South Carolina Workforce Information Grant
Annual Performance Report
Program Year (PY) 2012

Introduction

This report describes the activities and accomplishments during the July 2012 to June 2013 program year as required by the Training and Employment Guidance Letter No 27-11. This report outlines the progress for each of the core products and services.

The Workforce Information Grant (WIG) is a critical funding source as it supports many value-added LMI products and services. Such products and services include populating Workforce Information Database (WIDb) core tables, maintaining LMI's website (www.scworkforceinfo.com), providing real-time data analysis, collection and delivery of fundamental data to use in analyzing the economy, and ongoing communication with and support of a wide range of customers: workforce developers, employers, educators, economic developers, job seekers, and more.

South Carolina completed all core deliverables in Program Year 2012. In addition to maintaining the WIDb and website, we responded promptly to customer inquiries.

To meet customer needs, South Carolina is fully engaged in identifying labor market information requirements by providing real-time, customized products such as supply-demand reports, commuting patterns, and economic development products. We have used findings from customer satisfaction surveys, presentation feedback forms, and indirect contact through emails to develop and improve LMI's products and services.

A. Summary of Accomplishments

I. Populate the Workforce Information Database (WIDb) with state and local data.

The South Carolina WIDb is fully converted to the recommended version 2.5 and all WID core data tables were kept current with the latest data as it became available. South Carolina populated the licensing data tables and submitted to the National Crosswalk Service Center in May 2013 per our deliverable requirements. Additionally, South Carolina has incorporated InfoGroup's 2013 2nd Edition Employer Contacts files as an online tool and distributed the free DVD to all Local Workforce Investment Boards. In addition to the core tables, South Carolina continues to maintain the following data tables:
- Commuter data – utilizing American Community Survey (ACS) data
- Consumer Price Index
- Per capita income
- Program completers
- Retail sales tax

- Supply
- Unemployment Insurance claims

Non-core data tables added for PY2012:
- Population Estimates and Projections
- Quarterly Workforce Indicators
- StFirms – employer listing from state source (ES-202)
- Veterans
- Mass Layoff Statistics
- Business Employment Dynamics
- Job Openings and Labor Turnover Survey (JOLTS)

The WIDb is the source of data for South Carolina's LMI website and was used for data extractions for special requests from SC Department of Commerce, state and regional workforce boards, as well as local economic development councils. In addition, the WIDb is the source for the *Community Profile Reports* and *County Workforce Profiles*. As the WIDb is updated, these profiles are automatically revised to provide real time LMI data. South Carolina employed one full-time employee dedicated to keeping the WIDb core and non-core data tables current and interconnected with our information delivery software, data warehouse, and our webhost.

South Carolina continued to serve as a member of the Analyst Resource Center Consortium, attending all group and telephone conferences.

II. Produce and disseminate industry and occupational employment projections.

Industry and occupational employment projections for the 2013 (short-term, state) and 2020 (long-term, state and regional levels) were released in June 2013. The Projections Managing Partnership System's methodology, software, tools and guidelines, as well as input from local workforce and economic development officials, and university economists were used to develop the projections.

In an effort to improve the projections, LMI presented the industry findings to area experts. These experts consisted of educators, economic developers, workforce developers, Local Workforce Investment Area (LWIA) board members, and LMI coordinators. The purpose of the presentation was to provide an understanding of the methodologies used to estimate the projections. Following the presentation, we asked attendees to review their area's industry projections to ensure they depicted an accurate picture of their LWIA.

The WIDb was populated with both the short-term and long-term projections and long term projections were available online through the LMI website.

During the program year, LMI staff regularly provided publications and information to a substantial number of schools, colleges, libraries, and others through the LMI website, email, presentations, workshops, webinars, and conferences. The following are products utilizing projection data:

- Presentations
  - South Carolina Workforce Investment Area (SCWIA) Industry Employment
  - LMI for Reemployment Eligibility Assessment (REA)
- Occupation Brochures
  - Career Exploration
  - Good Jobs That Don't Require A Four-Year Degree
  - SC Job Outlook
- SCESTI – South Carolina Employment Status and Trend Index
- Hot Jobs
- Bright Future Occupations
- Growing and Declining Industries
- State of the Workforce Report
- Improving the Crystal Ball

Additionally, staff participated in all training opportunities and webinars to learn and implement the use of the new projections software. The projections analyst utilized the new software and practices in the production of projections data.

III. Conduct and publish relevant economic analyses, special workforce information, and/or economic studies determined to be of benefit to the Governor and state and local WIBs.

The Workforce Intelligence Unit conducted scores of analyses on behalf of a variety of internal and external customers. Such analyses included Labor Market Profile, State of the Workforce, LWIA Workforce Reports, Economic Profile, and Small Business Analysis.

In our continuing efforts to provide real-time labor market information data, LMI maintains the *Community Profile Reports*. These reports are comprehensive containing a variety of economic, demographic, industry, occupation, and educational data. *Community Profiles* provides data for counties, workforce regions, metropolitan statistical areas and, released this program year, the State profile (Community Profile State). These reports are available for download through the LMI website at www.scworkforceinfo.com. Since they are produced online through the Workforce Information Database, they always contain the latest information. These reports have proven useful for the economic development, workforce development, and education communities. In addition, they are an easily accessible resource for the South Carolina Department of Employment and Workforce (DEW) and LWIA staff, job seekers, and students to learn about career opportunities and the economy in their region.

In our last review performed by the Employment and Training Administration (ETA), the issue of a page error in the resource centers involving the *Profiles* was noted. The error stemmed from the Microsoft Silverlight application which was not installed on all workstations in some SCWorks resource centers. We have corrected this by generating *Community Profiles* without the need to use the Microsoft Silverlight application.

County Workforce Profiles contain employment, unemployment, supply and demand, and projections data. Much of this data is produced down to the county level when confidentiality standards can be maintained. These reports provide a quick reference of information for the Governor, legislators, workforce developers, economic developers, researchers, educators, and all LWIAs.

The State of the Workforce Report provides an overview of the supply and demand of workers in the Palmetto State. It examines the related topics of labor force, unemployment, education, population, industrial composition, economics, and employment projections. Much like an accounting balance sheet, the report is a view of South Carolina at a moment in time. The State of the Workforce Report's overarching goal is to share data with business, government, labor, education, and other community leaders that expresses a commitment to workforce development which is essential to the state's economic vitality.

The report should assist officials as they develop policies, help the business community in making investment decisions, and let workers assess their employment options. It lets interested parties know where South Carolina stands when it comes to workforce needs and industrial projections. *The State of the Workforce Report* was presented to the State Workforce Investment Board (SWIB) and is available for download on LMI's website.

LMI made extensive use of online job advertisement data (from the Conference Board's Help Wanted Online® data series) to provide a more detailed picture of employer demand in the state and local areas. Job ads by occupation were provided to local workforce areas as a monthly report. Job ads by occupation were linked to education and training requirements to provide a picture of demand by skill level for local areas.

Job Journeys is a tool showcasing the progression of a career from jobs available "Now" (requiring a high school diploma or GED), "Next" (requiring 2-4 years of education beyond high school), and "Later" (4 or more years of education beyond high school). The eight one-page flyers are for targeted industry clusters in South Carolina. This link is an example of one, and the remaining seven are available on our website

The Small Business Report focused on five counties: Marion, Allendale, Bamberg, Barnwell, and Marlboro. These reports were utilized by the agency's director to perform outreach programs for the small business in counties with the highest unemployment in South Carolina. Links to reports are provided in Appendix 1.

Economic Outlook provides an analysis of South Carolina's economic health, highlighting Consumer Price Index (CPI), housing, and the economy for the future.

In addition, LMI utilized data on unemployment insurance claimants, job candidates (from South Carolina Works Online System (SCWOS)), and worker flow (from Census' Local Employment Dynamics program) to provide detailed data on worker supply in response to various requests throughout the program year. Examples included information to help local community colleges with grant applications, profiles of workers losing jobs in specific companies for the re-employment profiles, and information on supply of specific workers for economic development projects.

Workforce information was an important element in responding to companies, including international firms, considering capital investment or expansion in South Carolina. It was used in responding to 125 requests for information (see Appendix 1, Economic Development).

Data was also utilized for monthly publications such as *Targeted Industries*, *Economic Outlook Monthly Newsletter* (a collaborative effort with the SC Department of Commerce), and *Insights* (LMI's monthly newsletter) .

The *LMI Data Map* is a navigation tool to assist users in finding their data needs on our website. The tool provides the LMI expert contact information for the data subject, where to find the data, and step-by-step instructions to retrieve the information.

IV. Post products, information, and reports on the Internet.

LMI maintained the website as the online source for real-time labor market analysis, analytical tools, and reports. Information was kept up-to-date, with revisions generally done the same day as released. To keep the site as current as possible, a calendar of data updates was downloaded into Microsoft Outlook Calendar from the Bureau of Labor Statistics (BLS) site and we receive updates and alerts through the BLS mailing list. Products and services are updated as they come available.

The site had an average of 30,296 page views and 712 new visitors each month. This is a 50 percent increase in page views and a 72 percent increase in new visitors over the last program year. Our highest traffic months were January, February, and March, averaging 36,647 page views in those months.

Also, the WIDb was used to provide workforce information for the SC Works labor exchange system. Data from the WIDb was used to make current and targeted workforce information available for job seekers and businesses through SCWOS.

Publications are made available through our website (see Appendix for a description and link to all our publications).

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

South Carolina has increased its levels of outreach activity online while making significant efforts to be in the field making presentations on the state and regional economies. Outreach was also increased by providing training to encourage workforce professionals in utilizing LMI products and services for strategic delivery of services.

Restructuring of the South Carolina Department of Employment and Workforce prompted several new LMI training modules, customized for each level of LMI user, from the basic users to the very advanced users. Resource Specialists were given the LMI basics and how to navigate the website, and Regional Managers received advanced LMI plus area trends as well as web site navigation. The training was provided in one-on-one workshops and made available on-line. Within this series of training, we provided training/retraining to 85 out of the 112 DEW staff as of the time of this report.

Regular communication was maintained with local workforce and economic development offices, providing them with workforce information and services as they became available. South Carolina LMI supported the SWIB through attending meetings and providing data to assist with the development of state workforce policies. In addition, LMI continued to work closely with various state and local WIA staff

To facilitate communication with and training for local workforce staff, LMI coordinators were designated in each workforce region to stay abreast of events and LMI customer needs specific to that area. In our effort to continue our outreach, we are developing a quarterly newsletter for our LMI coordinators, email alerts on products and services, and training both electronically and in person. Also, the state has been divided into regions which have a dedicated LMI professional to assist the coordinators.

During PY 2012, South Carolina LMI continued to work closely with state and local education officials, workforce development boards, economic development agencies, and businesses to provide them with information that will enhance their goals to bring new employment establishments to the state, developing education and training alternatives for job seekers and creating sustainable jobs for South Carolina, keeping with DEW's mission of "Putting South Carolinians back to work."

LMI continues to participate with the Council for Community and Economic Research (C2ER) as funding is available for training opportunities. C2ER is a national organization for state and local economic researchers. Participation with the C2ER has provided valuable insights and contacts that have helped advance SC's LMI operations.

B. Customer consultation

Regular communication was maintained with local workforce staff, notifying them of new workforce information or services as they became available. This was primarily done through LMI coordinators as noted above, and communication with local workforce area administrators.

In addition to state and local workforce and economic development staff, LMI maintained communication through participation and attendance at job fairs, seminars, conferences, staff meetings, and talks with stakeholders. We receive input on products and services as well as discussing special data sets, new products, and improved delivery systems. Our customers may also submit questions, comments, or suggestions through our online survey or email contact information available on our website.

There was continued interest in information and training provided by LMI. Customers asked for speakers and/or trainers at respective conferences and meetings. LMI staff delivered 62 presentations/trainings at high schools to audiences of parents, students, and counselors as well as at conferences for workforce professionals.

With LMI staff more visible to our customers and the extensive training provided, LMI saw a 60 percent increase in data requests this program year.

C. Partnerships and collaborations

During Program Year 2012, the link with technical colleges was strengthened, particularly through support for major grant applications. The partnership with state and local WIA continued to be strong, through the various activities noted above. We continue to maintain a positive relationship with the SC Department of Commerce to foster the strong connection with the state's economic development efforts.

D. Recommendations for improvements or changes to deliverables

For program year 2013, emphasis will continue to be placed on providing customized data and improved customer collaboration. LMI plans include a new customer satisfaction survey to target new products. The survey will be available online and will be provided both electronically and on paper at presentations. Electronic surveys (using polleverywhere.com) will provide a real-time matrix to track customer satisfaction and product requests within minutes.

LMI is expanding its menu of value-added data by developing a Science, Technology, Engineering, and Mathematics (STEM) supply-demand report, and occupational and industry profiles.

LMI plans to produce a State of the Workforce Report for each LWIA. In conjunction with the use of LMI coordinators in the field, these reports will be used to advance the use of labor market information in strategic planning for the local areas. Once the area reports are completed, they will be published on the LMI website and presented at the LWIA board

meetings in each area (as possible). Assistance and follow-up will be offered to assure each area is using current LMI in their strategic planning purposes.

As state government and the agency look to more efficient organization and data uses, LMI will strive to do more outreach among our user community. We will proactively pursue training opportunities using available personnel and technology. This, in turn, will help increase the exposure to LMI for all users.

Finally, we are dedicated to developing new collaborative efforts with local libraries as a resource center for students and job seekers, providing them with necessary information about employment, jobs, and projections.

Appendix

Presentations/Training
- SCWIA Industry Employment Projections
- Economic Outlook
- Small Business
- Labor Market Issues
- LMI 101
- LMI For WFC Customers
- Numbers, Charts, and Statistics – Oh My!
- LMI for WIA Coordinators
- LMI for ES

Real-time Data
- Community Profiles (available for counties, MSA, and WIA; one example provided) – Community Profile for Greenville WIA
- State Profile
- Workforce Profiles (available for all counties, one example is provided) – Florence County Profile
- Veteran Profiles

Brochures and Customer Tools
- Job Journeys
- Power Page for Job Seekers
- Occupation Projections
- Future of STEM
- Good Jobs That Don't Require a Four-Year Degree
- SC Job Outlook
- Wage Conversion Chart
- Community Profile Desk Reference
- LMI Data Map
- KISS for Reemployment Profiles
- Midlands Growing Jobs 2020

Reports
- Monthly Job Openings (available for all WIA)
- Left Behind
- Business Life Cycle
- Small Businesses in SC
- Workforce Quarterly Report

Economic and Workforce Analyses

- Declining Industries
- Industry Trends
- SWIB Economic and Workforce Information Analysis
- Economic Outlook
- Upstate Special Report
- Labor Demand
- Small Businesses in SC
- ETA requested Analysis
- Supply-Demand Gap (state and LWIA)
- Union County STEM analysis
- Prison Industries Enterprise (PIE) Program April 2013 and Prison Industries Enterprise (PIE) Program October 2012

Example of the 125 Economic Development projects – Project Summer