



## ARC Employer Database: New Contract Signed

By Daniel Brown, Iowa Workforce Development

For over ten years now, the Analyst Resource Center (ARC) Employer Database has assisted job seekers with information about employers: who they are, where they are, and how can they be contacted. The State of Iowa and the ARC Workgroup is therefore pleased to announce that we have again contracted with infoUSA to provide the ARC Employer Database for an additional three years with two possible one year extensions.

The ARC Employer Database is an acquired database containing information on over fourteen million employers throughout the country. Job seekers, career counselors, public economic development entities, and other intermediaries will have direct access to information about these employers. The ARC Employer Database has been funded by the U.S. Department of Labor, Employment and Training Administration, and contracted by the State of Iowa.

The ARC Employer Database has several levels of access to the data: licensee, intermediate user, and end user. The licensee is the State Employment Security Agency (SESA) or State Workforce Agency and the U.S. Employment and Training Administration. The licensee will be able to either download the entire database to a PC or search the database using the CD directly. The intermediate user, a local One-Stop, public economic development entity, or other service deliverer, can search the entire database and retrieve an unlimited number of partial records of which no more than 25 records can be viewed at one time. The end user, e.g., a job seeker, is able to search a defined area of the database and receive a display of partial records of which not more than 25 records can be displayed or printed at one time.

*(Continued on page 3)*

### Prepare for the Survey!

The 2009 Workforce Information Database Administrator Survey will be coming soon! The survey is a great opportunity for you to help inform ARC's planning and work activities over the course of the next year. Results from this survey will play a key role in shaping the next WID version. Thanks in advance for your participation!



### NCSC Website is New and Improved!

You know 'em, you love 'em... that's right, everyone's favorite work-related site has undergone a recent redesign. Looks pretty spiffy! Check it out today at [www.xwalkcenter.org](http://www.xwalkcenter.org)

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### The ARC Employer Database Contains Over 50 Data Elements Including:

Employer Name	Census Tract
Mailing Address	Fax Number
Telephone Number	Employment
Contact Person	Physical Address
Internet Address	North American Industry Classification (NAIC)
Ownership Code	Federal Employer Identification Number (FEIN)

# DBA in the Spotlight



**Belinda Hodges**

Arkansas Department of Workforce Services  
Little Rock, AR  
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**How long have you been involved in the world of LMI?**

I have worked in LMI for 12 years.

**How long have you been a Workforce Information Database DBA?**

I became the DBA shortly after I started working in LMI.

**What is your educational background?**

I have a Bachelor of Science in Mathematics from the University of Arkansas at Little Rock.

**Are you originally from Arkansas?**

Yes – born and raised in Little Rock.

**What are your interests outside of work?**

I enjoy doing anything outdoors. Some of my favorite outdoor activities include boating on our beautiful lakes, our annual family vacation to the Florida beaches, and attending Razorback football games. Go Hogs!

**What is your favorite work-related web site? Why?**

Google. I can't find anything without it. Also, the National Crosswalk Service Center has to be one of the best resources out there.

**What training have you taken recently and would you recommend it to other DBAs?**

I recently completed an 18-month leadership program with our agency. I would recommend leadership training to anyone.

**What is the strangest job you ever held?**

The job itself wasn't strange, but the people I encountered often were. I collected fines from those who had their driver's license suspended because of DUI/DWI. It was amazing how many people would come into the office intoxicated and think we would allow them to pay their money and drive away with a valid license. Instead they were greeted by a police officer and often another trip to jail.

**What is the most rewarding aspect of your current job?**

When I am able to provide a customer with that one piece of information that they are sure doesn't exist.

**What's spinning on your CD player or your iPod?**

I'm a country music fan with a particular obsession...Tim McGraw.

**Who inspires you?**

My son. He's 7 and sees the world with such innocent and curious eyes.

**What is the most interesting or awe-inspiring place you've been?**

I visited Moscow two months prior to the fall of communism there. It was a very interesting (scary) place at the time.

**Read any good books lately (personal or work-related) that you would recommend others read?**

I just finished reading the *Twilight* series by Stephanie Meyer. My teenage niece told me I HAD to read them. Even though I'm reluctant to admit it, I actually enjoyed all four books.

# ARC Employer Database... continued

(Continued from page 1)

If a state chooses to use the included search application, a number of fields can be searched, including name, NAICS, city, state, zip code, phone number, or employment size.

Each state, after signing a usage agreement with the vendor, will receive on October 1, 2009 an

uncompressed database (flat file) via FTP in the new format and containing the new data elements negotiated under the Iowa contract. A minimum of three copies of the CD-ROM will also be distributed to each licensee. Each set contains information for all 50 States, District of Columbia, Puerto Rico, and the U.S. Virgin Islands. Iowa, as the lead contract state for the ARC Employer Database, will coordinate the

delivery of the database to the states. States may also order additional copies of the database CD sets directly from the vendor, infoUSA.

**For more information, please contact Daniel Brown at 515-281-5093 or e-mail: [daniel.brown@iwd.iowa.gov](mailto:daniel.brown@iwd.iowa.gov)**

**Look for all the latest news and docs on [www.workforceinfodb.org/20employerdatabase\\_documents.cfm](http://www.workforceinfodb.org/20employerdatabase_documents.cfm)**

## Workforce Information Database in Action!

# Arkansas

[www.discover.arkansas.gov](http://www.discover.arkansas.gov)

Arkansas' Workforce Information Database website is called *Discover Arkansas* and can be accessed online at [www.discover.arkansas.gov](http://www.discover.arkansas.gov).

The application was developed by CIBER, Inc. and is also referred to as Workforce Informer.

*Discover Arkansas* uses the 2.4 version of the Workforce Information Database, and is hosted on a SQL platform.

For more information about *Discover Arkansas*, contact Belinda Hodges at [belinda.hodges@arkansas.gov](mailto:belinda.hodges@arkansas.gov)

The screenshot shows the "Discover Arkansas" website interface. At the top, there's a banner with the text "Discover Arkansas" and "Your Labor Market Information Source". Below the banner is a navigation menu with links: Home, My Page, Career Center, Labor Market Info, and Data Analysis. The main content area is divided into several sections:

- Search:** Includes a search box with a "GO" button and a link to "Advanced Search".
- Navigation Links:** Tour, Affirmative Action, Education, Career Interests Information, Employers, Employment, Industry, Occupations, LMI Publications, Labor Market Info Library, High Demand Targeted Jobs, Local Workforce Investment Area Statistics, Glossary, and User Survey.
- Welcome to "Discover Arkansas":** A message stating "Your source for Labor Market Information for the State of Arkansas." with an image of the Arkansas state flag.
- Quick LMI:** A section titled "Arkansas Labor Market Information" with the state capital listed as Little Rock. It provides a table of key labor market indicators:

Indicator	Value
Unemployment Rate (April 2009)	6.6%
Civilian Labor Force (April 2009)	1,359,200
Civilian Employment (April 2009)	1,270,300
Average Covered Employment (2008 3rd Qtr)	1,139,924
Average Weekly Earnings (Private/2008 3rd Qtr)	\$641
Nonfarm Payroll Jobs (April 2009)	1,182,800
Occupational Employment & Wages (OES Survey)	
Employment Projections (2008-2016 % Growth)	15.1%
Income (Per Capita Personal Income/2008)	\$31,266
Population (2008)	2,855,390
U.S. Consumer Price Index (CPI-U/April 2009)	213.2
Poverty Guidelines (2009)	

- Department of Workforce Services:** A section stating "The Department of Workforce Services is the state's primary supplier of labor market information. For a listing of this information, reference the links below." It includes links for "LMI Publications" and "Labor Market Information Library".
- What's New:** A section titled "Arkansas' Unemployment Rate Remains at 6.5 Percent for April 2009" dated 5/22/2009. It includes a link to a "Press Release (Word Format) (pdf) (2009 Dates)". Below this, there are links for "Unemployment Rates for Minority and Youth" and "2008 Arkansas Labor Market and Economic Report" dated 9/30/2008, with links for ".pdf" and ".non-pdf format".

### Share Your Workforce Information Database in Action!

Would you like peer feedback on your own state's "Workforce Information Database in Action!"? Maybe you'd just like to show or share your hard work with others? If so, please contact us at [mskalberg@yahoo.com](mailto:mskalberg@yahoo.com) and we'd be glad to include your website or solution in the next issue of ARC eNews!

# DBA in the Spotlight



## Daniel Pierce

Massachusetts Division of  
Unemployment Assistance  
dgpierce@detma.org

### How long have you been involved in the world of LMI?

20 years

### How long have you been a Workforce Information Database DBA?

9 Years

### What is your educational background?

Associates in Animal Science,  
Bachelor of Science in Economics,  
MBA

### Are you originally from Massachusetts?

Yes. I was born and raised on a dairy farm in central Massachusetts. I ran the farm until 1986. We had about 180 head of Registered Holsteins and ran a sweet corn and vegetable stand.

### What are your interests outside of work?

The Red Sox, photography, gardening, walking, travel.



### What is your favorite work-related web site? Why?

National Crosswalk Service Center because it makes my job so much easier.

W3C Markup Validation Service  
<http://validator.w3.org/>  
Quackit Webmaster Tutorials  
[www.quackit.com/index.cfm](http://www.quackit.com/index.cfm)

### Do you have any project management tools or tips you'd like to share with other DBAs?

Always keep a copy of files you are working with. Put notes in your web files and stored procedures so that you know what the program is doing and how.

### What is the strangest job you ever held?

I volunteered to help build granite steps on part of the Appalachian Trail at Baxter State Park in Maine. Our crew used a cable hoisting system to move boulders onto the trail. The boulders were then split into pieces using hammers and wedges to build rock stairs on the trail to control erosion and stabilize the trail.

### What is the most rewarding aspect of your current job?

Helping our data users get the information they want the way they need it.

### What do you see as future challenges for DBAs?

Maintaining compliance with the Electronic and Information Technology Accessibility Standards (section 508) of both web pages and

data page output is an ongoing challenge.

### What's your hidden talent?

Perseverance

### What's spinning on your CD player or your iPod?

A randomized selection of tunes from Bach to hip hop

### Who inspires you?

All those who overcome the hardship of a handicap and drag themselves to work each day and without complaint inspire me.

### What is the most interesting or awe-inspiring place you've been?

Acadia National Park

### Read any good books lately (personal or work-related) that you would recommend others read?

*Mr. Red Sox: The Johnny Pesky Story*  
He was a teammate to Ted Williams and still involved in the game helping young players.

# Workforce Information Database in Action!

## Massachusetts

By Daniel Pierce, Massachusetts Division of Unemployment Assistance

<http://lmi2.detma.org/lmi/LMIdataprog.asp>

Originally, our four main Economic Data Tools were developed by a consulting group. The query tools are dynamic, checking the data before filling a dropdown box; insuring that the user does not receive "No Data Available" pages. I have modified and expanded the capabilities of the original tools and added several others over the years.

Over the past couple of years we have adopted a uniform design across the Mass.gov web sites and integrated the look and feel for our

users. During the redesign all of the web pages and the data output pages were brought up to Electronic and Information Technology Accessibility Standards (section 508) compliance.

Nearly all economic data presented are from the Workforce Information Database. We use SQL 2008 to house our data. We maintain a Version 2.4 Workforce Information Database in our test environment and a production and test environment of a hybrid version of

the Workforce Information Database which contains tables specific to our state's web site. Web pages are mainly .asp from an IIS server. We also maintain a large number of reports as PDFs and large data sets as Excel files on the servers.

The Official Website of the Executive Office of Labor and Workforce Development (EOLWD)

## Labor and Workforce Development

[Mass.Gov](#)   [State Agencies](#)   [State Online Services](#)

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Home > Economic Data >

### Economic Data

#### Massachusetts Jobs (Seasonally Adjusted)

Month	Jobs (Millions)
Apr 2009	3,183,000
Mar 2009	3,195,100

#### Unemployment Rate (Seasonally Adjusted)

Month	Rate (%)	MA	US
Apr 2009	8.0%	8.0%	8.9%
Mar 2009	7.7%	7.7%	8.5%

#### SEARCH

Labor and Workforce

Search

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#### MASS QUICK STATS

- [State Jobs Data](#)
- [Unemployment Rate](#)

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#### PRESS RELEASES

- [State Jobs Release](#)
- [Local Jobs Release](#)
- [2009 Press Release Schedule PDF](#)

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#### MASSACHUSETTS ECONOMIC DATA TOOLS

## Data Sources Wiki

By Steve Rosenow, National Crosswalk Service Center

The notion that a group effort is frequently greater than the sum of the individual efforts involved is solidly embodied in one of the world's largest collective efforts -- Wikipedia. This web-based encyclopedia hosts over ten million articles in more than 260 languages and represents the combined work of over 75,000 contributors. The work of the Analyst Resource Center and state Workforce Information Database administrators takes place on a much more modest scale, but the principle still applies.

The ARC has taken a virtual page from the Wikipedia book and turned to their software to provide a collaboration platform for the ARC and state database administrators. This web site began its life as a place where database administrators and others could go to locate sources of content for their Workforce Information Databases, and to share their expertise and experience in the hunt for database content.

As a service to the ARC workgroup and state database administrators, staff from Iowa Workforce Development compiled a list of sources of content for many of the data tables from the Workforce Information Database. This information was made available as a MS Word document from both the ARC and NCSC web sites. A planned update to this document by the ARC Structure Subcommittee morphed into use of Wiki software to host the information.

A new section of the site lists changes in structure of each of the databases tables between versions 2.1 and 2.4 of the database. This feature should be especially useful when database administrators need to determine whether content formatted for one version of the database can be used in another version.

The Workforce Information Wiki has been incorporated into the ARC web domain and may be accessed at <http://wiki.workforceinfodb.org>. Anyone can view the content, but

visitors must create accounts and log in to add or change content. Creating an account requires very little effort. The only information that's needed is a user name and password, both of which are supplied by the user. Optional information includes an e-mail address and the user's real name.

From the site's main page, users can access content in a couple of ways. The simplest method may be through the use of the categories included in the text on the main page, from which they can go to data sources pages, structure changes pages or frequently asked questions pages. Users can also use the search box located below the navigation options. The "Go" button causes the system to search for a page whose name matches the text entered in the box. The "Search" button initiates a search of the text on the site's pages.

The site is hosted and maintained by the National Crosswalk Service Center. Questions, suggestions and comments should be sent to the ARC through the NCSC at [ncsc.arc@iowa.gov](mailto:ncsc.arc@iowa.gov).



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If you have any questions regarding **ARC news** or would like to contribute information, please contact Marilyn Skalberg at 541.434.0334 or Email [mskalberg@yahoo.com](mailto:mskalberg@yahoo.com).

*The Workforce Information Database is a normalized, relational database structure developed for the storage and maintenance of labor market, economic, demographic and occupational information. The Analyst Resource Center is responsible for the Workforce Information Database structure development, update, and maintenance. Members include North Carolina (lead), Connecticut, Georgia, Florida, Illinois, Iowa, Maine, Massachusetts, Minnesota, Montana, Nebraska, Nevada, North Carolina, Oregon, South Carolina, Wisconsin, Texas, Wyoming, and ETA, along with support from the National Crosswalk Service Center.*