

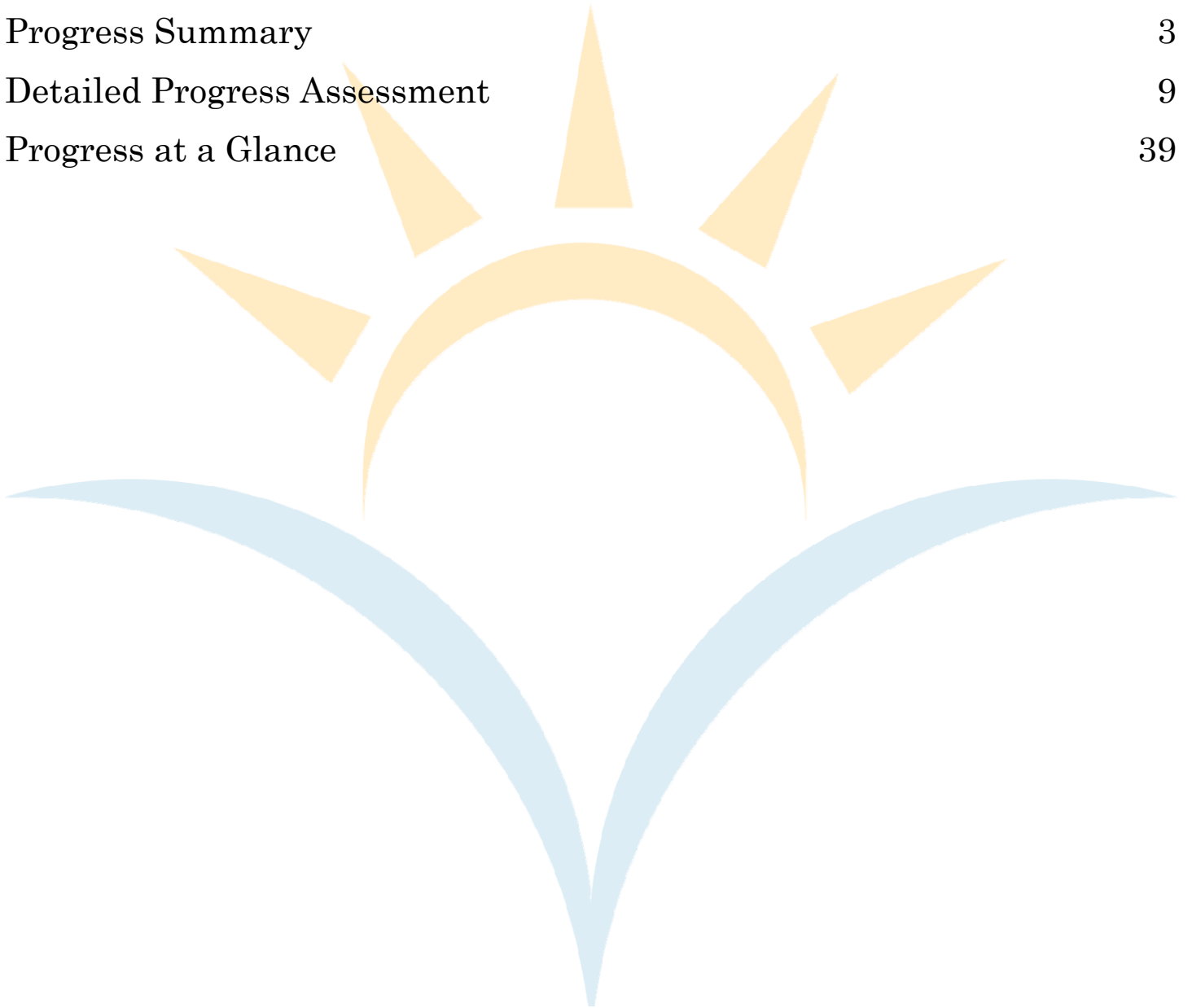
Performance Measures Report 2010

Annual economic development update from Vision Shared Inc.



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Introduction

Vision Shared was created in 2000 as a public-private partnership to bring together business, labor, government and other diverse interests to develop a strategy that will sustain West Virginia and make our state more economically competitive.

Today, Vision Shared is a nonpartisan, nonprofit organization dedicated to continuing that mission and building on the successes to date.

Our mission is to bridge social, political and economic gaps by bringing people together to confront the issues and needs facing West Virginia. Our goals are to strengthen the economy, reshape communities, promote progressive government and improve the quality of life for West Virginians.

As our hardworking volunteers work to accomplish these goals, Vision Shared has continued to measure West Virginia's economy and chart its progress. This report contains various economic and social indicators that have been tracked and updated annually since 2001 to measure how our state is performing. Vision Shared, our partners and the many other economic development efforts ongoing in West Virginia are working to accelerate progress with the hope that we all will see a day when a new West Virginia emerges.

When our organization was created, its founders envisioned a new future for our state, one where West Virginia's strong commitment to future generations has created a vibrant and diverse economy that balances quality jobs and the state's irreplaceable natural beauty. Vision Shared can see a time when the rest of this nation recognizes that West Virginia has a highly skilled and educated workforce, is a leader in innovation and offers an excellent quality of life for all residents. By working together, that vision can become reality in West Virginia.





Evolution of Vision Shared

Vision Shared got its start almost a decade ago. In 2000-2001, Atlanta-based Market Street Services partnered with the West Virginia Council for Community and Economic Development to coordinate a comprehensive, inclusive planning process that resulted in the development of a seminal strategy for competitive enhancement and statewide growth. At its core, this strategy involved business and labor leaders working together to accelerate positive economic changes.

This new approach to addressing the state's economic competitiveness was called "West Virginia: A Vision Shared" and organized its activities into four principal goal areas: **Intellectual Infrastructure in the 21st Century, New Economy: New Challenges and New Solutions, Results Based Government: Planning for the Future and Building Bridges and Empowering Citizens.**

In the years that followed, volunteers made tremendous strides towards implementing key tenets of Vision Shared. From workers' compensation reform to promoting health and wellness, Vision Shared has been involved at the front lines and in a supportive role for many of the major advances in West Virginia.

In 2006, Vision Shared leaders transformed this organizational movement to a nonpartisan nonprofit, Vision Shared Inc., with continued financial support from the state of West Virginia, the Claude Worthington Benedum Foundation and many other private donors. Hundreds of volunteers are working on everything from entrepreneurship and creative community development to early child education and health care. Momentum continues to bring the Vision Shared plan's goals and objectives to fruition in 2010 as our leaders review the organization's progress and shape its future.

The Performance Measures Report

This report assesses the state's progress in achieving the goals outlined in the original Implementation Plan. The plan indicated the need for economic development performance measures to gauge the progress and the publication of their evaluation. Since 2001, the measures have been reviewed annually by the Program and Performance Audit Committee, a special committee involving members of the Vision Shared Board of Directors.

This report contains three sections: Progress Summary, Detailed Progress Assessment and Progress at a Glance. Progress Summary pages for each of Vision Shared's four principal goal areas contain data summary tables for priority metrics, lists of benchmarks attained and major concerns plus team activities. The Detailed Progress Assessment contains additional trend and comparison graphs for each measure. For a complete analysis for each of the measures, view the Progress at a Glance tables at the end of this report.

While the 2009 report updates many of the original measures first identified in 2001, some have been added, deleted or refined over the years as the metrics available for tracking those indicators have changed. In addition, the Program and Performance Audit Committee has identified a few measures within each Vision Shared focus area as priorities to watch and guide our volunteer activities.

A stylized logo featuring a yellow sun with rays and a light blue plant-like shape below it. The sun has a semi-circle at its base and several triangular rays of varying lengths. The plant shape consists of two curved, leaf-like forms that meet at a central point at the bottom.

Progress Summary



Progress Summary

Intellectual Infrastructure

Workforce needs today and in the future require our education system to produce well-rounded high school graduates who are prepared for employment or higher education. Critical thinking skills are becoming more important than ever before. Economic prosperity in today’s “information age” requires a highly skilled and productive workforce regardless of the industry, and worker skills have been identified as one of the greatest competitive challenges facing the nation today. Significant shifts in technology utilization and global competition coupled with the aging demographic of West Virginia’s workforce signal the need for a critical evaluation of how we are educating students today.

With competition stretching far beyond West Virginia’s and even America’s borders, employers are requiring a greater breadth and depth of skills and competencies from their workers. And with a struggling global economy, employers and employees alike have to do more with less. What has become unmistakably clear is the tie between educational attainment and wealth creation; therefore, new skills must be learned to fill the new jobs being created every day. As this continues to build, workers’ knowledge and skill sets will be even more important as we move further into the most challenging economic conditions West Virginia has faced in a long time.

This issue area addresses such critical goals as educational attainment, technical education, worker training, research and development, and lifelong learning.

Benchmarks Attained

Two benchmark goals were met for the year.

- 2-year college completion rate
- Registered apprenticeship training completions

Major Concerns

Nine areas significantly lag the regional average.

- Grade 8 mathematics proficiency
- Grade 4 reading proficiency
- College enrollment rate of recent high school graduates
- 4-year college completion rate
- Science and engineering degrees
- % of persons 25+ with associate degree or higher
- % of persons 25+ with bachelors degree or higher
- Science and engineering personnel in the workforce
- Doctoral scientists in the workforce
- Workforce Investment Act adult program exiters per 1,000 workers

Vision Shared Activities

Vision Shared has concentrated its education-related activities for the last few years on early child development initiatives by partnering with the PIECES Council (Partners Implementing Early Child Education Systems). As this council transitions to become part of state government, Vision Shared will be turning its attention to education attainment, workforce readiness and related subjects.

Our activities for the Intellectual Infrastructure teams continue to evolve, and we hope to target our work on issues that relate to the priority metrics listed below.

Priority Metrics Data Summary

	Metric	WV	Region	US	Trend
A1	Percentage of Grade 4 Public School Students at or Above Proficient Level in Reading	28%	33%	32%	+
A2	Percentage of Grade 8 Public School Students at or Above Proficient Level in Mathematics	19%	33%	34%	-
D2	Percentage of Persons 25 Years+ With Associate Degree	5.8%	7.0%	7.5%	-
E2	Registered Apprenticeship Training Completions per 1,000 Workers	0.75	0.50	0.43	+



Progress Summary

New Economy

When the Vision Shared founders first named the New Economy Steering Committee in 2001, they probably never imagined the economic realities West Virginia would be facing at the close of the decade. The good news for the Mountain State is that we have remained somewhat insulated from the economic downturn, thanks in part to conservative fiscal management by state government leaders. While wise money management may have kept West Virginia from suffering the kind of economic turmoil affecting many other states' budgets, that doesn't mean our economy is growing at breakneck speed.

West Virginia still needs to embrace more "New Economy" development concepts. The New Economy is not about passing economic trends or fads; instead, this profound structural transformation is how the economy now works. The Progressive Policy Institute defines the New Economy as "a knowledge and idea-based economy where the keys to wealth and job creation are the extent to which ideas, innovation, and technology are embedded in all sectors of the economy." The characteristics of the New Economy range from an increase in knowledge-based jobs and constant technological innovation to increased entrepreneurial activity and success and continuous economic churning.

This issue area addresses such critical goals as diversifying West Virginia's economy, the formation of capital, increasing entrepreneurship, integrating technology and restructuring the state's incentives to promote New Economy growth.

Benchmarks Attained

Three benchmark goals were met for the year.

- Manufacturing capital investment
- Unemployment rate
- Venture capital investment

Major Concerns

Eight areas significantly lag the regional average.

- Per capita personal income
- Average annual wage
- Patents issued
- Federal R&D obligations
- Academic R&D expenditures
- Industry-financed share of academic R&D expenditures
- Percent change in real gross state product
- High tech sector employment
- New economy sector employment
- Energy consumption per dollar of GSP

Vision Shared Activities

Vision Shared is in the process of reorganizing our Entrepreneurship Team to continue work that was funded from a special W.K. Kellogg Foundation grant. That grant ended in 2008 and produced many initiatives, such the Made Right Here campaign, Young Entrepreneur Support Network and the West Virginia Angel Network. Going forward, this team will focus on issues important to supporting self-owned business growth and development.

We also continue to support Create West Virginia, a movement dedicated to helping communities transform and reshape for the "New Economy" future. Vision Shared also operates a team called Sustainable Development. Our volunteers are fostering innovation capacity and encouraging more cutting-edge research and development to transform West Virginia into a state that blends a strong industrial past with a progressive, diverse approach to economic development.

Priority Metrics Data Summary

Metric		WV	Region	US	Trend
H1	Patents Issued per Million Workers	119.5	433.8	671.3	+
H2	Federal R&D Obligations as % of GSP	0.54%	1.14%	0.82%	-
H3	Academic R&D Expenditures as % of GSP	0.29%	0.43%	0.36%	+
H4	Academic Patents Granted per \$1,000,000 of R&D Expenditures	*	0.047	0.060	*
H5	Venture Capital Investment per Worker	\$98.77	\$83.89	\$206.49	-

* Data for academic patents granted in West Virginia is currently unavailable from the U.S. Patent and Trademark Office.



Progress Summary

Results Based Government

One of the hallmarks for Vision Shared’s success since inception is its ability to promote public policy changes that will enhance West Virginia’s economic development prospects. We operate collaboratively with the public and private sector and have the perspective that government serves its people best when it is responsive and flexible.

Government alone cannot solve the problems of today. Businesses have long adopted performance management practices that are oriented and governed by results. The same transition could bode well in government because the New Economy demands collaboration, partnerships, and networks. Necessary changes are happening in West Virginia, and we are not alone in this evolution. Reform efforts are under way all over the nation as governments realize that institutional obstacles are hindering economic and community development efforts. It has become clear that citizen involvement and empowerment has to be merged with government reform efforts to ensure the most effective results.

This issue area addresses such critical goals as continuing government reform efforts, developing infrastructure, implementing a new tax structure, strengthening land-use planning and improving the health of the state’s residents.

Benchmarks Attained

Two benchmark goal was met for the year.

- Total state business tax collections
- Workers Compensation Index Rates

Major Concerns

Seven areas significantly lag the regional average.

- Total state business tax collections
- State and local government taxes paid
- Debt to GSP ratio
- Adult obesity prevalence
- Number of high-speed internet access lines
- Deployment of e-Government initiatives

Vision Shared Activities

Vision Shared is known best for its ground-breaking work on helping opposing sides reach consensus on workers’ compensation reform. Over the past couple years, the volunteer teams in the Results Based Government Steering Committee have taken on topics ranging from long-term health care to permitting issues related to business growth and development. In 2009, much of our legislative agenda involved the work of the “Roadmap to Health Project,” an initiative created by the West Virginia Legislature. Vision Shared managed about 400 volunteers who researched how care is being delivered in West Virginia and made recommendations to the Legislature. Lawmakers adopted the linchpin of those recommendations and created the Governor’s Office of Health Enhancement and Lifestyle Planning.

Priority Metrics Data Summary

Metric		WV	Region	US	Trend
A1	Total State Business Tax Collections as % of GSP	1.45%	0.43%	0.56%	-
A2	State and Local Government Taxes Paid as % of Total Personal Income	11.49%	9.98%	10.97%	-
A3	Workers Compensation Index Rates	\$1.86	\$2.28		+
A4	Debt to GSP Ratio	10.3%	6.4%	7.1%	-
B1	Persons Under 65 With Employer Health Insurance Coverage	61.8%	63.73%	61.9%	+
B2	Persons Under 65 With Any Health Insurance Coverage	82.2%	84.5%	82.7%	-
B3	Birth Rates for Teenagers 15-19 Years of Age (Births per 1,000 Women)	44.9	44.0	41.9	-
B4	Infant Mortality Rates per 1,000 Live Births	7.41	7.85	6.69	+
B5	Percent of Adults Obese	31.90%	29.08%	26.70%	-
B6	Active Physicians and Nurses per 1,000 Citizens	11.70	11.84	10.9	+



Progress Summary

Building Bridges & Empowering Citizens

Vision Shared believes strongly that collaboration is critical to a successful transformation of West Virginia's economy. After all, our economy typically lags behind national growth trends, as was evident during the past decade when the economic prosperity experienced throughout much of the nation in the early 2000s was not as evident in West Virginia. Even with the economic downturn, many other states have made more dramatic progress in transitioning their development programs to focus on the knowledge-based economy.

At the same time, government leaders are recognizing that a top-down approach to governing does not produce the kind of economic results that will propel their states forward. Across the nation, collaboration at the local and regional levels is becoming more important as nonprofits take the lead to fill the gap between what the public and private sectors are not able to do alone. The regional level makes the most sense for implementation given the critical level of assets that must be present to create long-term change.

Vision Shared seeks to empower citizens at the regional level and elevate their work to affect statewide change. Leaders today must bring people together in as broad and inclusive of a way as possible. Decisions no longer can be made by a handful of people; instead, hands-on implementation and the prioritization of community needs must become the norm. Successful regions and states have active leadership from a wide cross-section of business, labor, education, health care and nonprofit sectors. This broad cross-section helps to build bridges for change in the future.

This issue area addresses such critical goals as fostering regional cooperation, promoting public/private collaboration, improving the state's image and increasing nonprofit capacity.

Benchmarks Attained

No benchmark goals were met for the year.

Major Concerns

Five areas significantly lag the regional average.

- Nonprofit expenditures per capita
- Household charitable contributions
- Foundation giving per capita
- Percent of municipalities participating in state Main Street programs

Vision Shared Activities

Vision Shared has a strategic partnership with Generation West Virginia, a statewide consortium of young talent groups that are focused on helping communities retain, attract and advance those age 21 to 45 and give that age group a voice in statewide image enhancement, marketing, policy and economic development. We also continue to operate our Nonprofit Capacity Building Team, which is assessing the reach of nonprofits throughout West Virginia to examine this sector of the economy and catalog the focus, funding and service areas to encourage partnering and additional growth in this sector.

Priority Metrics Data Summary

Vision Shared is in the process of re-evaluating the metrics in this focus area.



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Detailed Progress Assessment



Detailed Progress Assessment

(★ denotes the benchmark goal was attained. ↑ denotes the state's competitive position improved.)

Intellectual Infrastructure

A1. Percentage of Grade 4 Public School Students at or Above Proficient Level in Reading



West Virginia made small progress in the percentage of public school fourth-graders reading at or above the proficiency level in the National Assessment of Educational Progress (NAEP) Reading Assessment. In 1998, 28% of West Virginia fourth graders were at or above the proficiency level. This level equaled the national level and exceeded the regional level of 27%. Both the region and nation have since surpassed the state. 2007 test scores show the state proficiency level to be at 28% while the nation and region are at 32% and 32.6%, respectively.

Benchmark: Increase the percent of 4th graders achieving reading proficiency to the national average by 2012.

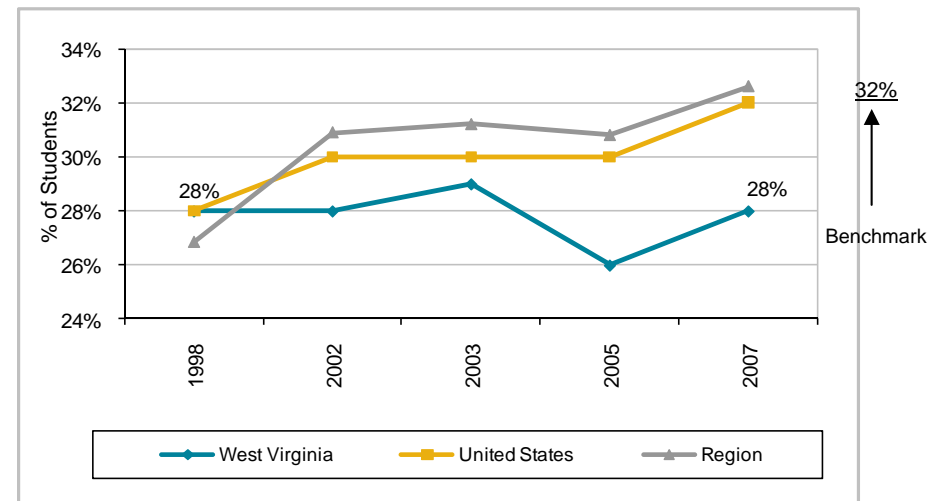
- The benchmark goal was not attained.
- The state's competitive position improved.

A2. Percentage of Grade 8 Public School Students at or Above Proficient Level in Mathematics

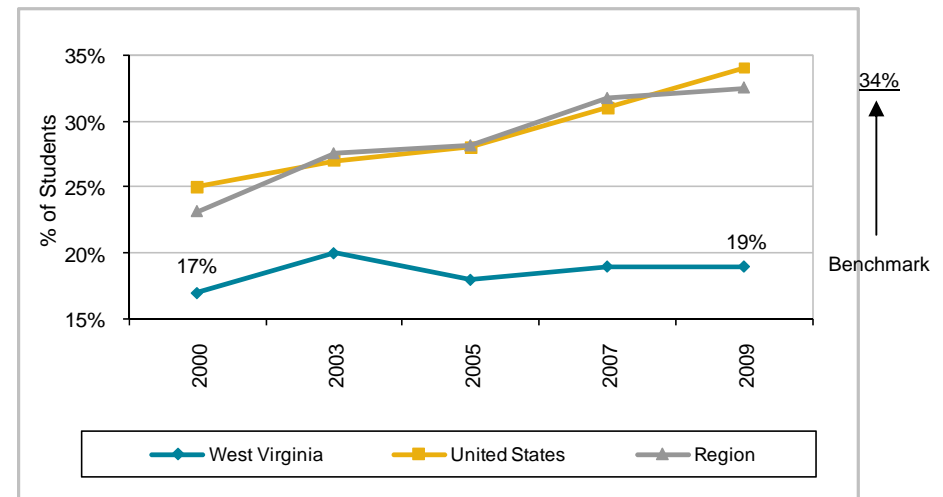
The state continues to lag substantially behind the nation and the region in the percent of public school 8th graders scoring at or above the proficiency level in the NAEP Mathematics Assessment. Only 17% of West Virginia 8th graders achieved this distinction in 2000 compared to 25% for the U.S. and 24% for the region. State proficiency remained at 19% in 2009, while the nation and region have increased to 34% and 33%, respectively.

Benchmark: Increase the percent of 8th graders achieving math proficiency to the national average by 2012.

- The benchmark goal was not attained.
- The state's competitive position declined.



Source: National Center for Education Statistics



Source: National Center for Education Statistics

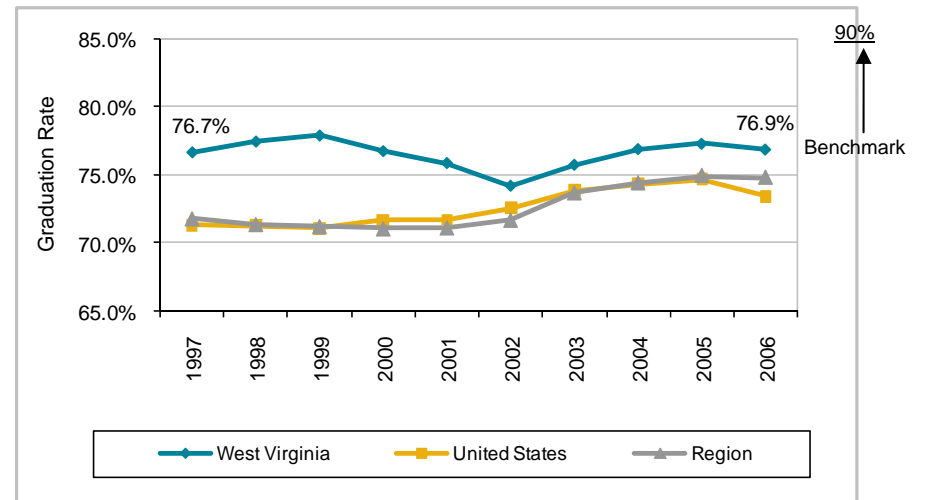
Intellectual Infrastructure

A3. High School Freshman Graduation Rate

After three years of improvement to a graduation rate of 77.3%, the state rate declined slightly to 76.9% in 2006. The state rate remained higher than both the nation and region whose rates are 73.4% and 74.8%, respectively. The 2009 Performance Measures Report references the National Center for Education Statistics for its graduation rate information. Previous reports had referenced the state Department of Education.

Benchmark: Increase the WV high school freshmen four-year graduation rate to 90% by 2012.

- The benchmark goal was not attained.
- The state’s competitive position declined.



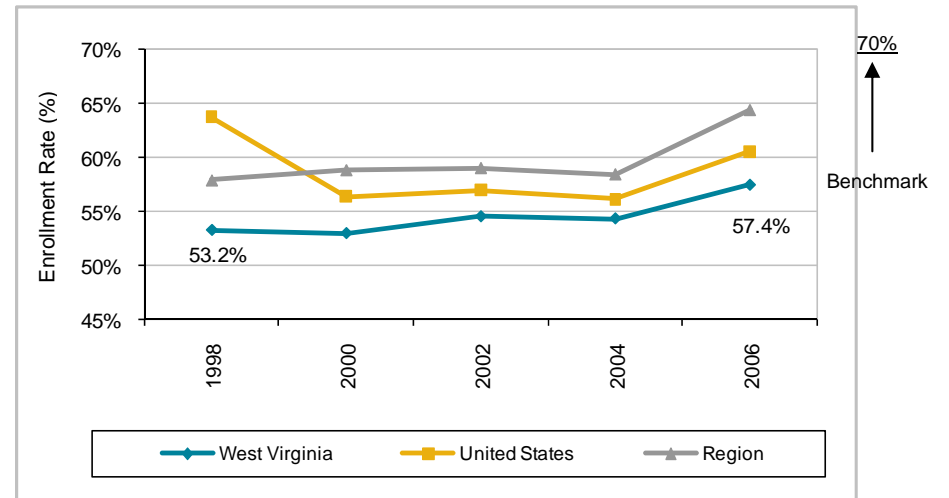
Source: National Center for Education Statistics

B1. College Enrollment Rate of Recent High School Graduates

The state’s college enrollment rate for recent high school graduates increased from 53.2% in 1998 to about 57.4% in 2006, but still lags both the nation and region. The state, region and nation all achieved significant improvements from 2004 to 2006, with the nation and region at 60.5% and 64.3%, respectively.

Benchmark: Increase the percent of high school graduates enrolling in college to 70% by 2012.

- The benchmark goal was not attained.
- The state’s competitive position declined.



Source: WV Higher Education Policy Commission

Intellectual Infrastructure

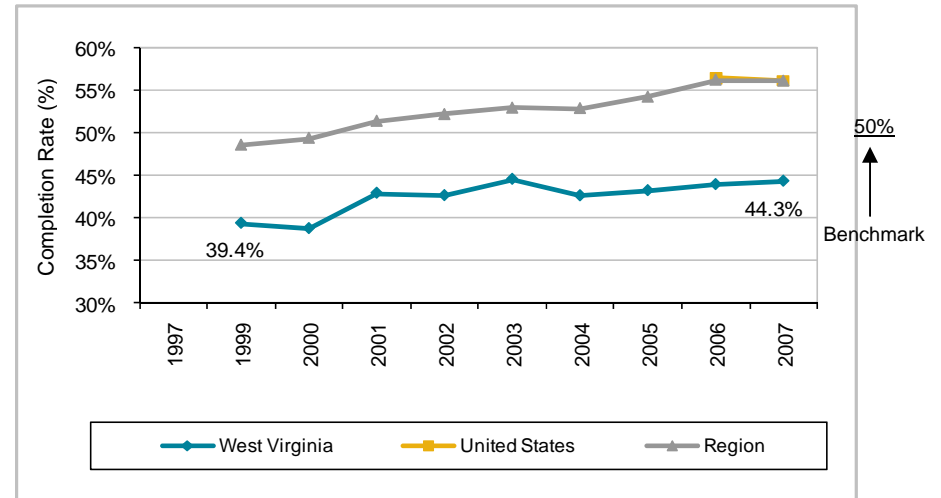
C1. Four-Year College Completion Rate



Four-year college completion rates are defined as the percentage of first-time, full-time four-year college enrollees who completed degrees within six years from the same institution. Though lagging the region, West Virginia's four-year college completion rate improved from 39.4% in 1999 to 44.5% in 2003, increasing from 81% to 84% of the regional average. The rate subsequently dipped to 42.6% in 2004 and then increased to 44.3% by 2007. That rate was roughly 79% of the 2007 national and regional rates of 56.1% and 56.0%, respectively.

Benchmark: Increase the college completion rate of students entering WV higher education institutions to 50% for 4 year institutions by 2012.

- The benchmark goal was not attained.
- The state's competitive position improved.



Source: National Center for Higher Education Management Systems

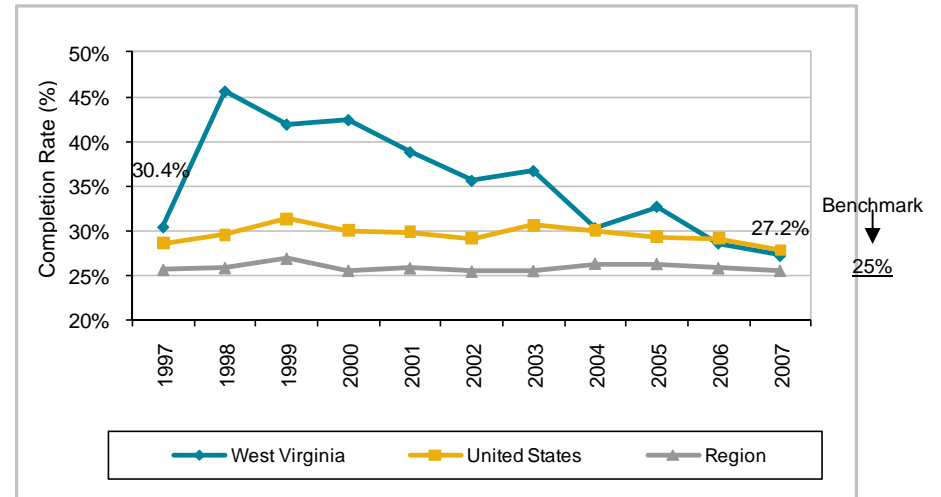
C2. Two-Year College Completion Rate



Two-year college completion rates are defined as the percentage of first-time, full-time two-year college enrollees who completed associate degrees within three years from the same institution. The state rate has been in steady decline since 1998 when the completion rate was 45.6%. The 2007 rate of 27.2% was still greater than the regional average of 25.5%, but for the first time in 10 years was lower than the national rate of 27.8%.

Benchmark: Increase the college completion rate of students entering WV higher education institutions to 25% for 2 year institutions by 2012.

- The benchmark goal was attained.
- The state's competitive position declined.



Source: National Center for Higher Education Management Systems

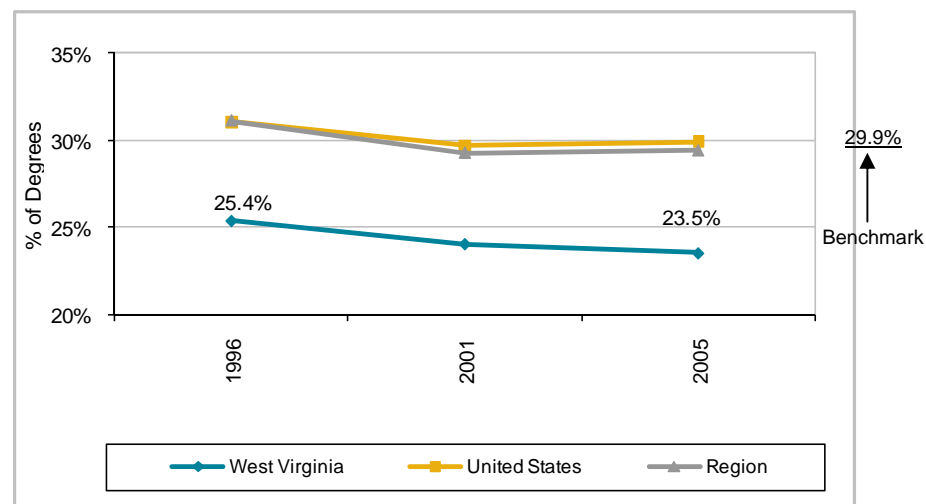
Intellectual Infrastructure

C3. Bachelors Degrees and Higher Awarded in Science and Engineering Fields

The state lags both the region and nation in the percentage of bachelor degrees and higher awarded by higher education institutions in science and engineering (S&E) disciplines. The number of S&E degrees awarded in West Virginia has climbed since 1996, but at a slower rate than the total number of degrees awarded. The percentage of S&E degrees awarded in the state in 2005 was 23.5%, compared to 29.9% and 29.4% for the nation and region, respectively.

Benchmark: Increase the percentage of bachelor's and higher degrees awarded in science and engineering disciplines in WV higher education institutions to the national average by 2012.

- The benchmark goal was not attained.
- The state's competitive position declined.



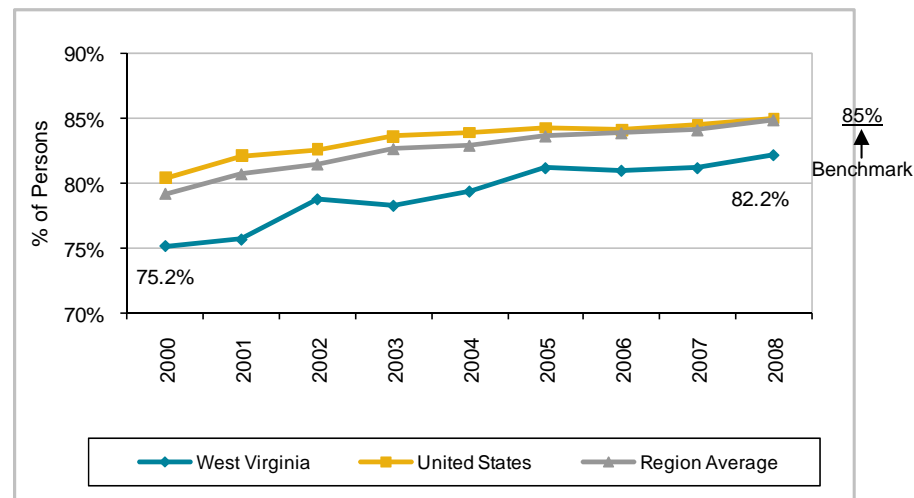
Source: National Science Foundation

D1. Percent of Persons 25 Years+ Completing High School

West Virginia has historically lagged behind the rest of the nation and region in high school attainment but has closed the gap since 2000. The state's attainment rate increased from 75.2% in 2000 to 82.2% in 2008. In comparison to the region, the state increased from 92.2% to 96.9% of the region's attainment rate.

Benchmark: Increase the percent of persons who are high school graduates to the national average by 2012.

- The benchmark goal was not attained.
- The state's competitive position improved.



Source: U.S. Census Bureau

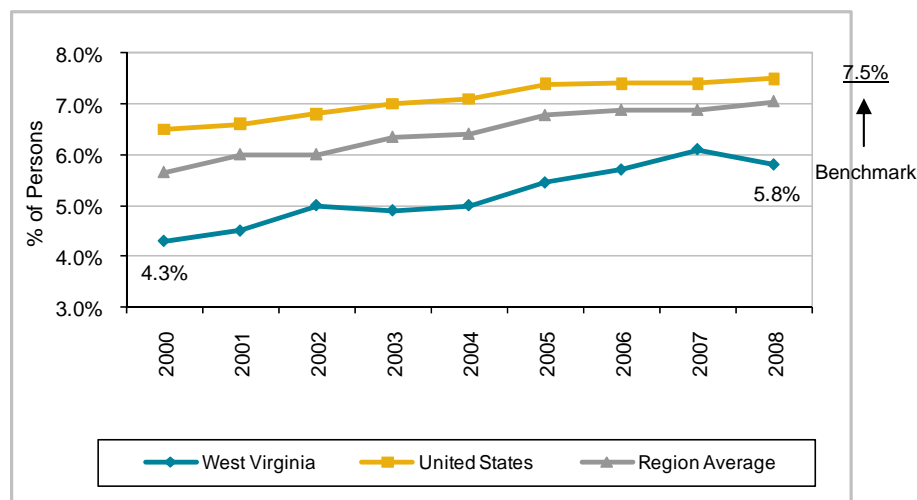
Intellectual Infrastructure

D2. Percent of Persons 25 Years+ With Associate Degree

Associate degrees are becoming increasingly important as employers seek to address shortages of workers with technical skills and education less than a four-year degree. West Virginia lags the nation and region in proportion of persons 25 years and older with associate degrees. The state associate degree attainment rate declined slightly to 5.8% in 2008 while both the nation and region saw modest increases.

Benchmark: Increase the percent of persons with associate degrees to the national average by 2012.

- The benchmark goal was not attained.
- The state's competitive position declined.



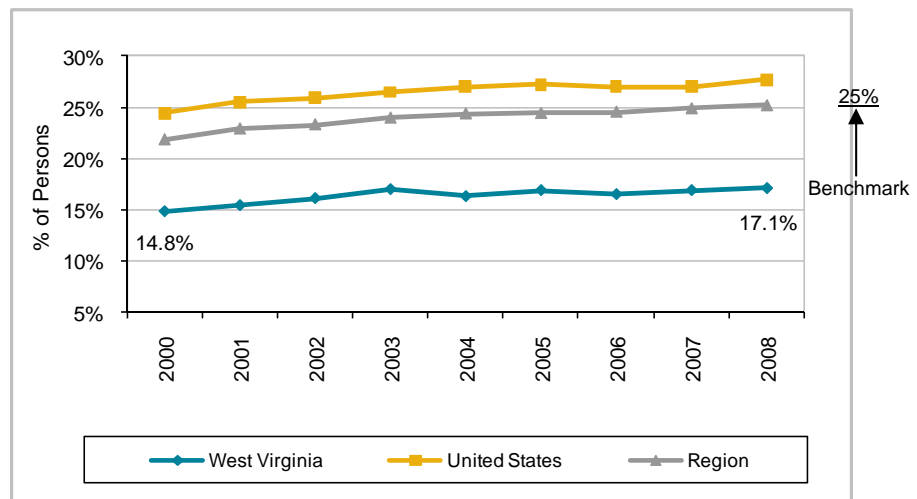
Source: U.S. Census Bureau

D3. Percent of Persons 25 Years+ With Bachelors Degree or Higher

West Virginia historically has lagged the nation in educational attainment. Although the bachelor degree attainment rate increased from 14.8% in 2000 to 17.1% in 2008, the state still lags the 25.2% and 27.7% for the region and nation, respectively.

Benchmark: Increase the percent of persons with bachelor's degrees or higher to 25% by 2012.

- The benchmark goal was not attained.
- The state's competitive position declined.



Source: U.S. Census Bureau

Intellectual Infrastructure

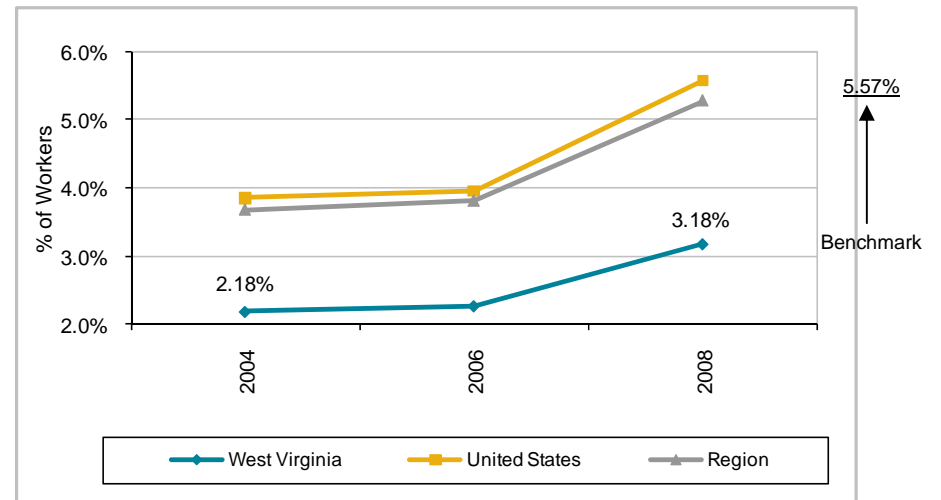
D4. Science and Engineering Personnel in the Workforce



West Virginia lags both the region and nation in the percentage of science and engineering personnel in the workforce. The state's percentage has increased from 2.18% in 2004 to 3.18% in 2008. During the same time period the region has increased from 3.68% to 5.27% and the nation has increased from 3.85% to 5.57%. Science and engineering occupations include computer and mathematical occupations, architecture and engineering occupations, and life, physical and social science occupations.

Benchmark: Increase the proportion of persons in the workforce employed in science and engineering occupations to the national average by 2012.

- The benchmark goal was not attained.
- The state's competitive position improved.



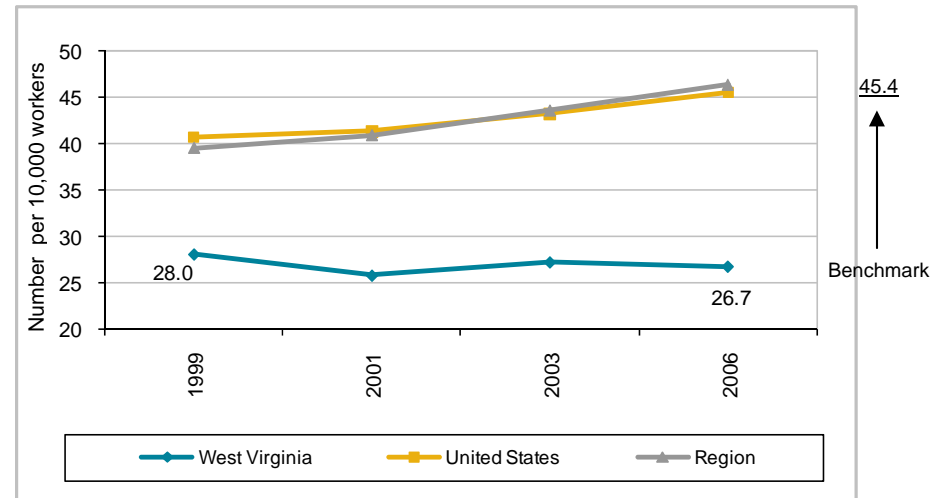
Source: U.S. Bureau of Labor Statistics

D5. Doctoral Scientists in the Workforce (per 10,000 workers)

The gap is growing between West Virginia and the region for the number of doctoral scientists per 10,000 workers. The number in the state has decreased from 28.0 in 1999 to 26.7 in 2006. The number has grown from 39.5 to 46.3 in the region during the same time period. Doctoral scientists are the backbone of research, development and innovation efforts, and their absence makes it difficult to attract R&D enterprises and other technology-intensive businesses to the state.

Benchmark: Increase the number of doctoral scientists per 10,000 workers in the workforce to the US average by 2012.

- The benchmark goal was not attained.
- The state's competitive position declined.



Source: National Science Foundation

Intellectual Infrastructure

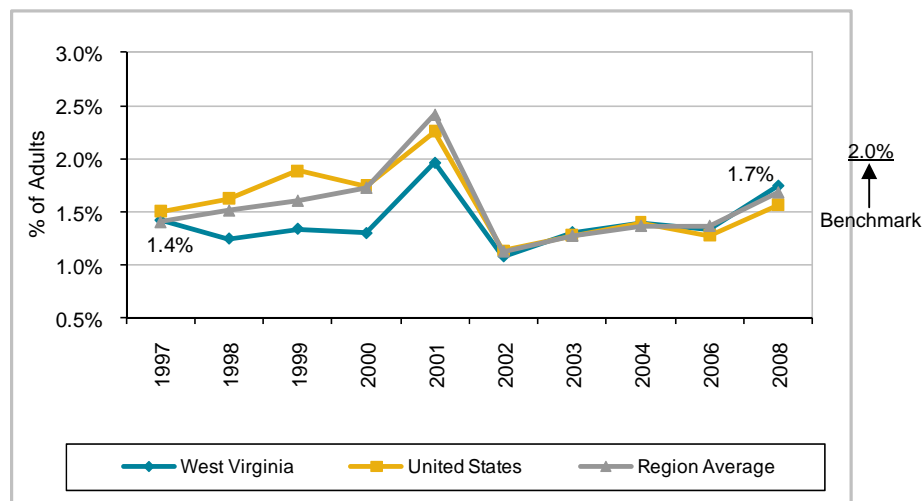
E1. GED Attainment Rate (Credentials Issued as % of Persons 25 Years and over lacking HS Diploma)



The state's GED attainment rate has relatively followed the regional and national trends over the last decade. The gap widened from 1997 to 2001, only to close by 2002. The state's current rate of 1.75% of persons 25 years and over and lack a high school diploma is slightly higher than the regional and national rates of 1.69% and 1.56%, respectively.

Benchmark: Increase the percent of adults attaining a GED certificate to at least 2% per year by 2012.

- The benchmark goal was not attained.
- The state's competitive position improved.



Source: American Council on Education

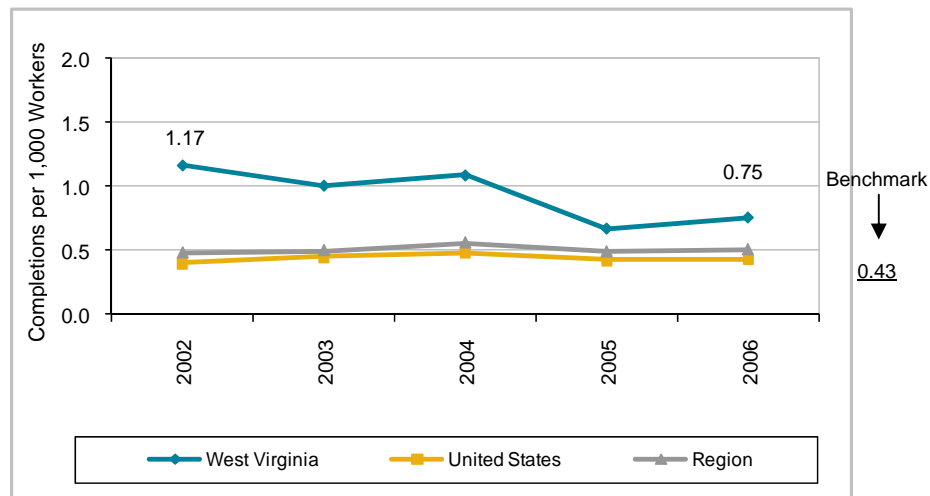
E2. Registered Apprenticeship Training Completions per 1,000 Workers



The rate of completion rate of apprenticeship training programs registered with the U.S. Department of Labor is another useful indicator of the level of skill attainment among the workforce. Based on data provided by Office of Apprenticeship, U.S. Department of Labor, West Virginia exceeded the nation and the region in registered apprenticeship completions per 1,000 workers from 2002 through 2006, although the rate declined from 1.17 in 2002 to 0.67 in 2005. The state rate picked up again in 2006 to 0.75, still well above the national and regional rates of 0.43 and 0.45, respectively.

Benchmark: Continue to exceed the national average rate in number of registered apprenticeships completed per year.

- The benchmark goal was attained.
- The state's competitive position improved.



Source: U.S. Department of Labor

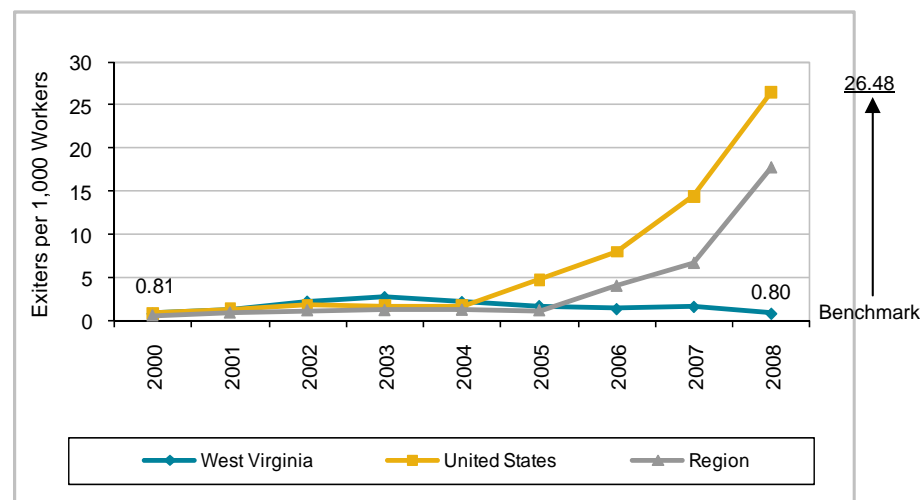
Intellectual Infrastructure

E3. Workforce Investment Act Adult Program Exiters per 1,000 Workers

The Adult Worker Program is designed to provide quality employment and training services to assist eligible individuals in finding and qualifying for meaningful employment and to help employers find the skilled workers they need to compete and succeed in business. The Adult Program is not designed for employees who have been laid off or notified that they will be laid off. The program for laid off workers is called the Dislocated Workers Program. The total number of exiters, or individuals completing the Adult Program, has increased significantly both nationally and regionally. The state exceeded the regional rate in 2000 with 0.81 exiters versus 0.54 exiters per 1,000 workers regionally. The state's rate of 0.80 in 2008 was well below the regional and national rates of 17.75 and 26.48, respectively.

Benchmark: Increase the number of Workforce Investment Act Adult Program exiters to the national average by 2012.

- The benchmark goal was not attained.
- The state's competitive position declined.



Source: U.S. Department of Labor



New Economy

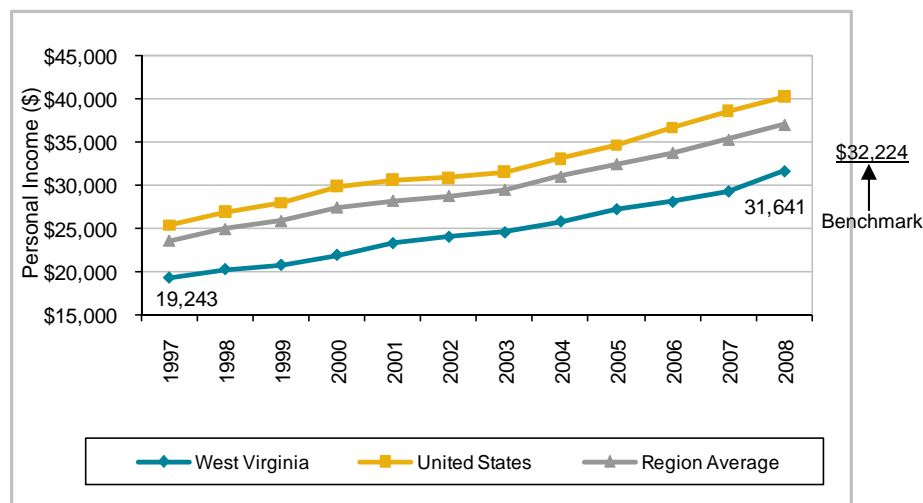
A1. Per Capita Personal Income



Per capita income (PCI) is an aggregate measure of personal economic well-being in an area. West Virginia's per capita personal income historically lags that of the region and nation. The state's PCI has increased from \$19,243 in 1997 to \$31,641 in 2008. This growth rate was slightly higher than that of the region, as evidenced by the state-to-region ratio increasing from 81.6% to 85.5% during that timeframe.

Benchmark: Increase state per capita personal income to at least 80% of the national average by 2012.

- The benchmark goal was not attained.
- The state's competitive position improved.



Source: U.S. Bureau of Economic Analysis

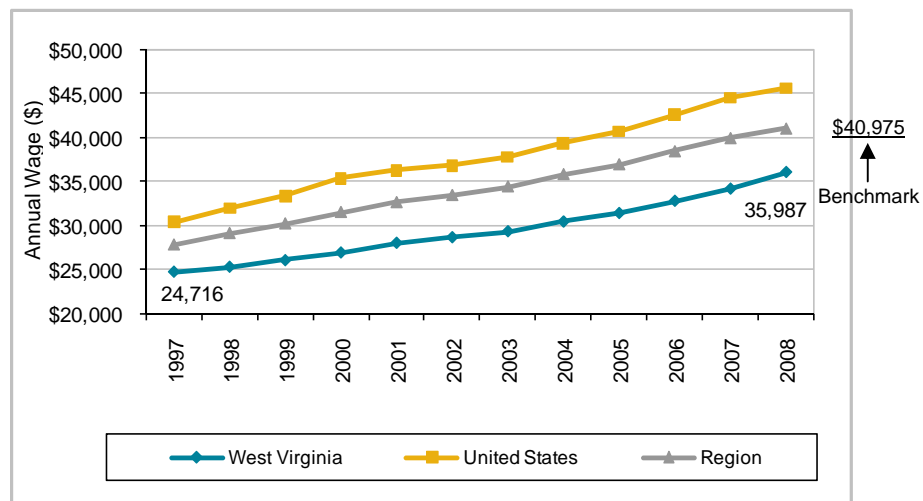
A2. Average Annual Wage – All Industries



Average annual wage is another measure of personal income but includes only wage and salary income of employed persons. It is a better measure of typical or prevailing wage levels paid by employers in an area. The state's average annual wage has increased from \$24,716 in 1997 to \$35,987 in 2008. This growth rate was slightly higher than that of the region, as evidenced by the state-to-region ratio increasing from 89.1% to 87.8% during that timeframe.

Benchmark: Increase the state average annual wage to the regional average by 2012.

- The benchmark goal was not attained.
- The state's competitive position improved.



Source: U.S. Bureau of Labor Statistics

New Economy

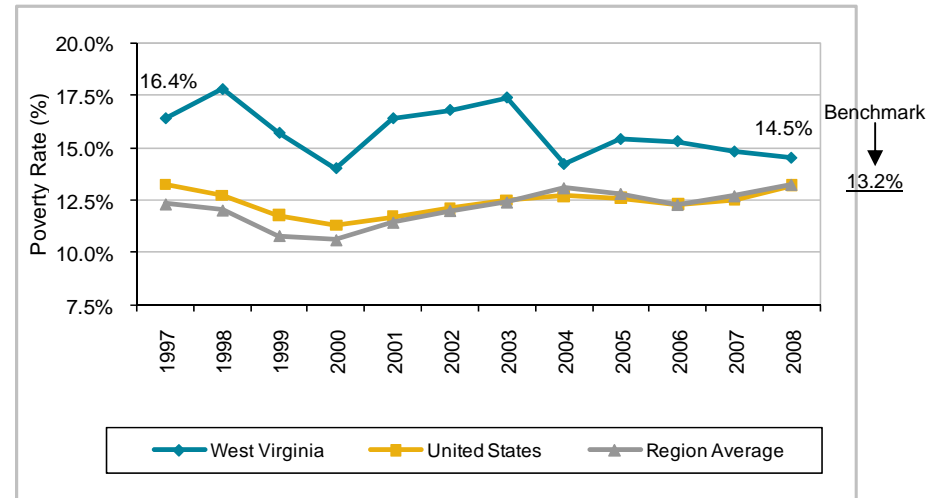
A3. Poverty Rate



The poverty rate is a measure of the level of indigence and need for public assistance in the state. The state poverty rate historically has exceeded that of both the nation and region, which typically trend together. The state has closed the gap since 1997 and seen three consecutive years of declining rates to a rate of 14.5% in 2008. That rate is just slightly higher than the national and regional rates of 13.2% and 13.3%, respectively.

Benchmark: Reduce poverty rate to a level at or below the national average by 2012.

- The benchmark goal was not attained.
- The state's competitive position improved.



Source: U.S. Census Bureau

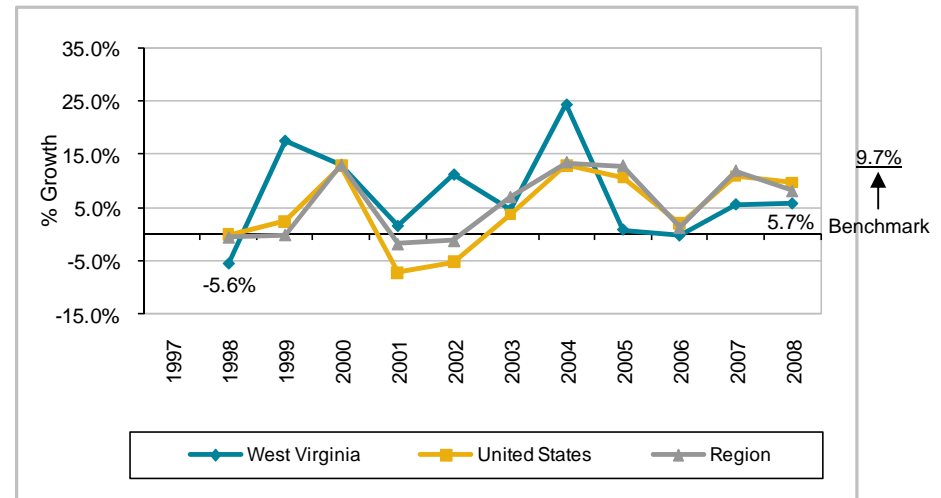
B1. Growth in Manufacturing Exports



The dollar volume of manufacturing exports is a measure of the degree of globalization of the manufacturing economy. A high degree of globalization means the state is able to capitalize on a larger and more diverse market for its products. It is well known that the state is the number one exporter of coal in the nation. Likewise, state manufacturing is becoming increasingly global, posting annual rates of export growth consistently above the national average from 1999 thru 2004, peaking at 24.4% in 2004. The state export growth rate has been lower than both the national and regional rate since 2004. The state's growth rate of 5.7% in 2008 is slightly lower than the national and regional rates of 9.7% and 8.0%, respectively.

Benchmark: Equal or exceed the US annual growth rate in manufacturing exports.

- The benchmark goal was not attained.
- The state's competitive position improved.



Source: U.S. Census Bureau

New Economy

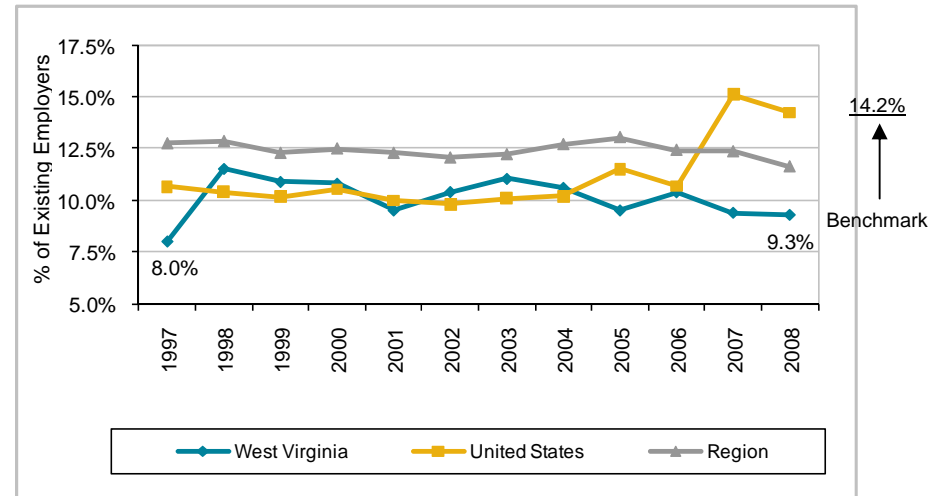
C1. Employer Firm Births as % of Existing Employer Firms



The rate of new employer firm births is a measure of entrepreneurial energy in an economy. West Virginia compared somewhat favorably with the nation from 1998 through 2003 before declining four of the next five years. The state has lagged the region for the past 10 years. The state's rate of 9.3% in 2008 was lower than the national and regional rates of 14.2% and 11.6%, respectively.

Benchmark: Equal or exceed the national average rate of new employer firm formation by 2012.

- The benchmark goal was not attained.
- The state's competitive position improved.



Source: U.S. Small Business Administration

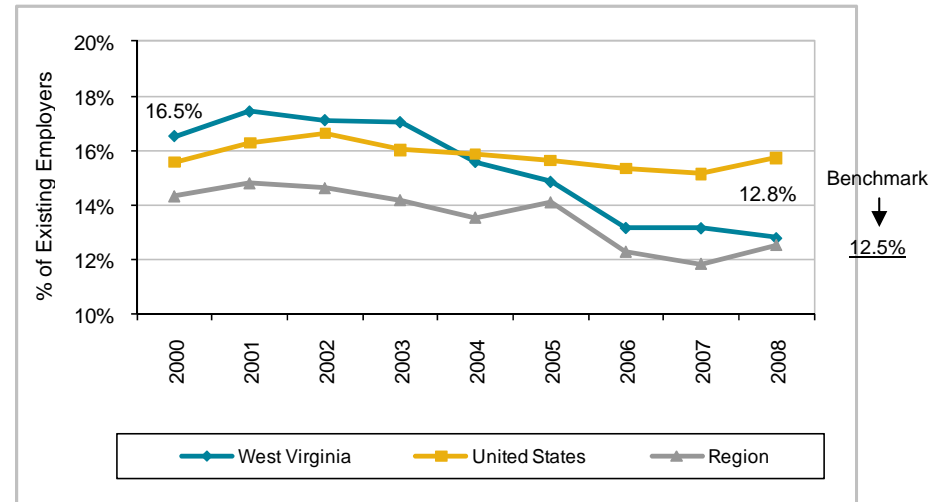
C2. Employer Firm Deaths as % of Existing Employer Firms



The rate of employer firm deaths as a percentage of existing employer firms is a measure of business sustainability in an economy. Since 2004, the state has had a lower rate of employer firm deaths than the nation as a whole. The state has lagged the region for the past seven years, but the 2008 rate of 12.8% is just slightly higher than the 12.5% for the region.

Benchmark: Reduce the rate of employer firm deaths to the regional average by 2012.

- The benchmark goal was not attained.
- The state's competitive position improved.



Source: U.S. Small Business Administration

New Economy

D1. Manufacturing Capital Investment per Production Worker



Investment by existing manufacturers is a key measure of the economic health of that sector. Interestingly, although the state has lost a substantial amount of its manufacturing base since 1997, it exceeded both the nation and the region in manufacturing capital investment per worker throughout much of the period from 1997 to 2006. The investment numbers generally trended downward from 1997 until 2003, before seeing significant increases through 2006 when the state's investment level was \$20,359 per production worker. This number surpassed both the regional and national levels of \$13,553 and \$14,801 per production worker, respectively.

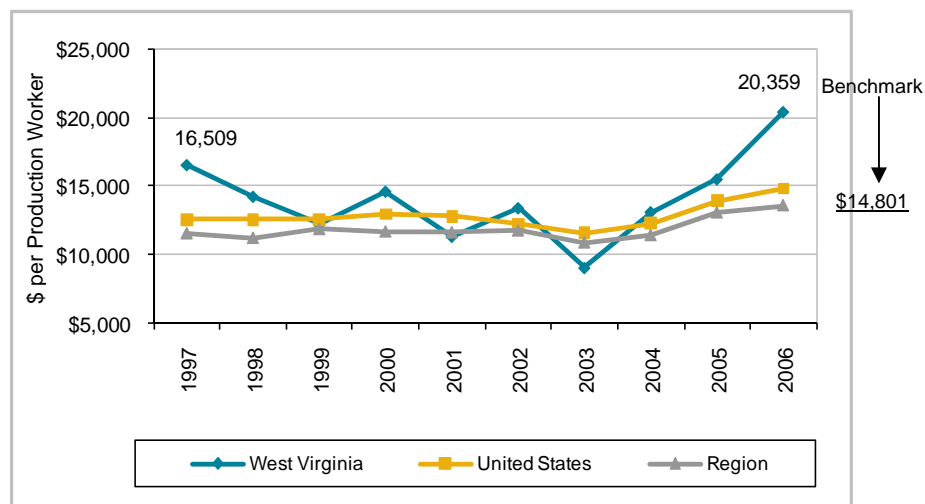
Benchmark: Continue to equal or exceed the national average rate of manufacturing capital investment per worker.

- The benchmark goal was attained.
- The state's competitive position improved.

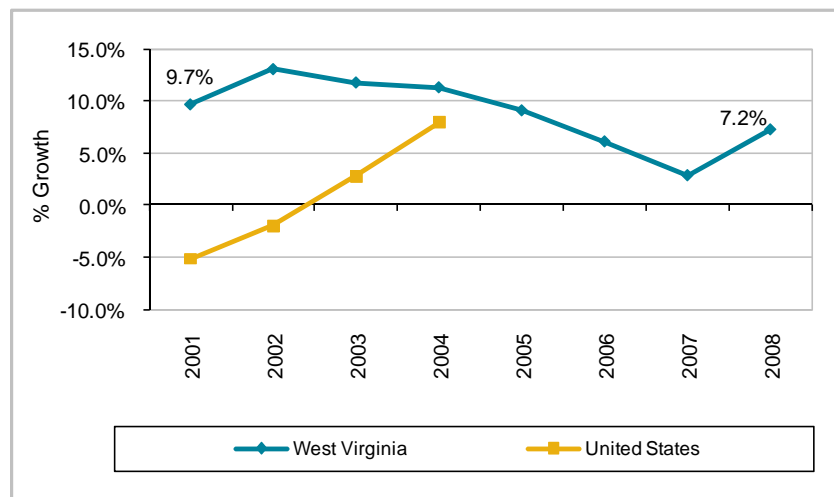
E1. Growth in Tourism Expenditures

Growth rates in total spending by tourists in West Virginia have been positive in eight of the last eight years. Total tourism spending has nearly doubled since 2001, going from \$2.22 in 2001 to \$4.38 billion in 2008. The increasingly positive growth rate of 7.2% in 2008 was especially noteworthy considering the negative growth rate for the number of person trips.

Benchmark: To equal or exceed the national rate of growth in tourism expenditures.



Source: U.S. Census Bureau



Source: WV State Tourism Division

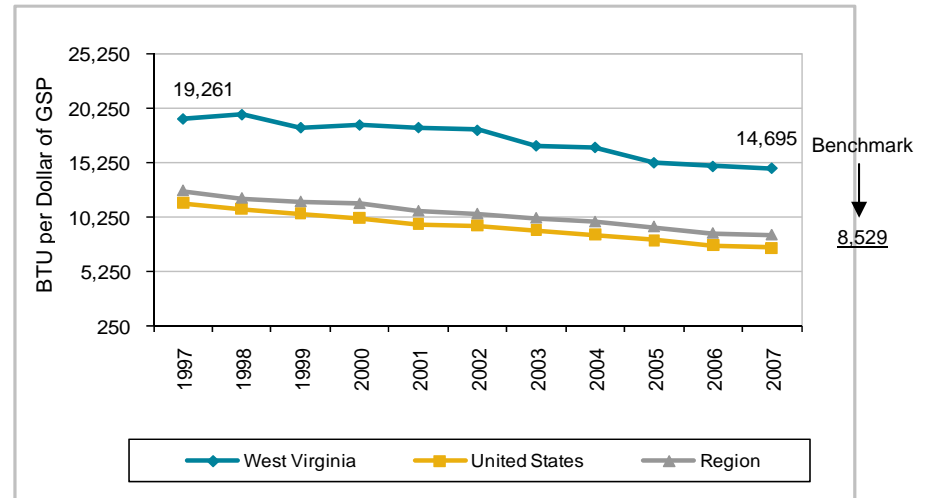
New Economy

F1. Energy Consumption (BTU) Per Dollar of GSP

West Virginia historically has exceeded the nation and region in energy consumption per dollar of GSP – a measure of the energy efficiency of an economy. Though energy consumption rates in the state decreased from 19,261 BTU per dollar of GSP in 1997 to 14,695 BTU per dollar in 2007, the ratio of state-to-region energy consumption increased during the period from 153% to 172%. This state-to-region ratio has remained fairly consistent since 2001.

Benchmark: Reduce energy consumption to a level at or below the regional average by 2012.

- The benchmark goal was not attained.
- The state’s competitive position declined.



Source: U.S. Census Bureau

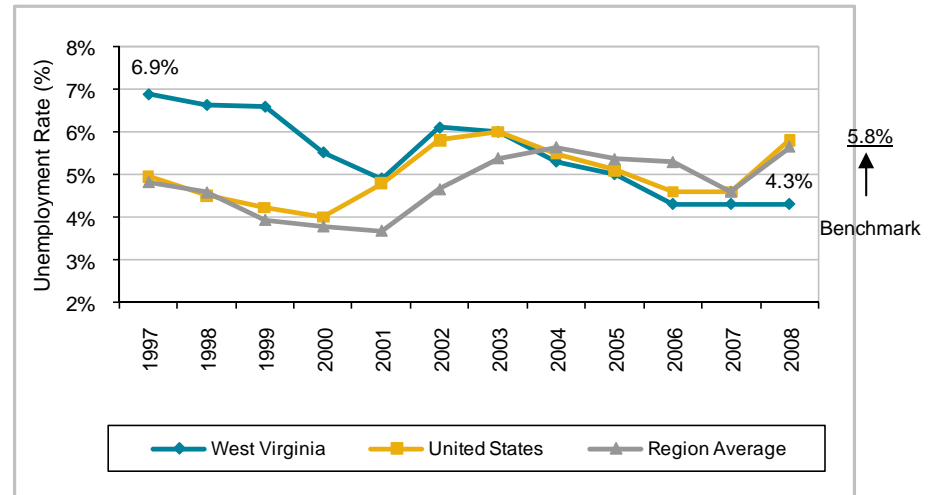
G1. Unemployment Rate (Seasonally Adjusted)



Major progress was made in reducing the state’s unemployment rate during the late 1990s. These improvements have continued, dropping to an annual low of 4.3% from 2006 through 2008. The effects of the recession starting in 2008 raised the annual averages for the region and nation to 5.7% and 5.8%, respectively.

Benchmark: Maintain an unemployment rate at or below the national average.

- The benchmark goal was attained.
- The state’s competitive position improved.



Source: U.S. Bureau of Labor Statistics

New Economy

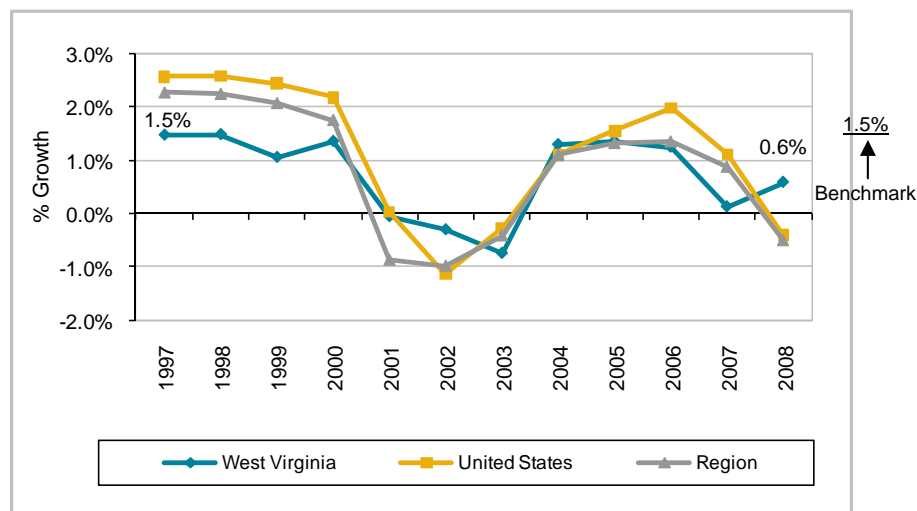
G2. Percent Growth in Nonfarm Payroll Employment



The state generally has trended with the region and nation in terms of jobs growth, although with a little less volatility. The state generally tends to lose fewer jobs during bad times and gain fewer during good times. The state appears to have gone against trend for the full year 2008 when the jobs growth rate of 0.6% was higher than both the national and regional rates of -0.4% and -0.5%, respectively.

Benchmark: Increase state annual employment growth to at least 1.5% by 2012.

- The benchmark goal was not attained.
- The state's competitive position improved.



Source: U.S. Bureau of Labor Statistics

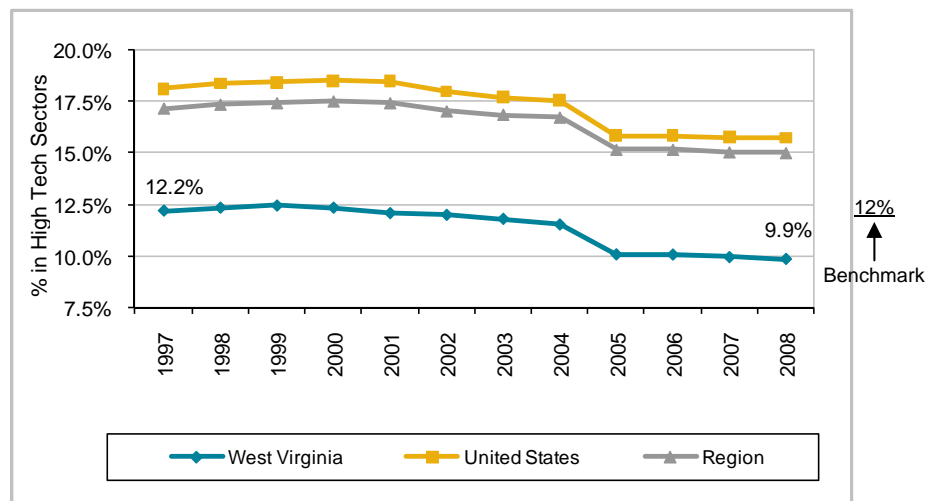
G3. Percent Employment in High Tech Sectors



West Virginia lags the nation and region in the proportion of employment in technology-intensive industry sectors – defined in this report based on NAICS codes for Chemical Manufacturing, Machinery Manufacturing, Computer and Electronic Product Manufacturing, Transportation Equipment Manufacturing, Information Services, Financial Activities, and Professional, Scientific and Technical Services. The nation, region and state have followed similar declining trends during the 2000s. The proportion of high tech jobs in the state has slowly declined from 12.3% in 2000 to 9.9% in 2008. While also declining, the regional and national proportions were a much higher 15.0% and 15.7%, respectively, in 2008.

Benchmark: Increase the percentage of state employment in High Tech Sectors to 80% of the regional average by 2012.

- The benchmark goal was not attained.
- The state's competitive position improved.



Source: U.S. Bureau of Labor Statistics

New Economy

G4. Percent Employment in New Economy Sectors

West Virginia lags the nation and the region in proportion of jobs in New Economy industry sectors – defined in this report based on NAICS codes for computer and electronic product manufacturing, medical equipment and supplies, telecommunications, data processing, hosting, and other information services, computer systems and design, management consulting and scientific research and development services. The proportion of new economy jobs in the state has slowly declined from 1.9% in 2001 to 1.7% in 2008. The nation and region had slow declines from 2001 to 2004, but both have shown steady increases since then to 2008 rates of 4.2% and 3.9%, respectively.

Benchmark: Increase the percentage of state employment in New Economy Sectors to 80% of the regional average by 2012.

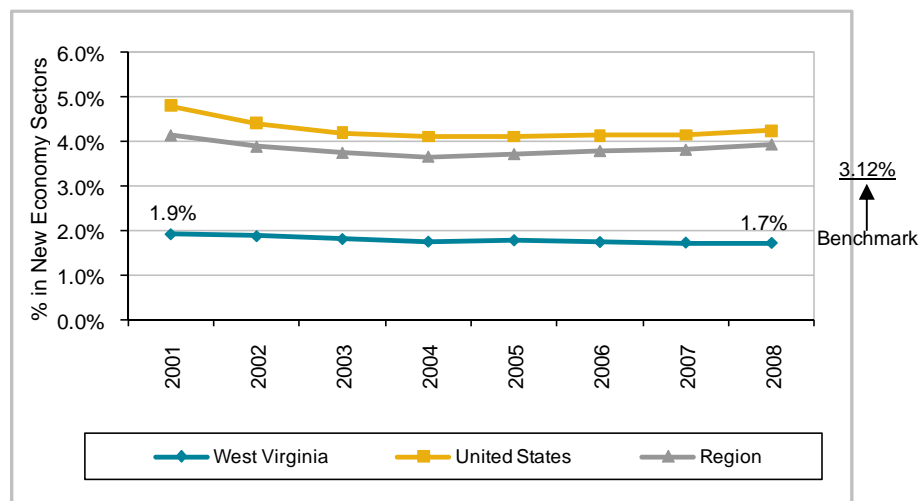
- The benchmark goal was not attained.
- The state's competitive position declined.

H1. Patents Issued Per Million Workers

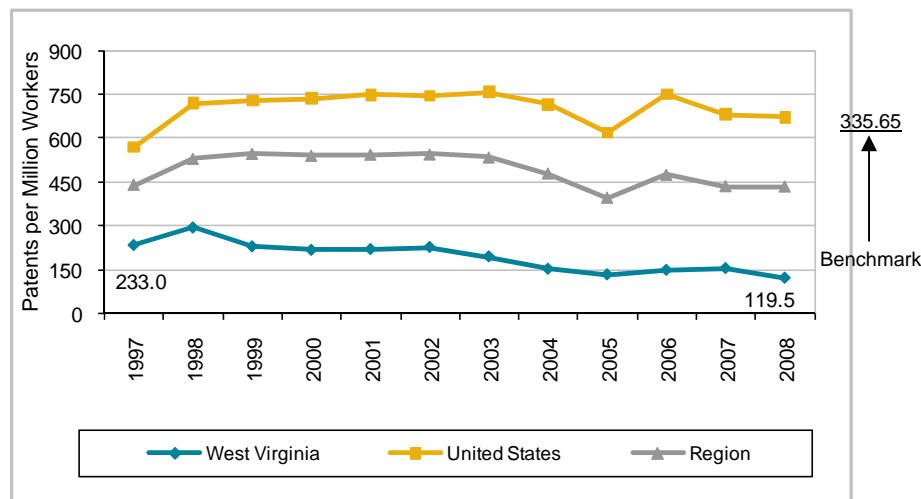
West Virginia continues to lag far behind the nation and the region in innovation as measured by the number of patents issued per million workers and the gap has widened. The state's 233.0 patents per million workers were 53% of the region's 457.5 patents in 1997. The 2008 number of 119.5 patents has decreased to 28% of the region's 433.8 patents. Both the state and region substantially lagged the 671.3 patents per million workers for the U.S. in 2008.

Benchmark: Increase patent rate to at least 50% of the national average by 2012.

- The benchmark goal was not attained.
- The state's competitive position declined.



Source: U.S. Bureau of Labor Statistics



Source: U.S. Patent and Trademark Office

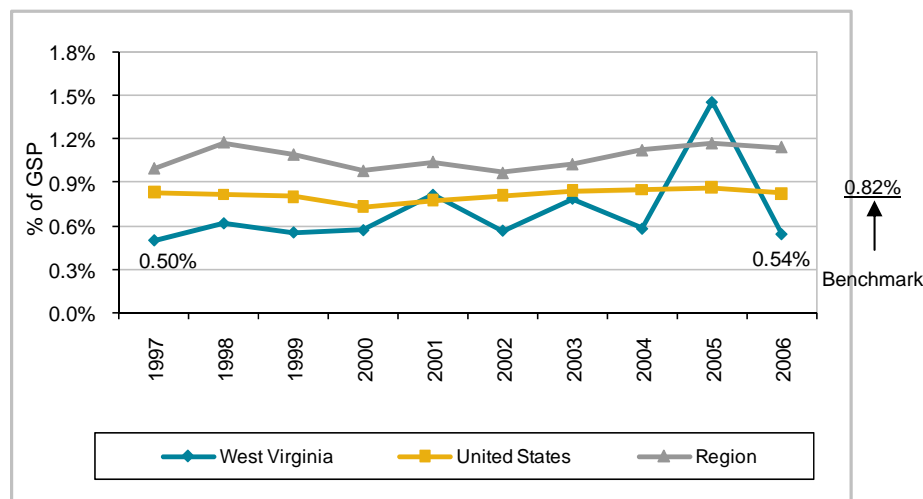
New Economy

H2. Federal R&D Obligations as Percent of GSP

Federal obligations for R&D activity in West Virginia grew significantly during the late 1990s and into 2001, increasing from \$116 million or 0.50% of GSP in 1997 to \$352 million or 0.81% of GSP in 2001, surpassing the nationwide funding rate of 0.78% of GSP. Since 2001, the state's federal R&D obligation rate has mostly fluctuated between 0.55% and 0.80% of GSP and was at 0.54% in 2006. The lone exception was a spike to 1.46% in 2005. The state's 2006 level was below both the national and regional rates of 0.82% and 1.14%, respectively.

Benchmark: Increase federal R&D obligations in WV to the national average by 2012.

- The benchmark goal was not attained.
- The state's competitive position declined.



Source: National Science Foundation

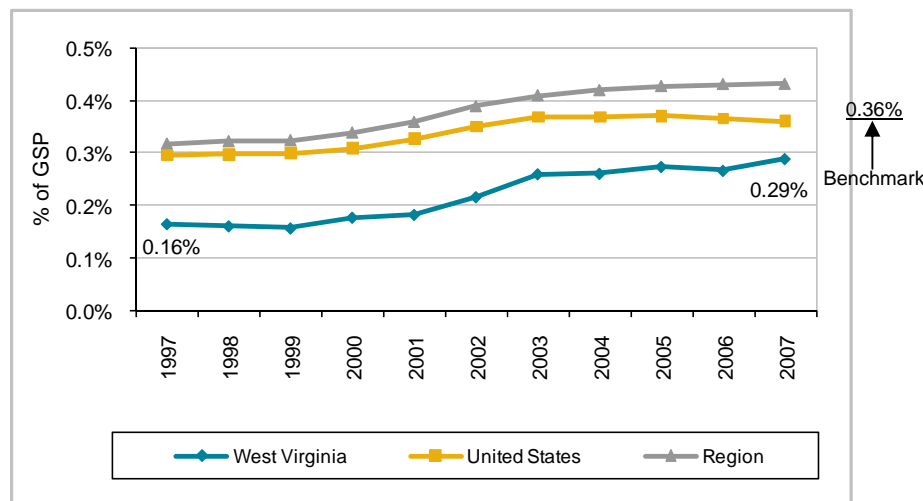
H3. Academic R&D Expenditures as Share of GSP



Beginning in 2000, all the state, region and nation started a significant upturn in the academic R&D expenditure rate. The state's ratio of academic R&D expenditures as a share of GSP rose from 0.16% in 1997 to 0.29% in 2007. This rise represented a shift from just 52% of the regional rate in 1997 to 67% in 2007.

Benchmark: Increase academic R&D expenditures to the national average by 2012.

- The benchmark goal was not attained.
- The state's competitive position improved.



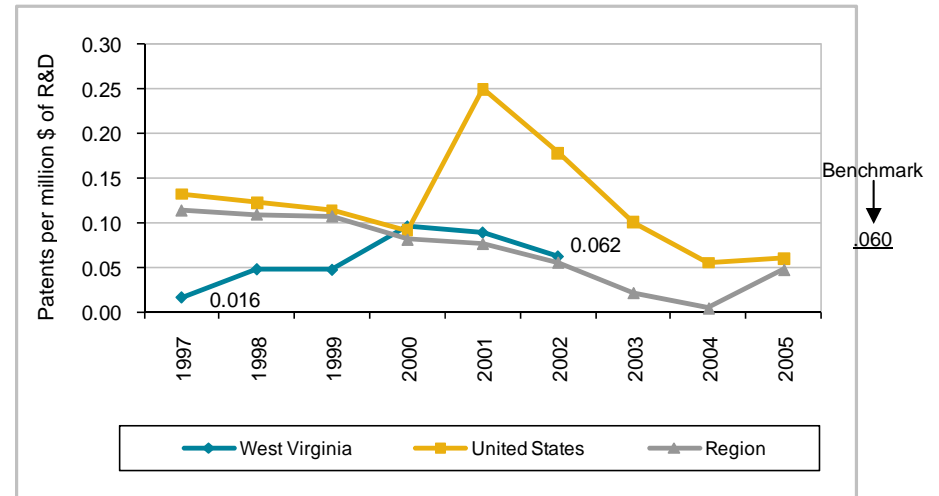
Source: National Science Foundation

New Economy

H4. Academic Patents Granted per \$1,000,000 of R&D Expenditures

Academic patents granted as a ratio of R&D expenditures is a basic measure of academic research productivity or the ability to channel academic R&D activity into practical uses. West Virginia showed steady improvement between 1997 and 2000, when the state's patenting rate of 0.095 exceeded both the regional and national rates of 0.081 and 0.091 respectively. The state continued to slightly exceed the region through 2002 with a rate of 0.062 compared to 0.055. Consistent data has not been available from the U.S. Patent and Trademark Office for the past few years for academic patents granted to individuals at West Virginia institutions.

Benchmark: Equal or exceed the national average in number of academic patents granted per \$1,000,000 of R&D expenditures.



Source: National Science Foundation and U.S Patent and Trademark Office

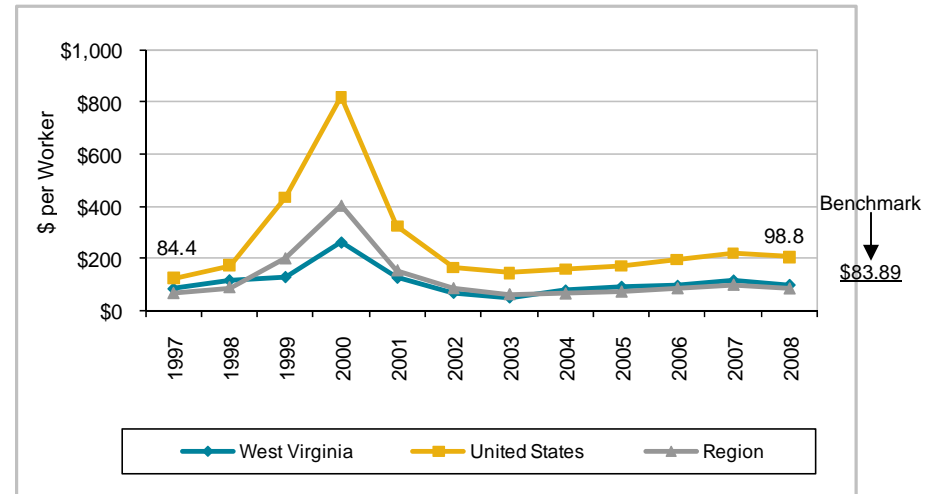
H5. Venture Capital Investment Per Worker



Venture capital investment is a key indicator of entrepreneurial activity and technology commercialization. The bursting of the dot-com bubble caused venture capitalization levels to decline rapidly to more historic levels by 2003. Since then, the state has remained significantly lower than the national rate, but exceeded the regional rate. The 2008 rate of \$98.8 per worker was higher than the regional rate of \$83.9 per worker and lower than the national rate of \$206.5 per worker.

Benchmark: Increase the WV venture capital financing rate to the regional rate by 2012.

- The benchmark goal was attained.
- The state's competitive position declined.



Source: Price Waterhouse Coopers Moneytree Report

New Economy

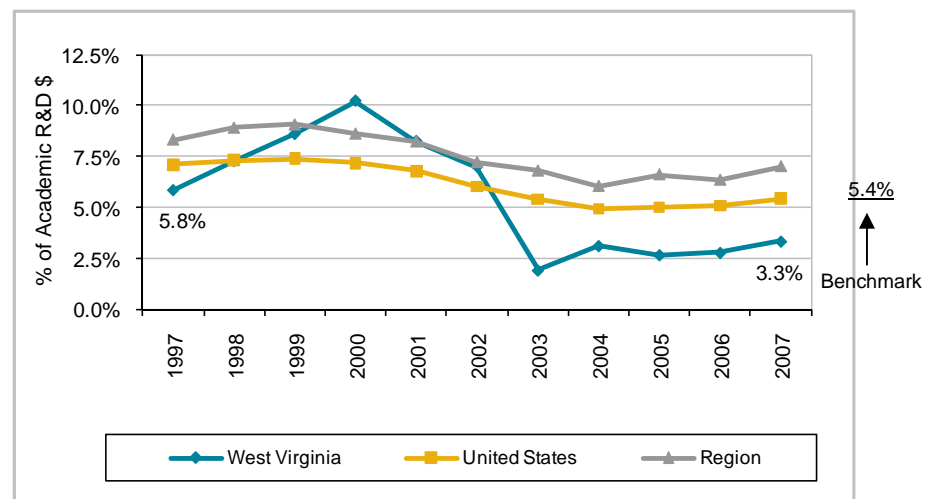
H6. Industry-Financed Shared of Academic R&D Expenditures



Industry financial support and sponsoring of academic R&D is a key measure of the degree of technology transfer and industry innovation within an area economy. After significantly increasing the industry-financed share of academic R&D expenditures from 5.6% in 1997 to 10.2% in 2000, West Virginia has since lost significant ground when compared to the nation and the region. The industry-financed share has remained around 3% over the past three years, or just under half that of the region.

Benchmark: Increase industry-financed academic R&D expenditures to a level equal to or exceeding the U.S. average by 2012.

- The benchmark goal was not attained.
- The state's competitive position improved.



Source: National Science Foundation

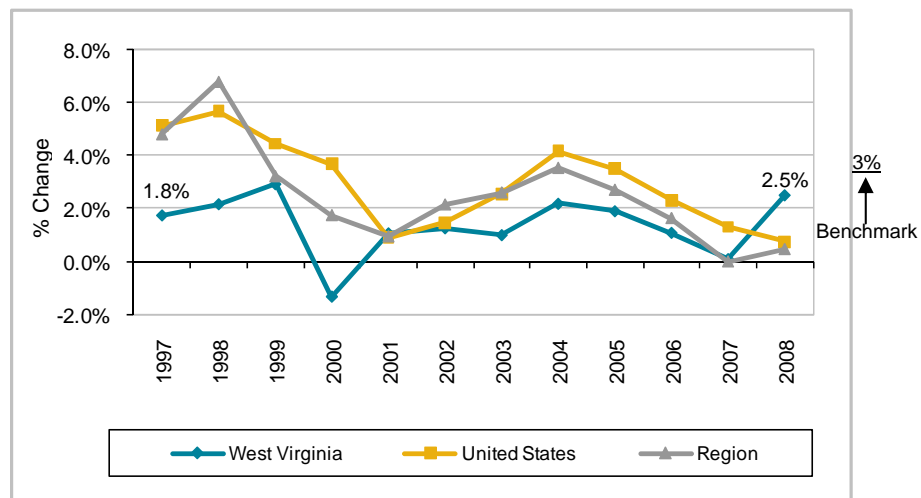
I1. Percent Change in Real Gross State Product



The state underperformed the U.S. and region in real GDP growth rates every year from 1997 to 2007, with the exception of 2001. Growth rates declined the last five years for the nation and four of the last five years for the region and state. West Virginia and the region had increasingly positive growth rates for 2008 with the state's growth rate of 2.5% being noticeably higher than the regional and national rates of 0.5% and 0.7%, respectively.

Benchmark: Increase state real annual GDP growth to at least 3% by 2012.

- The benchmark goal was not attained.
- The state's competitive position improved.



Source: U.S. Bureau of Economic Analysis

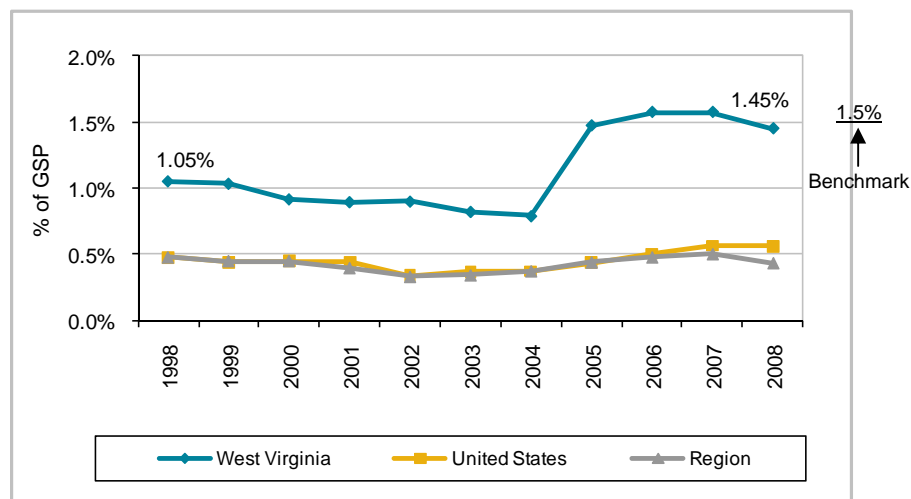
Results Based Government

A1. Total State Business Tax Collections as % of GSP

★ The state's business tax burden has consistently been at least twice the national and regional burden. The state tax burden spiked upward markedly in 2005 to 1.47% of GSP, while the nation and region both increased to 0.44%. This spike is likely caused by an increase in severance tax collections resulting from sharp increases in coal and natural gas production. The state ended 2008 with the total state business tax collections at 1.45% of GSP while the regional and national rates remained around 0.5%.

Benchmark: Reduce state business taxes as a share of GSP to 1.5% by 2012.

- The benchmark goal was attained.
- The state's competitive position declined.



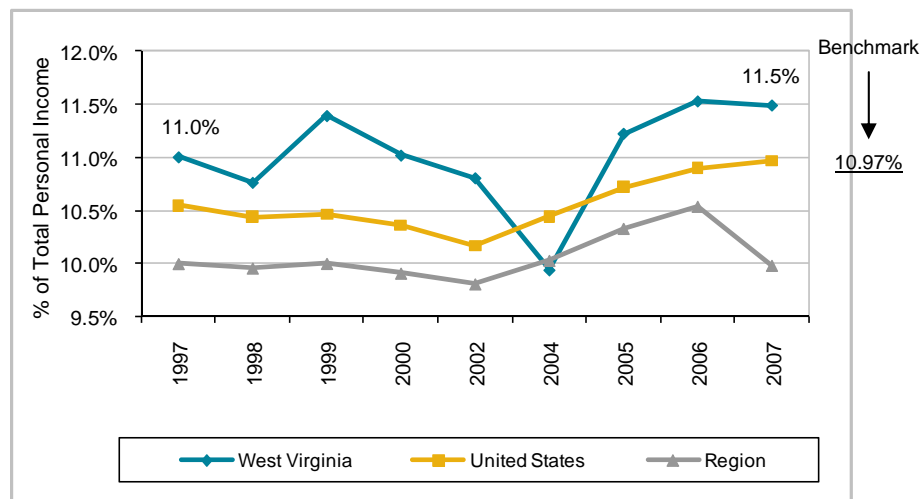
Source: U.S. Census Bureau, U.S. Bureau of Economic Analysis

A2. State and Local Government Taxes Paid as % of Total Personal Income

Total state and local taxes paid as a percentage of total personal income is an aggregate measure of overall tax burden on a state's residents. West Virginia's tax burden experienced a gradual increase during the 1990s to a peak of 11.4% in 1999. This trend reversed itself from 2000 to 2004, as the state's tax burden declined to 9.9% (95% and 99% of the national and regional tax burdens, respectively) in 2004. The burden since increased rapidly to 11.49% in 2007.

Benchmark: Reduce the state and local government tax burden to the national average by 2012.

- The benchmark goal was not attained.
- The state's competitive position declined.



Source: U.S. Census Bureau, U.S. Bureau of Economic Analysis

Results Based Government

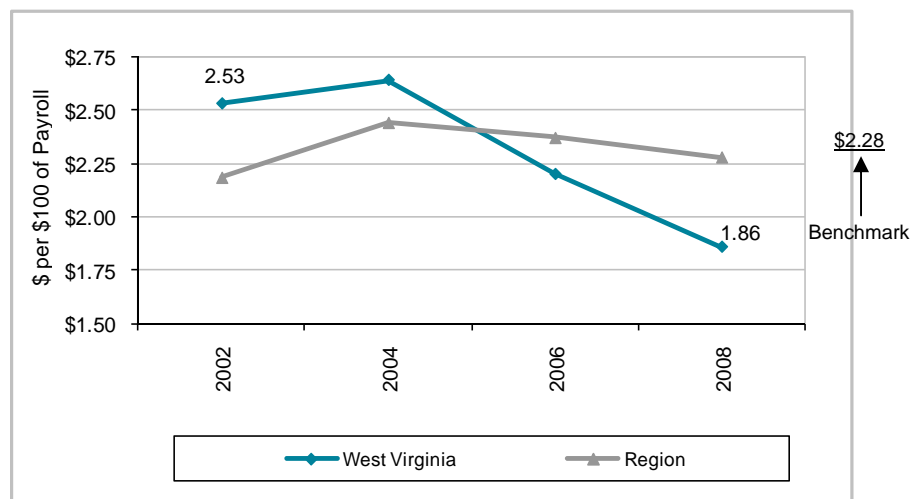
A3. Workers Compensation Index Rates



Of 11 key industry sectors analyzed in 2001, West Virginia had the highest manual rate on five and ranked second- or third-highest on three others. Reforms earlier in the decade have resulted in significant improvements in the workers compensation rates, reducing the weighted rates from \$2.64 per \$100 of payroll in 2004 to \$1.86 in 2008. The regional average decreased from \$2.44 to \$2.28 in the same timeframe.

Benchmark: Reduce the workers compensation index rates to regional average by 2012.

- The benchmark goal was attained.
- The state's competitive position improved.



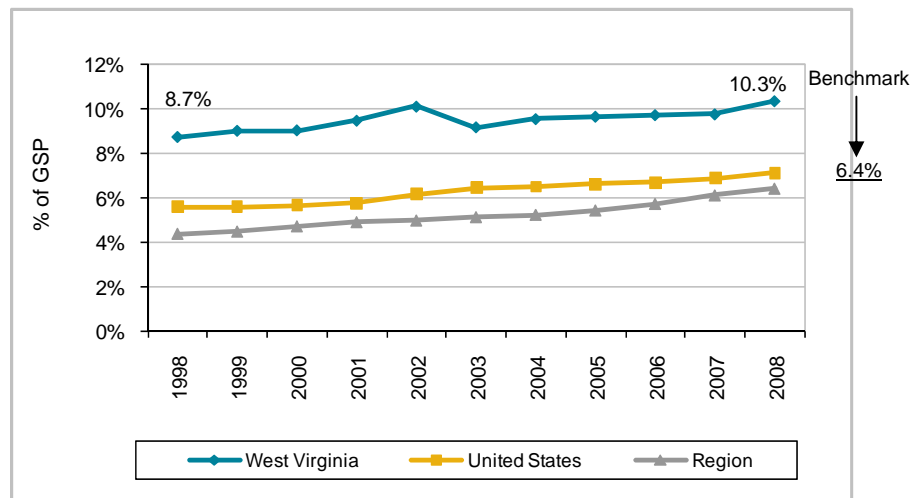
Source: Oregon Workers Compensation Premium Rate Ranking

A4. Debt to GSP Ratio

Debt to GSP ratio is a key measure of fiscal stability for a given economy. West Virginia historically has carried a higher debt level as compared to the region and the total of all states. With the exception of a small improvement from 2002 to 2003, the state's level has steadily increased from 8.7% in 1998 to 10.3% in 2008. The 2008 rate of 10.3% is over 60% higher than the regional rate of 6.4%.

Benchmark: Reduce the debt to GSP ratio to a level at or below the regional average by 2012.

- The benchmark goal was not attained.
- The state's competitive position declined.



Source: U.S. Census Bureau, U.S. Bureau of Economic Analysis

Results Based Government

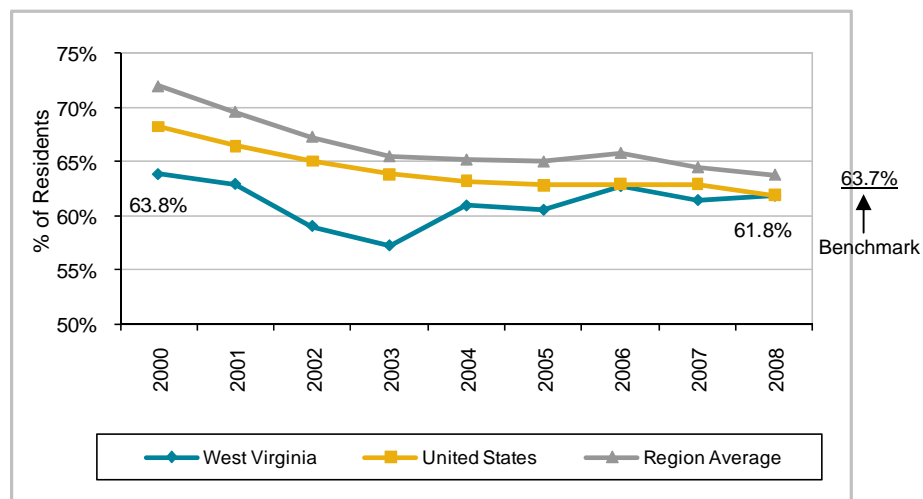
B1. Percentage of Residents Under 65 with Employer Health Insurance Coverage



West Virginia, the nation and the region have experienced an overall decrease in the proportion of persons under 65 covered by employer health insurance. All three saw sharp decreases through 2003. The region and nation saw a more modest decline through 2008 when they had coverage rates of 61.9% and 63.7%, respectively. West Virginia also saw the sharp decrease through 2003 to a low of 57.2%. The state has since climbed to have 61.8% of its residents under age 65 covered by employer health insurance.

Benchmark: Increase the percentage of WV residents under 65 with employer health insurance coverage to the regional average by 2012.

- The benchmark goal was not attained.
- The state's competitive position improved.



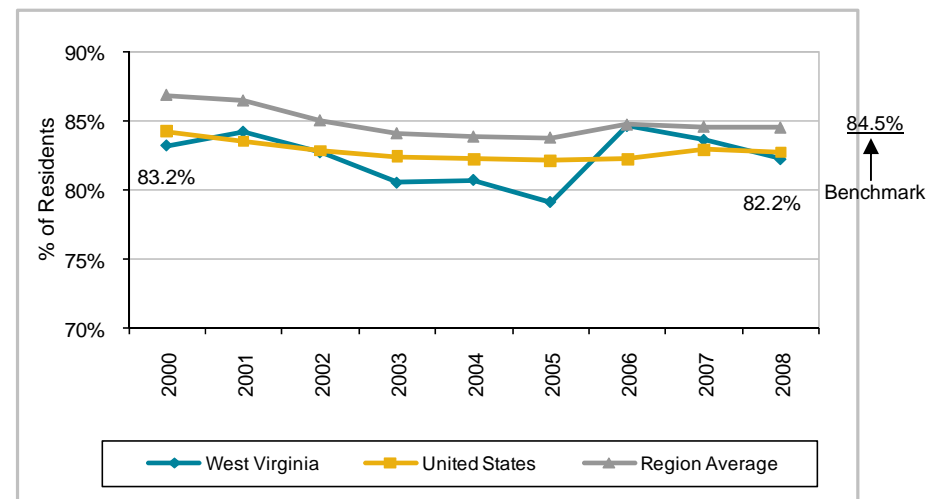
Source: U.S. Census Bureau

B2. Percentage of Residents Under 65 with Any Health Insurance Coverage

While the percentage of residents under 65 covered by employer health insurance has dropped around 7 percentage points in the nation since 2000, the overall percentage of residents with any health insurance coverage has dropped fewer than 2 percentage points, from 84.2% to 82.7%. The drop is even smaller in West Virginia, where the rate has gone from 83.2% in 2000 to 82.2% in 2008. The regional average in 2008 was 84.5%.

Benchmark: Increase the percentage of WV residents under 65 with any health insurance coverage to the regional average by 2012.

- The benchmark goal was not attained.
- The state's competitive position declined.



Source: U.S. Census Bureau

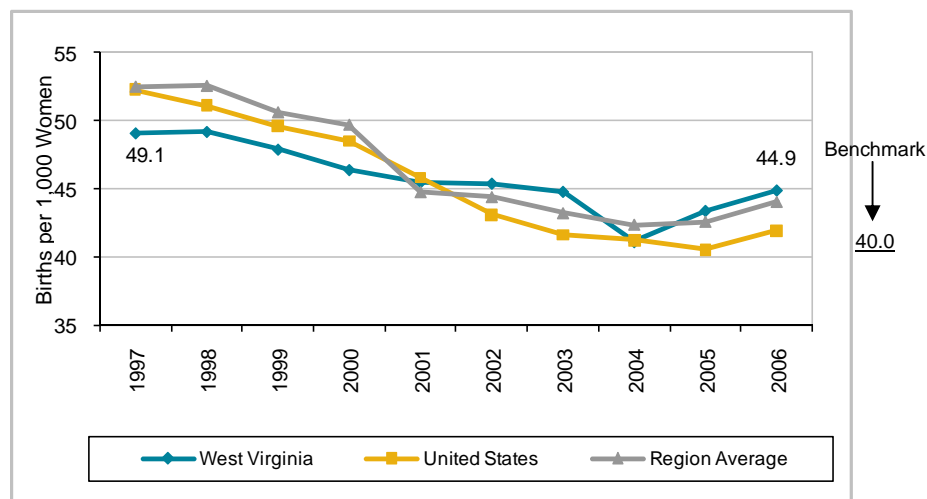
Results Based Government

B3. Birth Rates for Teenagers 15-19 Years of Age (Rates per 1,000 women)

Teenage pregnancy is a key measure of general health and socioeconomic conditions in an area. West Virginia fared well on this measure throughout the late 1990s and early 2000s, recording teenage birth rates below both the national and regional rates. West Virginia's rate declined from 49.1 in 1997 to 41.4 in 2004. The state's rate then climbed to 44.9 in 2006, exceeding both the national and regional rates of 41.9 and 44.0, respectively.

Benchmark: Reduce teenage birth rate to 40 per 1,000 women by 2012.

- The benchmark goal was not attained.
- The state's competitive position declined.



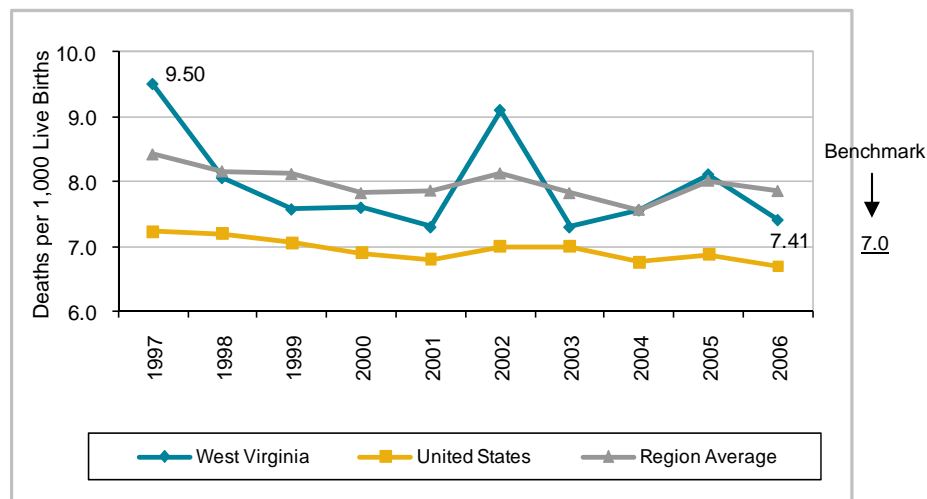
Source: National Center for Health Statistics, National Vital Statistic Reports

B4. Infant Mortality Rates per 1,000 Live Births

West Virginia's infant mortality rate historically has exceeded the national rate and, for the most part, been below the regional average. The state-national gap closed significantly between 1997 and 2001, when the state rate plunged from 9.5 (131% of the national rate) to 7.3 (107% of the national rate). After a brief upward spike in 2002 to 9.1 (130% of the national rate), the state rate returned to 7.3 in 2003 (104% of the national rate). After a couple of years of increase, the state rate decreased slightly in 2006 to 7.41, while the national rate declined to 6.69.

Benchmark: Reduce infant mortality rate to less than 7 deaths per 1,000 live births by 2012.

- The benchmark goal was not attained.
- The state's competitive position improved.



Source: National Center for Health Statistics, National Vital Statistic Reports

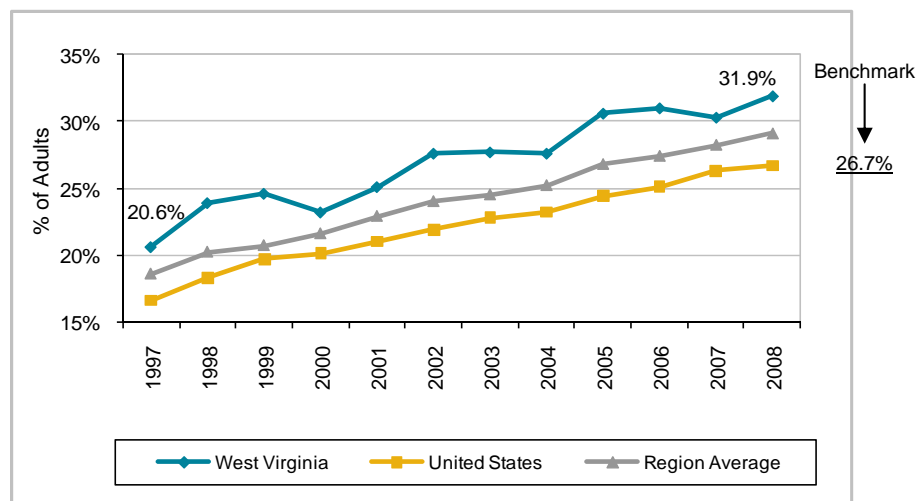
Results Based Government

B5. Percent of Adults Obese

West Virginia's adult obesity rate historically has exceeded the national and regional rate, rising from 15% in 1991 to 24% in 1999. With the exception of slight drops in the obesity prevalence from 1999 to 2000 and 2006 to 2007, the state's rate steadily increased to 31.9% of the adult population by 2008. This level is approximately 110% of the regional average of 29%.

Benchmark: Reduce adult obesity prevalence to at or below the national average by 2012.

- The benchmark goal was not attained.
- The state's competitive position declined.



Source: U.S. Centers for Disease Control and Prevention

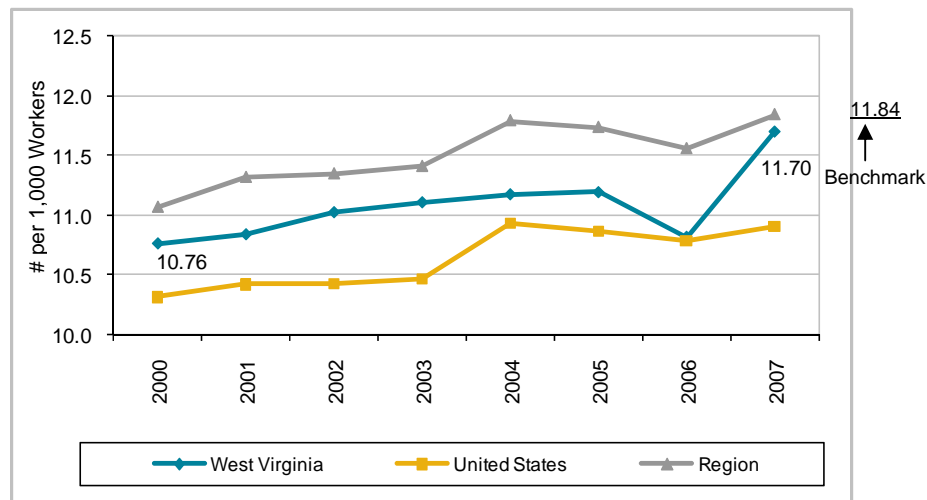
B6. Active Physicians and Nurses per 1,000 Workers



The number of active physicians and nurses per 1,000 workers is a common measure for health care resources in a given area. West Virginia has increased from a rate of 10.76 in 2000 to 11.70 in 2007. The 2007 rate is 98.8% of the regional level of 11.8 per 1,000 workers.

Benchmark: Increase the number of active physicians and nurses per 1,000 population to the regional average by 2012.

- The benchmark goal was not attained.
- The state's competitive position improved.



Source: U.S. Census Bureau

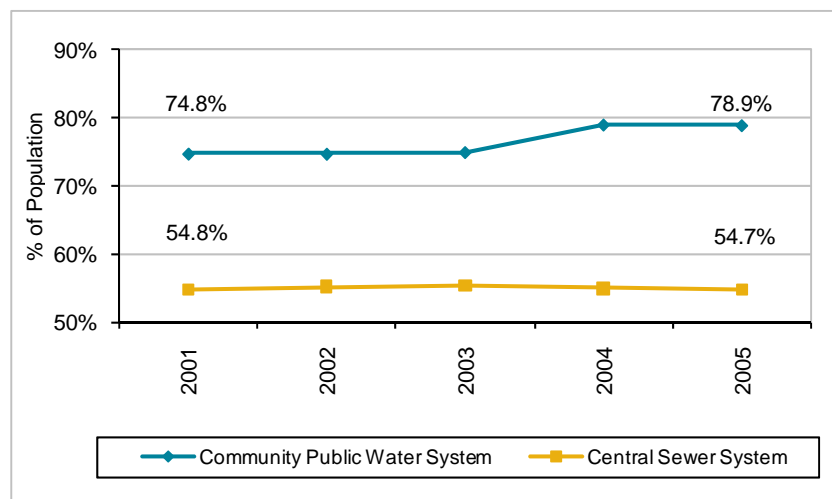
Results Based Government

C1. Percentage of WV Population Served by Public Water and Sewer

In July 2009, the West Virginia Water Development Authority (WDA) and the Infrastructure and Jobs Development Council (IJDC) began a Comprehensive Planning Study. West Virginia has made a concerted effort to provide its population with modern public water supply and sewage disposal services, mainly through funding provided by the West Virginia Infrastructure and Jobs Development Council (WVIJDC), which has invested over \$1 billion in water and sewer since 1994.

Benchmark: To provide public water and sewer service to an additional 5% of West Virginia's population by 2012.

- The benchmark goal was not attained.



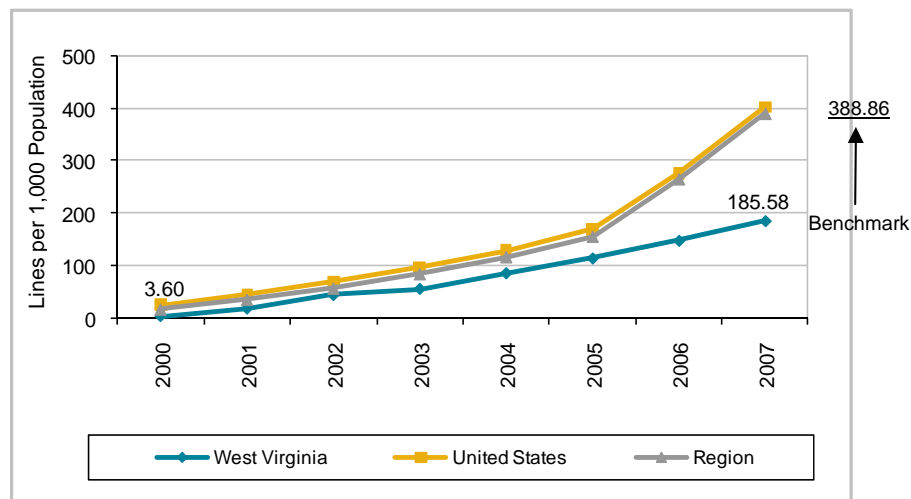
Source: WV Infrastructure and Jobs Development Council

D1. Number of High-Speed Internet Access Lines in Service Per 1,000 Population

The use of high-speed Internet access lines has increased rapidly in the nation in the past seven years, increasing from 25 lines per 1,000 population in 2000 to more than 400 lines per 1,000 population in 2007. The region experienced a similar increase from 16 lines to 388 lines per 1,000 population. Even though West Virginia increased from 3 to 185 lines per 1,000 population over the same time period, the state still lags the nation and neighboring states in this regard.

Benchmark: To increase high speed Internet access to the regional average by 2012.

- The benchmark goal was not attained.
- The state's competitive position declined.



Source: Federal Communications Commission

Results Based Government

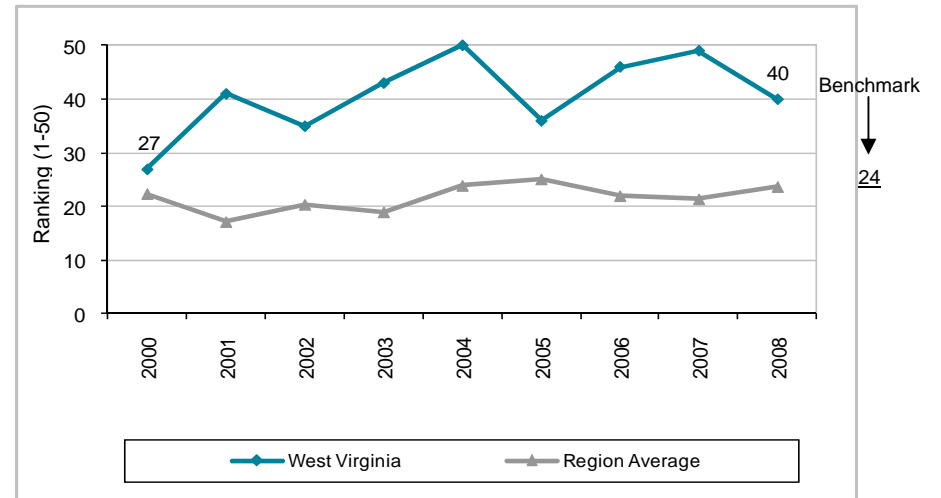
D2. National Rank in Deployment of State e-Government Services



Rankings for deployment of state e-Government services have been reported since 2000. The annual report assesses the nature of state electronic government by examining whether e-government effectively capitalizes on the interactive features available on the Internet to improve service delivery and public outreach. West Virginia ranked 27th in the initial report and then decreased to 50th in 2004 and 49th in 2007. The state has since improved to 40th in 2008.

Benchmark: Increase West Virginia's national rank in deployment of state E-government services to the regional average by 2012.

- The benchmark goal was not attained.
- The state's competitive position improved.



Source: The Brookings Institution, Governance Studies



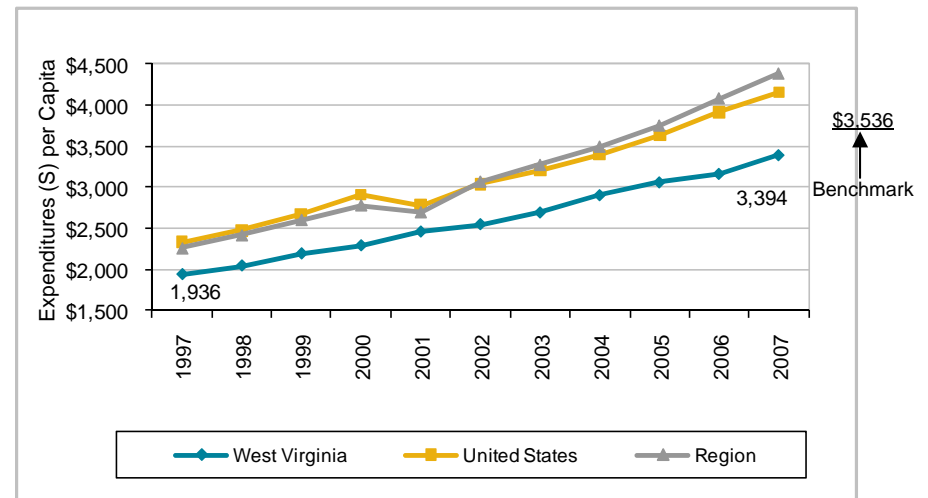
Building Bridges & Empowering Citizens

A1. Nonprofit Expenditures per Capita

West Virginia has historically lagged the nation and region in nonprofit expenditures per capita – a measure of the degree of nonprofit participation in the economy. Though nonprofit expenditures in the state increased from \$1,834 per capita in 1996 to \$3,394 per capita in 2007, the ratio of state-to-region expenditures decreased during the period from 83% to 77%. The state closed to within 90% of the region in 2001, but has since lost significant ground when compared to the region.

Benchmark: Increase nonprofit expenditures per capita to at least 85% of the U.S. average by 2012.

- The benchmark goal was not attained.
- The state’s competitive position declined.



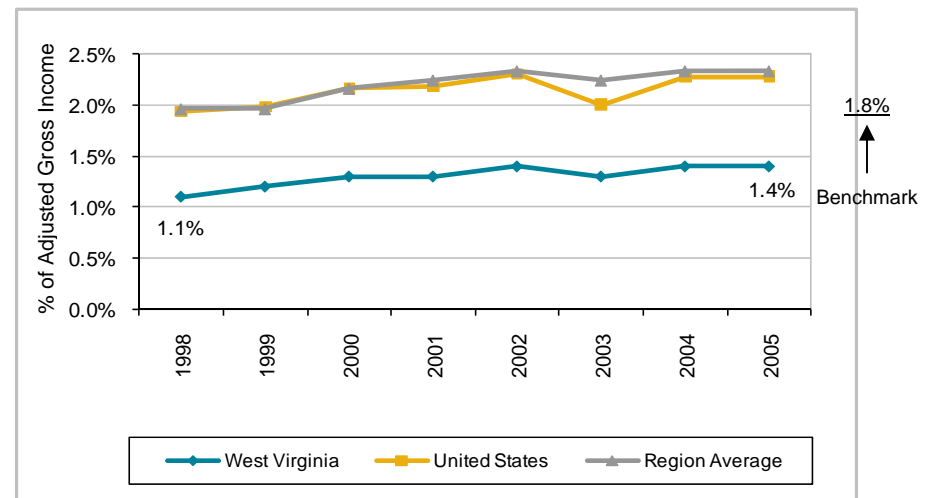
Source: National Center for Charitable Statistics Nonprofit Profiles

A2. Household Charitable Contributions as Percentage of Adjusted Gross Income

State household charitable giving as a percent of adjusted gross income has averaged about 61% of the national giving level and 56% of the regional giving level over the assessment period, and this gap has changed very little over time. This gap might be expected, given the fact that family income levels average less than 80% of the national level. The state’s giving level increased briefly from 60% to 65% of the national level in 2003, but settled back to 61% in 2004 and 2005.

Benchmark: Increase state household charitable giving to 80% of the U.S. average by 2012.

- The benchmark goal was not attained.
- The state’s competitive position declined.



Source: CEFD Development Report Card for the States

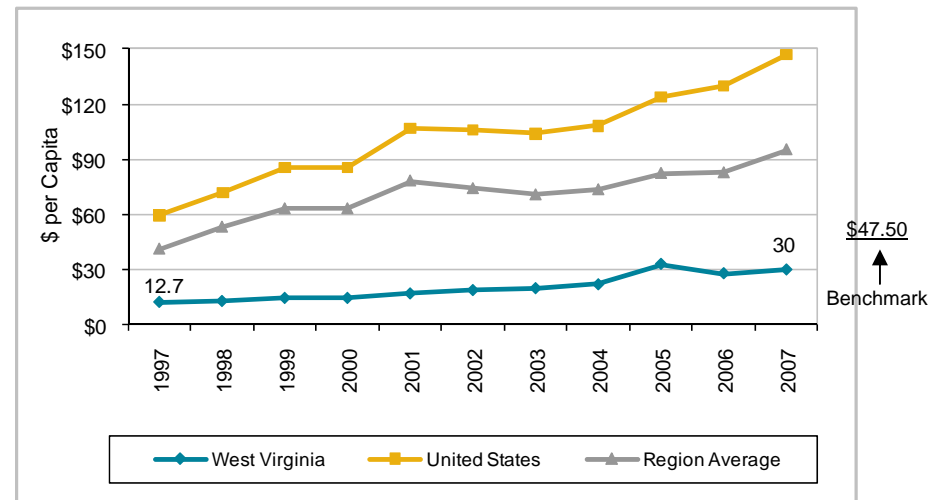
Building Bridges & Empowering Citizens

A3. Foundation Giving per Capita

Foundation giving, which is highly dependent on corporate donations, strongly mirrors changes in the economy. As can be seen, national and regional foundation giving increased rapidly during the economic boom years of the late 1990s, but tailed off after 2001, the first year of that recession. West Virginia maintained a steady increase in foundation giving up to a peak of \$33 per capita in 2005, but since then has decreased to \$30 per capita in 2007. This level is approximately 31% of the regional level of \$95 per capita. There has been no significant change in this ratio since 1997 when the state level was approximately 30% of the regional level.

Benchmark: To increase state foundation giving per capita to 50% of the regional average by 2012.

- The benchmark goal was not attained.
- The state's competitive position declined.



Source: The Foundation Center, FC Stats-Grantmaker

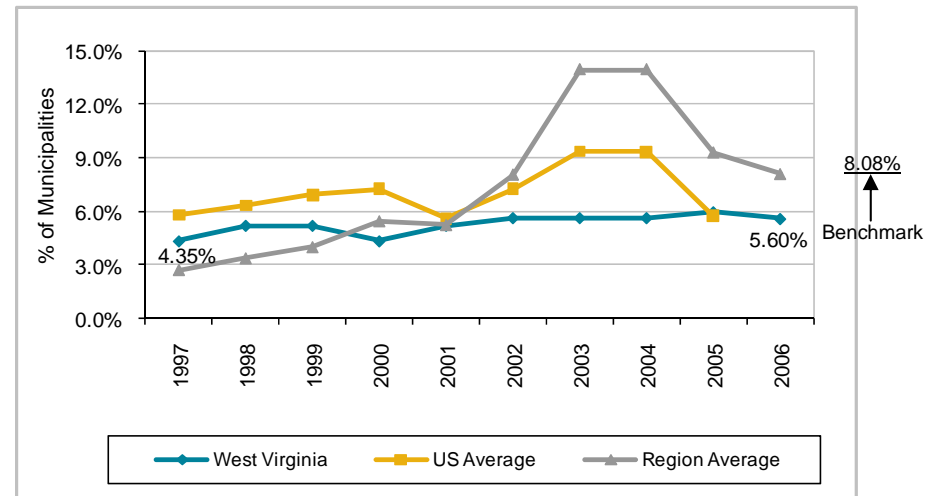
B1. Percent of Municipalities Participating in State Main Street Programs



Main Street is an intensive, multi-year state technical assistance program designed to help communities physically and economically revitalize their downtowns. Over the last 10 years, the percentage of incorporated municipalities participating in the West Virginia Main Street program has gradually trended upward from about 4.8% in 1996 to 5.6% in 2006. The sharp spike in regional participation that occurred in the earlier part of the decade has since stabilized to more historic levels.

Benchmark: Increase the percent of municipalities participating in the State Main Street Program to the regional average by 2012.

- The benchmark goal was not attained.
- The state's competitive position improved.



Source: WV Development Office, Main Street Program














A stylized graphic featuring a sun with seven rays in a light orange color, positioned above a light blue plant with two large, curved leaves. The text "Progress at a Glance" is centered over the sun.

Progress at a Glance







Progress at a Glance

I.	INTELLECTUAL INFRASTRUCTURE IN THE 21ST CENTURY	Value	Source Year	Benchmark Description	US Value	Current Target	Benchmark Attainment	Major Concern	Trend
A. Educational Preparation									
1.	Percentage of Grade 4 Public School Students at or Above Proficient Level in Reading	28%	2007	Increase the percent of 4th graders achieving reading proficiency to the national average by 2012.	32%	32%			+
2.	Percentage of Grade 8 Public School Students at or above Proficient Level in Mathematics	19%	2009	Increase the percent of 8th graders achieving math proficiency to the national average by 2012.	34%	34%			-
3.	High School Freshman Graduation Rate	76.9%	2006	Increase the WV high school freshmen four-year graduation rate to 90% by 2012.	73.4%	90%			-
B. Higher Education Enrollment									
1.	College Enrollment Rate of Recent High School Graduates	57.4%	2006	Increase the percent of high school graduates enrolling in college to 70% by 2012.	60.5%	70%			-
C. Higher Education Completion									
1.	Four-Year College Completion Rate	44.3%	2007	Increase the college completion rate of students entering WV higher ed institutions to 50% for 4 year institutions by 2012.	56.1%	50%			+
2.	Two-Year College Completion Rate	27.2%	2007	Increase the college completion rate of students entering WV higher ed institutions to 25% for 2 year institutions by 2012.	27.8%	25%			-
3.	Bachelor's Degrees and Higher Awarded in Science and Engineering Fields	23.5%	2005	Increase the percentage of bachelor's and higher degrees awarded in science and engineering disciplines in WV higher education institutions to the national average by 2012.	29.9%	29.9%			-
D. Educational Attainment									
1.	Percent of Persons 25 Years+ Completing High School	82.2%	2008	Increase the percent of persons who are high school graduates to the national average by 2012.	85%	85%			+
2.	Percent of Persons 25 Years+ With Associate Degree	5.8%	2008	Increase the percent of persons with associate degrees to the national average by 2012.	7.5%	7.5%			-
3.	Percent of Persons 25 Years+ With Bachelor's Degree or Higher	17.1%	2008	Increase the percent of persons with bachelor's degrees or higher to 25% by 2012.	27.7%	25%			-
4.	Science and Engineering Personnel in the Workforce	3.18%	2008	Increase the proportion of persons in the workforce employed in science and engineering occupations to the national average by 2012.	5.57%	5.57%			+
5.	Doctoral Scientists in the Workforce (per 10,000 workers)	26.7	2006	Increase the number of doctoral scientists per 10,000 workers in the workforce to the US average by 2012.	45.4	45.4			-
E. Adult Education and Workforce Development									
1.	GED Attainment Rate (Credentials Issued as % of Persons 25 Years and Over Lacking HS Diploma)	1.7%	2008	Increase the percent of adults attaining a GED certificate to at least 2% per year by 2012.	1.6%	2%			+
2.	Registered Apprenticeship Training Completions per 1,000 Workers	0.75	2006	Continue to exceed the national average rate in number of registered apprenticeships completed per year.	0.43	0.43			+
3.	Workforce Investment Act Adult Program Exiters Per 1,000 Workers	0.80	2008	Increase the number of Workforce Investment Act Adult Program exiters to the national average by 2012.	26.48	26.48			-

II.	NEW ECONOMY: NEW CHALLENGES AND NEW SOLUTIONS	Value	Source Year	Benchmark Description	US Value	Current Target	Benchmark Attainment	Major Concern	Trend
A.	Income, Wages and Poverty								
1.	Per Capita Personal Income	\$31,641	2008	Increase state per capita personal income to at least 80% of the national average by 2012.	\$40,208	\$32,224			-
2.	Average Annual Wage - All Industries	\$35,987	2008	Increase the state average annual wage to the regional average by 2012.	\$45,563	\$40,975			+
3.	Poverty Rate	14.5%	2008	Reduce poverty rate to a level at or below the national average by 2012.	13.2%	13.2%			+
B.	Exports by State Based Firms								
1.	Growth in Manufacturing Exports	5.7%	2008	Equal or exceed the US annual growth rate in manufacturing exports.	9.7%	9.7%			+
C.	New Business Formation Rate								
1.	Employer Firm Births as % of Existing Firms	9.3%	2008	Equal or exceed the national average rate of new employer firm formation by 2012.	14.2%	14.2%			+
2.	Employer Firm Deaths as % of Existing Firms	12.8%	2008	Reduce the rate of employer firm deaths to the regional average by 2012.	15.7%	12.5%			+
D.	Existing Business Investments								
1.	Manufacturing Capital Investment per Production Worker	\$20,359	2006	Continue to equal or exceed the national average rate of manufacturing capital investment per worker.	\$14,801	\$14,801			+
E.	Tourism Visitation and Expenditures								
1.	Growth in Tourism Expenditures	7.2%	2008	To equal or exceed the national rate of growth in tourism expenditures.					+
F.	Environmental Sustainability								
1.	Energy Consumption (BTU) per Dollar of GSP	14,695	2008	Reduce energy consumption to a level at or below the regional average by 2012.	7,398	8,529			-
G.	Employment and Unemployment								
1.	Unemployment Rate (Seasonally Adjusted)	4.3%	2008	Maintain an unemployment rate at or below the national average.	5.8%	5.8%			+
2.	Percent Growth in Nonfarm Payroll Employment	0.6%	2008	Increase state annual employment growth to at least 1.5% by 2012.	-0.4%	1.5%			+
3.	Percent Employment in High Tech Sectors	9.9%	2008	Increase the percentage of state employment in High Tech Sectors to 80% of the regional average by 2012.	15.7%	12%			+
4.	Percent Employment in New Economy Sectors	1.7%	2008	Increase the percentage of state employment in New Economy Sectors to 80% of the Regional Average by 2012.	4.2%	3.12%			-
H.	Research and Commercialization								
1.	Patents Issued Per Million Workers	119.5	2008	Increase patent rate to at least 50% of the national average by 2012.	671.3	335.65			-
2.	Federal R&D Obligations as Percent of GSP	0.54%	2006	Increase federal R&D obligations in WV to the national average by 2012.	0.82%	0.82%			-
3.	Academic R&D Expenditures as % of GSP	0.29%	2007	Increase academic R&D expenditures to the national average by 2012.	0.36%	0.36%			+
4.	Academic Patents Granted per \$1,000,000 of R&D Expenditures	*	*	Equal or exceed the national average in number of academic patents granted per \$1,000,000 of R&D expenditures.	.060	.060			
5.	Venture Capital Investment Per Worker	\$98.77	2008	Increase the WV venture capital financing rate to the regional rate by 2012.	\$206.49	\$83.89			-
6.	Industry-Financed Share of Academic R&D Expenditures	3.3%	2007	Increase industry-financed academic R&D expenditures to a level equal to or exceeding the U.S. average by 2012.	5.4%	5.4%			+
I.	Growth In GSP								
1.	Percent Change in Real Gross State Product	2.5%	2008	Increase state real annual GSP growth to at least 3% by 2012.	0.7%	3%			+

III.	RESULTS BASED GOVERNMENT: PLANNING FOR THE FUTURE	Value	Source Year	Benchmark Description	US Value	Current Target	Benchmark Attainment	Major Concern	Trend
A.	Tax Burden/Fiscal Stability								
1.	Total State Business Tax Collections as % of GSP	1.45%	2008	Reduce state business taxes as a share of GSP to 1.5% by 2012.	.56%	1.5%	★	🚩	-
2.	State and Local Government Taxes Paid as % of Total Personal Income	11.49%	2007	Reduce the state and local government tax burden to the national average by 2012.	10.97%	10.97%		🚩	-
3.	Workers Compensation Index Rates	\$1.86	2008	Reduce the workers compensation index rates to regional average by 2012.		\$2.28	★		+
4.	Debt to GSP Ratio	10.3%	2008	Reduce the debt to GSP ratio to a level at or below the regional average by 2012.	7.1%	6.4%		🚩	-
B.	Health Care								
1.	Health Insurance Coverage - Persons Under 65 with employer coverage	61.8%	2008	Increase the percentage of WV residents under 65 with employer health insurance coverage to the regional average by 2012.	61.9%	63.7%			+
2.	Health Insurance Coverage - Persons Under 65 with any coverage	82.2%	2008	Increase the percentage of WV residents under 65 with any health insurance coverage to the regional average by 2012.	82.7%	84.5%			-
3.	Birth Rates for Teenagers 15-19 Years of Age (Rates per 1,000 women)	44.9%	2006	Reduce teenage birth rate to 40 per 1,000 women by 2012.	41.9	40			-
4.	Infant Mortality Rates per 1,000 Live Births	7.41	2006	Reduce infant mortality rate to less than 7 deaths per 1,000 live births by 2012.	6.69	7.0			+
5.	Adult Obesity Prevalence	31.9%	2008	Reduce adult obesity prevalence to at or below the national average by 2012.	26.7%	26.7%		🚩	-
6.	Active Physicians and Nurses per 1,000 Population	11.70	2007	Increase the number of active physicians and nurses per 1,000 population to the regional average by 2012.	10.90	11.84			+
C.	Investment in Local/Regional Infrastructure								
1.	Percentage of WV Population Served by Public Water and Sewer	*	*	To provide public water and sewer service to an additional 5% of West Virginia's population by 2012.					
D.	Access to Advanced Telecommunications Services								
1.	Number of High-Speed Internet Access Lines in Service Per 1000 Population	185.58	2007	To increase high speed Internet access to the regional average by 2012.	401.71	388.86		🚩	-
2.	National Rank in Deployment of State e-Government Initiatives	40	2008	Increase West Virginia's national rank in deployment of state E-government services to the regional average by 2012.		24		🚩	+

IV.	BUILDING BRIDGES AND EMPOWERING CITIZENS	Value	Source Year	Benchmark Description	US Value	Current Target	Benchmark Attainment	Major Concern	Trend
A.	Increase in Nonprofits Statewide Effectiveness in Economy								
1.	Nonprofit Expenditures Per Capita	\$3,394	2007	Increase nonprofit expenditures per capita to at least 85% of the U.S. average by 2012.	\$4,160	\$3,536			-
2.	Household Charitable Contributions as Percentage of Adjusted Gross Income	1.4%	2005	Increase state household charitable giving to 80% of the U.S. average by 2012.	2.28%	1.8%			-
3.	Foundation Giving Per Capita	\$30	2007	To increase state foundation giving per capita to 50% of the regional average by 2012.	\$147	\$47.50			-
B.	Number of Main Street Communities								
1.	Percent of Municipalities Participating in State Main Street Programs	5.6%	2006	Increase the percent of municipalities participating in the State Main Street Program to the regional average by 2012.		8.08%			+

Notes:

Benchmark Attainment: A gold star indicates that the benchmark was attained during the assessment period.

Major Concern: A flag indicates major concern with respect to state performance on the measure. This could be because the state ranked last within the region or because the state's competitive position is extremely poor relative to other states in the region.

Trend: A '+' indicates the state's competitive position improved and a '-' indicates the state's competitive position declined. A blank indicates instances where no trend data was available or it was not possible to determine a change in competitiveness.



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