

**South Carolina
Workforce Information Grant
Annual Performance Report
PY 2007**

Pursuant to an executive order of Governor Sanford, the South Carolina Department of Commerce assumed responsibility for Workforce Information Grant activities on September 1, 2007. This report reflects activities undertaken by the Department of Commerce since that date. A report from the South Carolina Employment Security Commission on activities undertaken for the two months prior to the transfer of responsibilities is attached.

Continue to populate the Workforce Information Database with state and local data.

A SQL database structure was developed for the Workforce Information Database. The database was updated to version 2.4. All core data tables were populated, and updated as new data became available. In addition to the core tables, these other tables were populated:

- Building permits
- Census labor
- Commuting patterns
- Consumer Price Index
- Mass Layoff Statistics
- Government payments
- Program completers
- Educational programs
- Property values
- Retail sales
- Schools
- Short-term occupational projections
- Labor supply
- Tax collections

Per grant requirements, the two licensing files were populated.

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With the Workforce Information Database being a new responsibility for the Department of Commerce, efforts were made to insure that there was no disruption in database updates, and that the database was improved. To that end, the new database administrator was sent to Florida shortly after assuming his duties in October to learn about database operations first-hand from an experienced administrator. The administrator also received training about LMI resources and practices from the LMI Training Institute.

Produce and disseminate industry and occupational employment projections.

Statewide industry and occupational employment projections to 2009 (short-term) and 2016 (long-term) were developed. In addition to the Projections Managing Partnership system, input from local workforce and economic development officials and university economists was used to develop the projections. The Workforce Information Database was populated with both the short-term and long-term projections. Long-term industry and occupational projections were added to the LMI website (www.scworkforceinfo.com). In addition, individual lists based on projections were prepared and posted on the site: “hot jobs”, “fastest-growing jobs”, and “jobs with good opportunities and wages not requiring a college degree”. When instructions are received from the Projections Managing Partnership, long-term projections will be provided for national dissemination.

The Department of Commerce worked with the Bureau of Labor Statistics and the South Carolina Employment Security Commission to establish guidelines for receiving confidential occupational employment data so that projections could be produced according to standards. The projections analyst was sent to training on projections and the Micro-Matrix, and trained with projections staff in North Carolina.

Publish an annual economic analysis report for the governor and the state WIB.

The “2007 South Carolina Labor Market and Economic Analysis Report” was completed and distributed in June 2008. The report included information and analysis on population, economic growth, workforce, wages and income, and industry sectors. It was a collaborative effort involving the Department of Commerce’s Workforce and Research departments, and included a contribution from a prominent state economist. A variety of data sources were used in the report, including Bureau of Labor Statistics, Census, Bureau of Economic Analysis, Office of Trade and Industry Information, O*NET, Council for Community and Economic Research, Patent and Trademark Office, National Venture Capital Association, National Science Foundation, and the State New Economy Index. The report was provided to the governor and state workforce board chair, as well as widely distributed to state and local leaders. In addition, it was posted on the LMI website (www.scworkforceinfo.com).

Post products, information, and reports on the Internet.

The Department of Commerce established the SCWorkforceInfo.com site as the online source for South Carolina labor market information. When this site went live in February 2008, South Carolina had its most user-friendly, comprehensive, and up-to-date resource for workforce information. Since the site’s

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launch, new data items were added (e.g. education program completers, postsecondary education programs, licensing information, population projections). Information was kept up-to-date, with updates generally done within a week of becoming available. A calendar of data updates was established to help in keeping the site as current as possible.

Also, Workforce Information Database data was used to provide workforce information for South Carolina's Virtual One-Stop (VOS) online labor exchange system. Data from the Workforce Information Database was used to make current and targeted workforce information available for job-seekers and businesses in VOS.

Partner and consult on a continuing basis with workforce investment boards and key talent development partners and stakeholders.

With the transfer of Workforce Information Grant activities to Commerce, the major effort of this year was to inform workforce boards, economic development organizations, and others of Commerce's new role in workforce information. All local workforce and economic development offices were notified of Commerce's new LMI office and encouraged to let LMI staff know of their needs. Regular communication was maintained with local workforce staff, notifying them of new workforce information or services as they became available. All 12 local workforce offices were offered training about the LMI website and other services; training was provided to 11 of those offices. During those training sessions, there was time for workforce staff to offer ideas for new or improved LMI services. LMI staff fulfilled several requests for information from local workforce staff.

LMI partnered with, communicated with, and/or provided information to regional economic development alliances, county economic development offices, school counselors, and other organizations. These activities included:

- Presentation to the state Council on Competitiveness on LMI resources
- Presentation to the Southern Carolina economic development alliance on LMI resources
- Presentation to Central SC economic development alliance on LMI resources
- Presentation to Aiken County Driving Transformation group on LMI resources
- Presentation to Jobs for America's Graduates coordinators on LMI resources
- LMI workshop at state workforce conference
- LMI workshop at state Education and Business Summit
- LMI training for front-line staff of the Pee Dee workforce area
- LMI training for the Waccamaw Regional Education Council
- LMI training for school counselors at regional Personal Pathways sessions around the state

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Conduct special studies and economic analyses.

Major activities in this area during the program year included:

- Producing occupational supply and demand data for an energy-related grant proposal;
- Assisting Clemson University with a labor market analysis for the Upper Savannah workforce area;
- Developing an area labor analysis for the Waccamaw workforce area;
- Producing labor skills data for the Southern Carolina economic development alliance
- Conducting a statewide job market survey under a grant from the SC Public Education Foundation;
- Producing extensive education and skills information for the North Eastern Strategic Alliance (regional economic development group);
- Producing a Greenville County labor market analysis for the Greenville Chamber of Commerce and Greenville United Way (this was completed in July 2008).

In achieving the accomplishments noted above as well as other workforce information activities, the Department of Commerce expended \$325,192.02.

Customer consultation

As noted above, with the transfer of Workforce Information Grant activities to Commerce in September 2007, the major thrust of this year was to inform workforce boards, economic development organizations, and others of Commerce's new role in workforce information. To that end, all local workforce and economic development offices were notified of Commerce's new LMI office and encouraged to let LMI staff know of their needs.

Regular communication was maintained with local workforce staff, notifying them of new workforce information or services as they became available. All 12 local workforce offices were offered training about the LMI website and other services; training was provided to 11 of those offices. During those training sessions, there was discussion with workforce staff about ideas for new or improved LMI services. Over the year, LMI staff fulfilled several requests for information from local workforce staff.

In addition to state and local workforce staff, over the year, Commerce's LMI office worked with the following groups:

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- South Carolina Chamber of Commerce
- State Council on Competitiveness
- Southern Carolina economic development alliance
- Central SC economic development alliance
- Aiken County Driving Transformation team
- Jobs for America's Graduates
- Regional Education Councils
- Personal Pathways (school counselors)

Rather than formal means of consultation, LMI staff had discussions and communication with these groups as a means of informing them of LMI services while getting their ideas on how the LMI office could serve them. Using this approach, Commerce's LMI office was able to make notable headway in establishing itself as a resource in South Carolina for workforce information.

As noted above, special efforts for consultation were made in developing employment projections. Rather than relying solely on the projections system, Commerce's LMI office solicited input from local workforce and economic development officials and state economic experts to help in developing employment projections. While making for better projections, this consultation also helped establish partnerships between these groups and individuals and Commerce's LMI office.

SCESC LMI Department Workforce Information Grant Activities

July – August 2007

1. **Workforce Information Database (WID)** –All available file updates were prepared and provided to the Department of Commerce (DOC) via ftp site. This included monthly labor force, current employment statistics and other data generated by the LMI Department. Assistance and guidance related to WID activities were provided to DOC, as requested.
2. **Industry and Occupational Employment Projections** – The 2004-2014 long-term projections for the 12 WIA areas were formatted and posted to the LMI website. Information related to statewide and WIA 2004-2014 industry and occupational projections was provided to customers via the LMI website, presentations, brochures, and in response to requests.
3. **Annual Economic Analysis Report**—The annual economic report, which was prepared and disseminated by the LMI Department as required by the PY07 Workforce Information grant, was made available to customers in pdf format via the LMI website.
4. **Disseminate information via the Internet and through other electronic media**—The LMI website continued as the principle source for dissemination of workforce information to the public. Information was also disseminated through the Palmetto Economic Analysis and Research System (PEARS) until the system was discontinued. **July-August access: Website hits: 7,118; PEARS hits: 4,425**
Data files were also made available to DOC for dissemination through the Virtual One Stop System.
5. **Partner and consult with workforce investment boards**—The LMI Department continued to work closely with local WIA boards, administrators and staff to identify and meet their information needs. Special products such as monthly WIA press releases, layoff data and UI claimant data were provided.
6. **Special studies and economic analyses**—The *SC Workforce Trends* magazine was produced and disseminated. Other special products such as County Spotlights and WIA Profiles were produced and made available through the LMI website.