of Virginia Works attended the meeting in September 2024.

Virginia is also an active member of the Local Employment Household Dynamics (LEHD) partnership, having just updated a 10-year Memorandum of Understanding. Our previous LMI Director served on the LEHD Steering Committee in years past, has retired in 2023. The Assistant Director of the EIA Division has assumed all duties and will consider serving on the Committee.

2. Industry and Occupational Employment Projections

i. Description

Our Senior Economists actively improve on our sub-state area long-term projections, which are used to assess a variety of characteristics to make projections representing the Virginia economy.

- **Long-Term Projections:** Virginia completed the 2018-2028 industry and occupational employment projections for the Workforce Development Areas (WDAs). The projections were produced using the methodology, software, tools, and guidelines developed by the Projections Consortium. As required, Virginia populated the WID and submitted the sub-state long-term data for public dissemination.
- **Short-Term Projections:** Virginia produced the state-level, short-term industry and occupational projections for the 2023 to 2025 period. As with the long-term projections, Virginia used the methodology, software, tools, and guidelines developed by the Projections Consortium. Virginia populated the WID and submitted the short-term data for public dissemination.

ii. Customer Consultation

Projections continue to be one of the most popular products that our LMI shop produces. Many of our state agency and economic development partners show interest. Starting 2022, EIA began assisting the newly formed Virginia Office of Education Economics (VOEE) with the state mandated High Demand Occupation list that used the projections as one of the main inputs in their methodology. This relationship provided the LMI division the opportunity to see how the projections were being used. This partnership will continue as the methodology is currently undergoing a review by the Virginia Board for Workforce Development before being finalized.

iii. Customer Needs

Our attention is mainly focused on the workforce characteristics to anticipate the future pipeline. Workforce, economic developers, and educational groups are focusing their efforts on what the future needs are going to look like and how they have shifted in recent years after the pandemic. The Economic Information & Analytics team has provided guidance on questions pertaining to how they might use projections data to analyze what related industries or occupations out of work constituents might find gainful employment within. The Workforce Connection Dashboard displays the workforce area projection for each industry of the job posting for job seekers to view what is in demand and what careers are on the decline in their area.

iv. Collaboration and Funding Support

Virginia continues to support the National Governors Association's (NGA) Policy Academy to enhance and promote partnerships across the workforce spectrum. The focus of the Academy is to better prepare Americans to work in the new economy through improved postsecondary education and workforce training aligned to the needs of employers and evolving state economies. Our LMI unit is working with the Virginia Community College System (VCCS) and the Virginia Board for Workforce Development to achieve those goals.

3. LMI Training for Service Delivery

i. Description

Technology continues to ensure that our LMI shop serves as the main source of disseminating information from our agency and connecting claims and demographic data to the overall Virginia workforce data that is produced.

Our staff regularly interacts and supports our workforce partners through their participation and attendance at job fairs, seminars, conferences, and various meetings. Our one graphic designer/publication specialist produced a variety of flyers to support several job fairs conducted by BLS funded workforce programs throughout the year.

EIA Division staff support the Virginia Workforce Development Board which has at-large and committee meetings as well as employer advisory council meetings. Consultation with our workforce partners is on an on-going basis throughout the year. We discuss labor market information, special data sets, new products, improved delivery systems, and what products are needed. We strive to continuously improve upon our products in response to suggestions from workforce partners or availability of new systems.

Also, Virginia Works renews its Memorandum of Understanding annually with VCCS to update and provide LMI offerings on an ongoing basis.

In the past year, our staff has participated in the following activities relating to LMI data and information dissemination:

U.S. Census State Data Center Conference
LMI Institute Board of Directors
Virginia Board for Workforce Development Committee: Performance
Virginia Board for Workforce Development Committee: Access & Equity
Virginia Board for Workforce Development Committee: Domestic Service Workers
Virginia Works Together Summit
LEHD Leadership Conferences
NASWA National Labor Market Exchange Workgroup Meetings
Virginia Longitudinal Data System: Research Group
Virginia Longitudinal Data System: Connecting to an Equitable Future
R Programming Training- 1st session for 2 employees, 2nd session for 4
LMI Consortium Meetings
Economic Information & Analytics Overview
Tableau Data Training
Virginia-based Employer Conferences
VCCS Workforce Conferences
Projections Management Partnership Conference

ii. Customer Consultation

In response to requests for information about the state of the economy, our LMI shop continued to produce three (3) products that get updated weekly. Every Thursday, we publish a weekly press release that describes how the Commonwealth ranks against the nation, what the unemployment claims numbers are for Virginia, as well as a visual representation of where those claims are occurring throughout the state.

iii. Customer Needs

Virginia LMI staff delivered assistance to Virginia Works Workforce Services staff, One-Stop Center staff, and local workforce development boards and continues to provide additional information upon request. Staff has continued to disseminate information to a wide range of Virginia citizens and media requests.

iv. Collaboration and Funding Support

Our previous LMI Director served on the Labor Market Information Institute Board of Directors as the Vice Chair. It allowed us to voice our opinions to C2ER on what resources and publications we believe would be most beneficial. The board oversees the actions of the LMI Institute and serves to provide insight into the trends and data needs and best practices for intermediary agencies like state LMI agencies.

The LMI staff works with VCCS staff, Workforce Services staff, Virginia Board of Workforce Development, Governor's office staff, county governments, and local workforce development boards to identify and provide needed LMI information and support for strategic planning, responding to federal, state, and local initiatives. The staff continues to provide information upon request. The EIA Division continues to provide support the Workforce Development Plan for Virginia.

Virginia Works is a participant in the Virginia Longitudinal Data System (VLDS) along with eight (8) other data-oriented state agencies, and the LMI Director sits on the research committee and on the governance committee of VLDS. The Assistant EIA Director attends regular VLDS meetings. Cross-agency data is used to conduct targeted research. The U.S. Department of Education grant has created solid partnerships, resource sharing, and collaborative research across state workforce and education agencies and university partners. Collaborative funding is an important aspect of this effort. This year staff participated in the research group that was tasked with developing a state plan to increase equity in the workforce.

4. Annual Economic Analysis and Other Reports

i. Description

Our goal was to publish informative and relevant materials that make our labor market information easy to access and understand. We streamlined many of our products for ease of use as well as aesthetic purposes. We have made our website easier to navigate so that it could be leveraged easily for workforce services entities. We strive to include Workforce Services components in our reports and products. All of our labor market and career publications can be found under the Publications tab of the webpage.

- The ***Program Year 2023 (VA FY2023-24) Statewide Economic Analysis Report (S.E.A.)*** is an annual publication that seeks to support the agencies and employers working with Virginia Works across the state. The report analyzes recent trends in myriad economic indicators, including GDP, population, labor force demographics, and data surrounding industry and occupational projections. The report provides information on industry, the labor force, and the relationship between labor supply and demand at both the state and local workforce development areas.
(VirginiaWorks.com-Publications)

New and Enhanced Reports and Products on the Internet (VirginiaWorks.com)

- ***Weekly Unemployment Claims Press Release*** produced weekly, provides an overview of weekly unemployment claims by for the state as well as each county and Workforce

Development Area for the most current reporting week includes maps showing week-over-week changes and claims by locality. An additional workbook is available for download containing claims by industry and occupation by WDA. (vec.virginia.gov/UI-press-release)

- **VirginiaWorks.com** was launched early in 2019. The goal was to make our labor market information more accessible and have data organized in a streamlined and meaningful way. In PY 2023, the QCEW dashboard was updated to allow for data to be downloaded based on the selections made.
- **Unemployment Rates and Employment Data by Local Workforce Development Area (LWDA)** provides maps and data for each of the 15 Local Workforce Development Areas. LWDA and State averages on the map are consistent with the census tract five-year averages and the excel tables provide labor force, employment, and unemployment statistics for each LWDA's census tracts. (VirginiaWorks.com/local-workforce-development-areas-lwda)
- The **Labor Market Information Publications Catalog** provides a brief synopsis of each of our leading publications to aid our constituents in finding the right publication for their needs. (VirginiaWorks.com-Publications)
- **Job Searching Tips – 5 Steps to a Successful Job Search** is a brochure that provides useful tips for each of the five steps of a successful job search: searching for job openings; tips for resumes; applying online and in-person; interviewing; and follow-up. (VirginiaWorks.com-Publications)
- **Virginia Occupation Career Resource Guide**, assists students and any other persons who are looking for information to aid them in researching and finding new careers. Information is provided on a variety of career choices, how to plan for a career, education needed to qualify for various jobs, how to apply and interview for jobs, and much more. (VirginiaWorks.com-Publications)
- The **Top Five Virginia Industry Profiles and Top Five Virginia Industry Fact Sheets** are companion publications, which provide information on the top industries in Virginia. The fact sheets offer a quick, at-a-glance look at the top five industries. (VirginiaWorks.com-Publications)
- **Career Search** is a toolbar that allows users to explore occupations in depth. Once an occupation is selected, data from O'NET and CareerOneStop is gathered to show detailed information on occupations including necessary training, estimated wages,

related occupations, as well as allowing the user to search for job postings in their selected area. (VirginiaWorks.com-Homepage)

- ***Career Quarterly Newsletter*** (formerly Career & Labor Market News) was revised to better provide articles about occupational activity in Virginia, career planning, and job seeker advice. (VirginiaWorks.com-Publications)
- ***What Do I Want to Do When I Grow Up?*** is designed to help young students (Grades 1-3) get a very basic understanding of occupations and careers by correlating their interests with various occupations. (VirginiaWorks.com-Publications)
- ***Exploring Your Career Options: Career Guide Handouts*** is made up of six Career Guide Handouts designed to help students discover their career interests by learning about career clusters, different careers inside those career clusters, education and skills needed, and how to further research a career they might be interested in pursuing. These Handouts were redesigned in January 2024 and are geared for students in grades 5 - 8. This replaces the former ***Exploring Your Future! A Guide to Career Possibilities***. (VirginiaWorks.com-Publications)
- The ***Community Profiles*** are available for all Virginia area types (the state; 11 MSAs; 15 WIAs; Congressional Districts; 133 counties and cities; 23 Virginia Community College Regions; and 21 Planning Regions). The *Profiles* contain economic and demographic data in text and graphic formats. The information is refreshed automatically when new data is available. (VirginiaWorks.com-Community Profiles)
 - 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; long-term and short-term industry employment projections; long-term and short-term occupational employment projections; growth occupations; declining occupations; consumer price index; local option sales tax.
 - Education Profile: educational attainment by age, gender, and race/ethnicity; graduate data trends; training providers.

- The **Pocket Résumé** is a publication that can be filled out online, printed and folded to fit 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. (VirginiaWorks.com - Publications)
- The **Virginia Job Outlook** brochure lists job growth and wages for high growth occupations by education levels: bachelor's degree or higher; associate's degree, technical training, or work experience; and at least moderate on-the-job training, as well as occupations that are declining projected to 2028. (VirginiaWorks.com - Publications)
- **Top Fifty Employers** for each county, city, MSA, Planning Region, Virginia Community College Region and WIA and the state of Virginia are available on our website. One of the most frequently requested LMI products. Data is updated quarterly using the QCEW data as it is released. (VirginiaWorks.com – Download Center)
- The **STEM Flyer** provides labor market information in the fields of Science, Technology, Engineering, and Mathematics. The brochure shows the largest STEM occupations by education along with employment and wage data as well as the top high growth STEM occupations. (VirginiaWorks.com - Publications)
- The **Employment and Wages by Industry and Area** shows employment and wages by industry and by area for the following areas: United States, Virginia, MSAs, and Micropolitan Statistical Areas. This product is updated as the QCEW data becomes available quarterly. Historical data can also be found in the Download Center. (VirginiaWorks.com - QCEW)
- **Current Local Area Unemployment Statistics** shows labor force, unemployment, as well as rates at the state, 13 Metropolitan Statistical Areas (MSAs), 15 WIAs, 21 Planning Regions (PDCs), 23 Virginia Community College Regions, and 4 state regions is available on our website in Tableau form as well as in our Download Center. (VirginiaWorks.com-LAUS)
- **Long-term Industry and Occupational Employment Projections** for the state, LWDA's and U.S. are available in electronic format on Virginia Workforce Connection as well as on VirginiaWorks.com-Employment. 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. Historical data can be found in our Download Center. (VirginiaWorks.com-Industry/Occupational Projections)

- **Short-term Industry and Occupational Employment Projections** for the state are available in electronic format on Virginia Workforce Connection as well as on VirginiaWorks.com-Employment. Estimated employment, projected employment, and annual average openings due to growth and replacements by occupation are displayed. High-growth industries and occupations by area are also available. Historical data can be found in our Download Center. (VirginiaWorks.com- Industry/Occupational Projections)
- **Current Employment Statistics** shows employment of people on non-farm establishment's payrolls for both Virginia and Metropolitan Areas. Data is updated monthly. Also available in the download center. (VirginiaWorks.com-CES)
- **Occupational Employment Wage Data** for the state, 13 Metropolitan Statistical Areas (MSAs), 15 WIAs, 21 Planning Regions (PDCs), 23 Virginia Community College Regions, and 4 state regions is available on our website in Tableau form as well as in our Download Center. Entry level, mean, median, and experienced wage data by occupation is presented as well as employment data. (VirginiaWorks.com-OES)
- Virginia continues to be a member of the **Local Employment Household Dynamics (LEHD)** partnership. We currently include LED data in several of our publications. Links are available on our website. LED data is now the source for commuting pattern data. Virginia Works staff regularly attends online meetings. (VirginiaWorks.com-Other Resources)
- **Data Axle Data** is now available via an interactive map that can be drilled-down to a specific region for the state, 13 Metropolitan Statistical Areas (MSAs), 15 WIAs, 21 Planning Regions (PDCs), 23 Virginia Community College Regions, is available on our website in Tableau form. (VirginiaWorks.com-Homepage)
- **Social Media** – We continue to enhance our existing Twitter page and LMI Facebook page that we regularly update.

ii. **Customer Consultation**

As requests for information are received by the Economic Information and Analytics (EIA) staff continually responds to requests for labor market information. Personnel also provide technical support to WIBs, economic developers, planners, economists, public and private sector agencies and businesses, and private citizens. We constantly receive feedback from those who utilize our data products. If we begin to see a pattern of requests for certain information, we will send out a notice to WIBs and One-Stop centers if there is a product that we have that already meets the needs, or we will begin to develop a new publication that we can point users to in the future.

iii. **Customer Needs**

After the switch to the new Cascade website, some of the functionality was altered in the new environment. We are continuing to reconfigure to make it user friendly and easy to navigate. One of the major undertakings we are planning to do in the upcoming year is to reconfigure the Community Profiles so they are more modern and easier to both update and customize.

In an organizational move that occurred last program year, the workforce services and EIA divisions are now directly under the Virginia Works Commissioner. This has increased the frequency and quality of interactions between Divisions. Often in team meetings we now hear firsthand what WIBs, one-stop centers, and other programs are working on. It allows us to better support their efforts or see where a need may occur for an additional resource.

We have also used social media to alert users of data updates or new publications.

iv. **Collaboration and Funding Support**

Our LMI shop works with the Virginia Workforce Development Board to provide data for presentations. We also work with various groups, both state and national, on veteran employment issues.

The LMInformer Consortium catalog that has been developed allows us to expand our offerings on our website with minimal IT support. Recently added to the catalog was the Career Search from our website for other states to use the programming time we spent for their use. We are planning on using the other products in the catalog to enhance our offerings to the public in the upcoming program year.

5. Recommendations

No recommendations.

“This workforce product was funded by a grant awarded by the U.S. Department of Labor’s Employment and Training Administration. The product was created by the recipient and does not necessarily reflect the official position of the U.S. Department of Labor. The U.S. Department of Labor makes no guarantees, warranties, or assurances of any kind, express or implied, with respect to such information, including any information on linked sites and including, but not limited to, accuracy of the information or its completeness, timeliness, usefulness, adequacy, continued availability, or ownership. This product is copyrighted by the institution that created it. Internal use by an organization and/or personal use by an individual for non-commercial purposes is permissible. All other uses require the prior authorization of the copyright owner.”