Virginia’s Dissemination of LED Data to the WIBs and Beyond

Issues, Issues, and More Issues

Timothy O. Kestner
Economist
Mass WIB Wheel Mailing

- Seventeen WIBs
- Five or so wheels mailed to each WIB director along with an introductory letter
- Immediate response by phone and e-mail – “more wheels, please.”
- Print more wheels – NOW
- BUT – died-off quickly
- No other calls or e-mails
- Inference
Inference/Questions

♦ Wheel data too broad
  – a marketing tool
♦ Web site data too broad
♦ WIBs lack of analytical branch
♦ Need for education of data and uses
What Do the WIBs Want, Need?

- How are they best served
- What to produce
- How can we efficiently provide products
- Limited Staff
- Does the LED web site provide what is needed based on limited resources
What Do the WIBs Want, Need?

♦ Web site at 3 or 4 NAICS levels
  – turnover by age
  – earnings by age/gender
  – industry comparisons
  – most important to compare state-level averages and contiguous WIBs
Mass WIB E-mail

- LED link embedded in LMI web site
- Home page: http://www.vec.state.va.us/vecportal/lbrmklt/lmi.cfm
- Community Profiles: http://www.vec.state.va.us/vecportal/lbrmklt/profiles/profiles.cfm
- Question asked: How can the VEC use LED data to support your WIA mission?
Mass WIB E-mail

“‘This is helpful. We are putting this link on our web page for WIA Board members and other interested parties to access.’”

– Merry Hanson Ed.D.
  Director, Workforce Programs
  Workforce Today!
“…we intend to use the data to help our one-stops evaluate their services to specific target groups and subgroups in the region, based on those most in need of reconnecting to the workplace or preparing to enter the workforce.”

– Rosalyn Key
  Executive Director
  Capital Area LWIB
Mass WIB E-mail

♦ Great interest but the challenge is to build a web site that responds to the initial interest
Challenges

♦ Web site, someone’s web site at higher NAICS level
  – need to drill-down
♦ Seemingly disconnected from the WIBs
♦ Training the WIBs, but who in the WIBs
♦ More training for VEC staff – applied training
♦ Finding other uses of LED outside of WIBs
Unique Use of LED Data

♦ Rural Industrialization Loan and Grant Program
  – SESA conducts economic analysis of local economy and makes recommendations to ETA
    • Need detail NAICS on county/city

♦ Demand Plans
  – Environmental Scans