

Scheduled Release and Publicity of QWI and OnTheMap

April 6, 2009

BACKGROUND

Quarterly Workforce Indicators (QWI) have been produced and released on a flow basis for at least five (5) years. They serve as the underlying data for QWI Online and Industry Focus without any public announcement or release schedule.

In contrast, OnTheMap, first released in 2006, has followed an annual release schedule with version 4 expected in December of this year.

In either case, we have not fully engaged the Public Information Offices at the federal or state level to generate publicity and attention to a valuable information source, especially now that the interest level for labor market information is anticipated to be high.

PROPOSAL

Beginning either the fiscal year or calendar year 2010, establish monthly release schedules for QWI for each state partner (or group of state partners) and annual release schedule for OnTheMap with joint public announcements from the federal and state Public Information Offices.

A possible model of release schedules is:

February 1, May 1, August 1, November 1	QWI for small-size states
March 1, June 1, September 1, December 1	QWI for medium-size states
April 1, July 1, October 1, January 1	QWI for large-size states
December 31	OnTheMap

CONSIDERATIONS

1. Will each state partner be able to consistently deliver data files with acceptable quality on a timely basis to the Census Bureau? What if it does not?
2. Will the Census Bureau be able to consistently deliver QWI and OnTheMp data files with acceptable quality on a timely basis to the website? What if it does not? What if results are produced ahead of the release date – does the Census Bureau hold or post on the website?
3. How will the joint press releases be written and coordinated between federal and state Public Information Offices? How will differences, if any, be resolved? Can a state partner opt out permanently or occasionally? What other information may be needed for a release?
4. How will follow-up questions be handled? How will they be shared inside the Census Bureau? How will they be shared between federal and state offices?