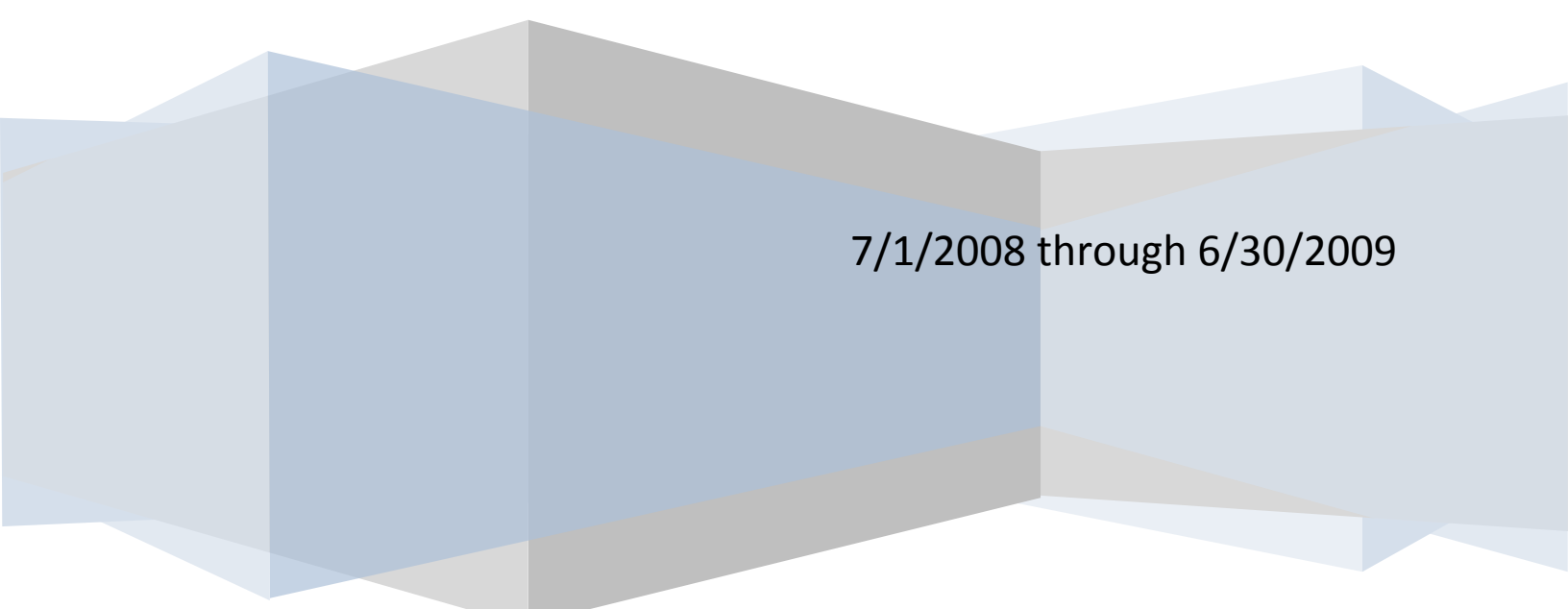


# National Crosswalk Service Center

## Annual Report

7/1/2008 through 6/30/2009



# National Crosswalk Service Center

## Annual Report

### Introduction

Since 1983, the State of Iowa has operated a national clearinghouse and service center for occupation, industry, economic and related resources under a series of contracts with the federal government. This resource, the National Crosswalk Service Center (NCSC), has been funded by the Department of Labor since 1997. Funding flows through a federal-state consortium, the Analyst Resource Center (ARC), led by the State of North Carolina.

The NCSC and the Employment and Training Administration have established four objectives for the center:

- 1) Work with consortium members to establish a single point of contact for technical support to assist the states in their development of the Workforce Information Database.
- 2) Provide a conduit for information and data into and out of the Workforce Information System.
- 3) Provide a one-stop resource for classification and crosswalk resources.
- 4) More fully exploit Internet communication to share files, ideas, feedback, etc. among producers and users of occupational, training and economic information.

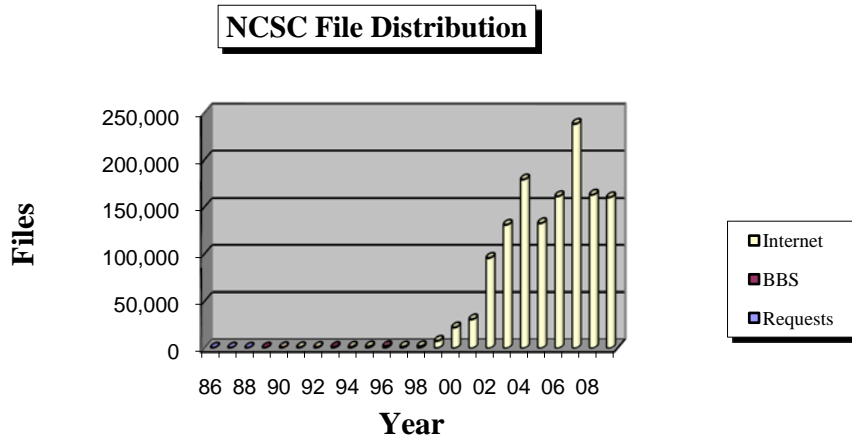
The NCSC has regularly produced annual reports on its activities. This document contains an analysis of the center's activities for the year ending June 30, 2009.

### NCSC Utilization

Early in the center's operation, staff used the number of requests fulfilled as a major indicator of use of the center's services. All contact with customers was direct, whether through the mail or by telephone, so tracking requests was very straightforward. The addition of the dial-up bulletin board service in 1989 did not complicate tracking significantly, since the system generated relatively simple log files that were easy to analyze.

The introduction of an Internet server that allowed customers to download files in late 1997 complicated the tracking of individual requests. Center staff attempted to define customer requests through analysis of the Internet server logs, but eventually abandoned the effort due to a lack of information found in the log files. The center then chose to adopt the count of files downloaded as an alternative indicator of utilization. For information about how the NCSC counts file downloads and analyzes the characteristics of files that are downloaded, see Appendix A.

The impact of file availability on the Internet on service delivery is readily apparent in the graphic below. A listing of the files with the greatest number of downloads is included as an appendix to this document.



The counts of files distributed over the Internet differ somewhat from those contained in earlier activity reports. Earlier counts were developed through analysis of server log files using database software. The counts represented above were developed using software designed to analyze Internet server log files. That software provides more detailed information that can provide insight into utilization of the server and allows the user to filter out extraneous activity. Some trends in file distribution in the recent past:

- **RSS Feed:** The counts do not include downloads of the NCSC RSS feed file (index.xml). The feed was begun in 2004, and in the period covered by this report, accounted for almost ten percent of file requests.
- **Career Video Files:** The NCSC has made the ETA-funded career video and related files available through its FTP server since the late 1990s. This was done to provide another source and an alternate method for users to receive the files. Requests for these files accounted for over 25 percent of all requests in the 2008-09 period, and for over 90 percent of the bandwidth used. It is quite likely that some customers use the http links to these files to incorporate those into their own delivery systems.
- **Database Files:** The NCSC generally makes at least two versions of database files available for downloading: delimited text and FoxPro. Request counts for those types of files usually are about the same.

Other measures of server activity also reflect the growth in use of this type of service delivery:

NCSC Server Statistics  
1999-2009

Year Ending	Hits	% Change	Views	% Change	Bandwidth	% Change
1999	109,541	N/A	35,809	N/A	5.23	N/A
2000	207,929	89.8	50,782	41.8	13.12	150.9
2001	138,115	-33.6	26,957	-46.9	24.79	88.9
2002	256,330	85.6	50,658	87.9	73.96	198.3
2003	298,939	16.6	50,881	0.4	43.88	-40.7
2004	359,651	20.3	50,094	-1.5	71.25	62.4
2005	369,241	2.7	52,692	5.2	107.66	51.1
2006	669,507	81.3	130,441	147.6	135.21	25.6
2007	946,189	41.3	118,813	-8.9	304.22	125.0
2008	1,087,720	15.0	109,696	-7.7	770.47	153.3
2009	1,051,468	-3.3	106,078	-3.3	803.74	4.3

These data reflect the rapid growth in use of the NCSC Internet services, but growth rates vary and even decline during some periods (NOTE: three months' server log files were missing for 2001. Logs for the remaining months reflect activity roughly on a par with that of 2000.) Activity by federal agencies can have a significant impact on demand for NCSC services. Events such as the release of a new O\*NET database or supplemental files, national employment projections or major revisions to classifications can drive the level of activity up, as well as contribute to overall growth.

The figures above do not include activity on the NCSC web site itself. That site is housed on a separate server, and files are not distributed there. Activity on that site is more stable for that reason:

www.xwalkcenter.org statistics

Calendar Year	Unique Visitors	Visits	Pages	Hits
2006	9,515	16,101	39,214	207,167
2007	9,396	15,717	51,113	215,169
2008	9,935	16,316	42,837	204,120

Information about the types of files downloaded for the Workforce Information Database illustrates the use of different database versions and the demand for content

by geographic area type. For a list of state-specific files downloaded by state, see Appendix C.

#### **Analysis of Workforce Information Database Downloads, 2008-09**

<b>Overall</b>	<b>Downloads</b>	<b>Percent</b>
Total Downloads	160,294	100.0
Workforce Information Database	15,381	9.6
<b>By Version</b>		
Ver. 1.1	833	16.9
Ver. 2.0	328	6.7
Ver. 2.1	330	6.7
Ver. 2.2	594	12.1
Ver. 2.3	1,458	29.6
Ver. 2.4	427	8.7
Licensing	294	6.0
Nonstandard	665	13.5
Total	4,929	100.0
<b>By Geography</b>		
National	3,379	40.1
State	5,050	59.9
Total	8,429	100.0

#### **Customer Contacts**

The NCSC has been in operation since 1983. Over the years, a variety of customers outside the Workforce Information community have turned to the center for assistance. Delivery of information over the Internet makes tracking these customers more difficult. Contact through e-mail still provides a representation of the types of customers served by the center. A list of some of those customers for this period follows:

- Faculty of Arts and Sciences, Harvard University
- Department of Economics, University of California, Davis
- Graduate School of Management, University of California, Davis
- College of Management, Georgia Institute of Technology
- Robins School of Business, University of Richmond
- Department of Policy Analysis and Management, Cornell University
- Center for Mental Health Policy and Services Research, Department of Psychiatry, University of Pennsylvania
- Progressive Management Consulting Ltd., Coley's Point, NL, Canada

- The Conference Board, New York
- Department of Community Medicine, Ahmadu Bello University, Zaria, Kaduna, Nigeria.
- Career Planning Specialists, Plymouth, Michigan
- Department of Sociology and Anthropology, Northeastern University
- Metropolitan Council, Saint Paul, MN
- Employee Performance Enhancement & Growth Program, Alexandria, VA
- Centris Group
- Krannert School of Management, Purdue University
- Solutions for Information Design, LLC (SOLID), Burke, VA
- Department of Economics, University of California, San Diego
- Charlotte Regional Partnership, Charlotte, NC
- Economics, Purdue University
- Certified General Accountants Association of Canada, Burnaby, BC
- Immigration Research Initiative, Fiscal Policy Institute, New York
- Business Publishing, Gale | Cengage Learning, Farmington Hills, MI
- Université Catholique de Louvain, Belgium
- Department of Economics, The University of Melbourne, Australia
- Economic Modeling Specialists Inc.
- Workforce Competitiveness Trust Fund Grant, Baystate Health, Springfield MA
- University of British Columbia, Vancouver, Canada
- Career Dimensions Inc
- Texas A&M University, Department of Psychology
- Prospecting Services Division, EducationDynamics

### **Work Statement Activities**

The major activities of the NCSC are defined in the work statement document that is part of the contract for operation of the center. The contents of the work statements are, to a degree, shaped by the Employment and Training Administration's goals for the center. One of those goals is the movement of information into and out of the Workforce Information System. The diversity of the subject matter downloaded and the customer information described in the previous section indicate a broad interest in the classification, crosswalk and data resources offered by the NCSC indicate that this goal is being met. Specific activity related to individual work statement items is described in this section.

### ***Support the Analyst Resource Center***

- Attended consortium meetings in St. Louis (October).
  - Presented updates on the center's activities and worked with the Education and Communications Committee, and the Database Structure Committee.
- Developed and maintained online registration system for the ARC Seminar (
- Provided logistical support and made presentations at the ARC Seminar in St. Louis (October)
  - Volunteer meeting (10/27) and activities
  - NCSC/ARC websites updates presentation (10/28)
  - Competency Model/Career ladder presentation (10/29)
  - Wiki presentation (10/29)
- Maintained ARC Database Administrators communication list. (Ongoing)
- Produced annual reports documenting NCSC services to the ARC
  - 2007-08 (January)
  - 2006-07 (April)
- Provided monthly updates on activity to ETA, ARC

### ***Support state staff in their efforts to populate and manage the Workforce Information Database***

- Downloaded, formatted and provided monthly updates of national data for the CES and LABFORCE tables. (July-June)
- Downloaded and provided monthly comprehensive CES table developed by BLS. (July-June)
- Downloaded, formatted and provided monthly updates of national CPI table content. (July-June)
- Downloaded, formatted and provided national OES wage and employment estimates for May 2007. (May)
- Downloaded, formatted and provided national QCEW data (August)
- Updated prototype geography files to reflect changes in area concepts and definitions. (November)
- Updated a variety of state-specific data files (including county data):
  - Schools, programs, completions and supply tables from IPEDS –furnished by request to eleven states (November)
  - BEA Income (April)
  - Census Population (December, March)
  - Census Income (February)
  - Department of Defense Separations (February)
  - Apprenticeship program completers (March)
  - Prototype demographics tables (three states – March)

***Provide support America's Career InfoNet, other ETA electronic tools and other users***

- Licensing database update to ACINet (July, February)
- Prepared state licensing information for inclusion in ACINet (AK, AZ, HI, IN, MN, NH, NM, SD, VT, WY)
- Review of potential military-O\*NET crosswalk improvements (October)
- Provided file download counts to the National O\*NET Center (July-June)
- IPEDS school and program directory update for CareerVoyages (November)
- Provided monthly detailed list and counts to the National O\*NET Center of O\*NET files downloaded (July-June)

***Develop and maintain the Internet resources necessary to carry out the other tasks***

- Updated the ARC Database calendar, news, headlines and recent postings pages (Ongoing)
- Participated in periodic conference calls regarding new content and format for the ARC web site. (Ongoing)
- Developed Internet application to allow online editing of the database content that drives much of the ARC web site (July)
- Initiate operation of Internet Wiki site for sharing information about sources of content for Workforce Information Database Files (October)
- Added table revision history feature to Workforce Information Database Wiki (March)
- NCSC website development and maintenance
  - Redesign of site using Joomla Content Management System (December)
  - Reversion to static web site due to issues relating to response times on the new site(January)
  - Expanded site's O\*NET database directory to include all versions (O\*NET 98-13.0) (April)
  - Re-release of redesigned site (May)
  - Redesign of site pages to improve access to and information about most of the files available for downloading from the NCSC server via both HTTP and FTP protocols (May)

***Maintain and expand the center's collection of classification resources***

- O\*NET Lay Title database update (July)
- O\*NET 13.0 Database release with errata(July)
- O\*NET Tools and Technology database (December)
- Military crosswalk update (January, April)
- *Occupational Outlook Handbook* links to O\*NET Occupations (March)

***Continue the center's outreach by attending conferences and, where appropriate, presenting information about NCSC products and services***

- Workforce Innovations in New Orleans (July)
- Association of Computer-Based Systems for Career Information (ACSCI) conference in Charlotte (December)

## Appendix A

### Analysis of NCSC Internet Server Log Files

The examination of the delivery of products and services by the National Crosswalk Service Center in this report relies heavily on the analysis of log files from the center's Internet server. That server's main function is the distribution of files through the Internet File Transfer Protocol (FTP). Files are also downloaded through the World Wide Web Protocol, HTTP. The NCSC's home page is located on a separate server, operated by the State of Iowa, and use of that web site is not included in the analysis.

Two types of analysis are included: measures of overall server activity, and the characteristics and number of files downloaded by customers. The procedures in producing both types of data are described briefly below:

- **Measures of overall server activity:** Aggregate measures of server use (hits, bandwidth, and characteristics of visitors) are developed through the use of WebLog Expert software ([www.weblogexpert.com](http://www.weblogexpert.com)). This software analyzes the content of the 220 MB of server log files and develops a variety of measures. Note that the counts of total file downloads are developed using this method, while counts of downloads by type of file (database version, geographic coverage, etc.) were developed through analysis of the server logs using database software as described in the following section.
- **Characteristics and number of files downloaded:** This analysis includes a variety of dimensions including counts of files downloaded by geography and versions of Workforce Information Database. During this analysis, log files are imported into a database, files read by Internet search engines are excluded, activity by NCSC staff is excluded, and counts of individual files viewed/downloaded are generated. In order to generate those counts, information about the locations of files downloaded must be standardized. Files downloaded via the FTP and HTTP protocols display different file locations, despite being the same files. After those differences are removed, download counts for individual files can be generated.

## Appendix B

### Files With Significant Downloads, 2008-2009

(Excluding Video Files)

Rank	File Name	Views	Description
1	/download/onet13/onet13ac.zip	1,025	O*NET 13.0 Database - Access
2	/download/military/mocsoc04.pdf	705	* Description - Military to SOC crosswalk
3	/download/xwalks/xwalk01.pdf	664	* Description - military crosswalk files
4	/download/onet.sup/xwalkaccess.zip	460	O*NET crosswalk files - Access
5	/wfinfdb/national/readme.txt	460	Workforce Info Database- national files info
6	/download/onet10/onet10userguide.pdf	437	O*NET User Guide for Version 10.0
7	/download/xwalks/moconet.doc	410	Description - Military to O*NET 3.1 crosswalk
8	/download/soccip00/soccip00.zip	368	2000 SOC to 2000 CIP crosswalk
9	/download/onet98/datadict.pdf	317	O*NET 98 database data dictionary
10	/download/onet51/datadictionary5_1.pdf	292	O*NET 5.1 database data dictionary
11	/download/onet.sup/xwaccess.pdf	273	Description - O*NET crosswalk files
12	/wfinfdb/whatsnew.txt	266	Workforce Info Database- updated files info
13	/wfinfdb/miscellaneous/almissource.doc	264	Sources of Workforce Info Database Content
14	/download/onet.sup/dwaaccess.zip	251	O*NET detailed work activities - Access
15	/download/onet.sup/ltaccess.zip	248	O*NET lay titles - Access
16	/download/career.kit/dotxonet.dbf	242	* DOT to O*NET crosswalk
17	/download/onet.sup/ttaccess.zip	240	O*NET tools and technology - Access
18	/download/military/motd2002.pdf	236	Description - Military Occupational and Training Data
19	/wfinfdb/national/cpi2324.txt	235	CPI data for Workforce Info Database
20	/download/onet40/moconet.doc	216	* Description - Military to O*NET 4.0 crosswalk
21	/download/onet.sup/etaccess.zip	205	O*NET emerging tasks - Access
22	/download/military/motd2002.doc	191	Description - Military Occupational and Training Data
23	/wfinfdb/national/lab2124.txt	191	Labor force data for Workforce Info Database
24	/wfinfdb/ver23/txt/lookup/moccode.txt	186	Workforce Info Database- military occupations
25	/download/onet12/onet12ac.zip	185	O*NET 12.0 Database - Access
26	/download/onet13/tasks51ac.zip	185	O*NET tasks - prior file format - Access
27	/download/soc2000/soco0es00.xls	184	2000 SOC to 1999 OES crosswalk - Excel
28	/download/onet.sup/workneeds.zip	183	O*NET Work Needs files
29	/download/career.kit/dotsoc00.dbf	180	* DOT to 2000 SOC crosswalk - FoxPro
30	/download/xwalks/readme.txt	173	Crosswalk directory file information
31	/download/military/mocsoc04.zip	162	* Military to SOC crosswalk
32	/wfinfdb/national/cpi2324.dbf	161	CPI data for Workforce Info Database
33	/download/career.kit/netsoc00.dbf	160	* O*NET to 2000 SOC crosswalk
34	/wfinfdb/national/lab2124.dbf	159	Labor force data for Workforce Info Database

\* Files no longer available due to obsolescence or server directory restructuring

## Appendix C

### Downloads of State-Specific Files by State

State	Downloads	State	Downloads
Alabama	220	Montana	95
Alaska	167	Nebraska	97
Arizona	136	Nevada	80
Arkansas	121	New Hampshire	62
California	141	New Jersey	54
Colorado	116	New Mexico	198
Connecticut	108	New York	76
Delaware	94	North Carolina	85
District of Columbia	98	North Dakota	63
Florida	169	Ohio	76
Georgia	155	Oklahoma	65
Hawaii	93	Oregon	83
Idaho	81	Pennsylvania	78
Illinois	106	Puerto Rico	27
Indiana	77	Rhode Island	53
Iowa	86	South Carolina	86
Kansas	91	South Dakota	84
Kentucky	74	Tennessee	90
Louisiana	107	Texas	83
Maine	83	Utah	58
Maryland	71	Vermont	61
Massachusetts	108	Virginia	72
Michigan	113	Washington	70
Minnesota	91	West Virginia	85
Mississippi	84	Wisconsin	81
Missouri	82	Wyoming	60