

## Workforce Availability Analysis Brookings, South Dakota

### Overview

A retail trade company is considering Brookings as a potential worksite. Brookings is in Brookings County.

### Labor Availability

- The current labor supply estimate for Brookings County is 3,170 people (August 2012).
- The South Dakota Department of Labor and Regulation (DLR) offers workforce training programs, such as on-the-job training, to assist in creating a quality workforce. To learn more, visit [www.sdjobs.org](http://www.sdjobs.org) or the Brookings DLR local office located at 1310 Main Avenue South.

### Executive Report

Unemployment rates across the nation have started to decline as the recovery from the recession continues. South Dakota's current (August 2012) not seasonally adjusted unemployment rate is 4.4 percent, compared to the national rate of 8.2 percent. The unemployment rate for Brookings County is at 4.0 percent. However, even with a low unemployment rate, the Brookings area has labor available to fill new jobs.

The unemployment rate in and of itself does not provide an accurate indication of the available workforce, as estimates of available workers are heavily influenced by the willingness of workers to change jobs. That decision is usually related to wages, fringe benefits, hours and working conditions. Most workers in this group could be referred to as the underemployed. The underemployed includes persons working full-time or part-time jobs below their earning capacity or level of competence. Underemployment has also been defined as "involuntary part-time" employment or employment of a person on a part-time basis when full-time work is desired.

Labor supply estimates published by DLR provide a general reference of the available workforce. The current labor supply estimate for Brookings County is 3,170 people (August 2012), with approximately 2,385 of the labor supply estimated to be underemployed workers.

The model used to create the labor supply estimate factors in those without jobs, as well as workers who live in the area and persons who commute into the area to work. A high rate of persons commute to Brookings for work. According to 2010 data from the Census Bureau's Local Employment Dynamics (LED) program, 57 percent of the jobs in Brookings City are held by residents of Brookings County; the remaining workers commute in from other areas. Most of these commuting workers reside in other counties in South Dakota, as well as in Minnesota and other select states. Brookings City residents also commute to 2,878 jobs located outside the city.

**Labor Shed for Brookings City  
2010 Worker Data**

<b>Counties in which Brookings City Workers Reside</b>	<b>Worker Count</b>	<b>Share</b>
Brookings County, South Dakota	8,422	56.4%
Minnehaha County, South Dakota	1,082	7.2%
Brown County, South Dakota	404	2.7%
Lake County, South Dakota	372	2.5%
Codington County, South Dakota	365	2.4%
Moody County, South Dakota	346	2.3%
Kingsbury County, South Dakota	298	2.0%
Lincoln County, South Dakota	257	1.7%
Hamlin County, South Dakota	230	1.5%
Deuel County, South Dakota	210	1.4%
All Other Locations	2,959	19.8%
<b>Primary Jobs Total</b>	<b>14,945</b>	<b>100.0%</b>

\*Primary Jobs: Public- and private-sector jobs, one job per worker. It is the highest paying job for an individual worker.

Source: US Census Bureau, LED Origin-Destination Data Base, beginning of second quarter employment, 2010.

Prepared by the Labor Market Information Center, South Dakota Department of Labor and Regulation, October 2012.

Active seeker data provided by the Brookings DLR local office for the surrounding area also provides another indicator of available labor. The table below includes the number of seekers for the occupations needed.

**South Dakota Local Office Data  
Number of Seekers for Select Occupations**

<b>SOC Code</b>	<b>Standard Occupational Classification (SOC) Title</b>	<b>Number of Seekers</b>
33-9099	Retail Prevention Specialist	6
41-1011	First-Line Supervisor of Retail Sales	30
41-2011	Cashier	484
41-2031	Retail Salesperson	191
43-5071	Shipping, receiving and traffic clerk	21
43-5081	Stock Clerk, Sales Floor	28
53-7062	Laborer, Freight, Stock, Material Mover Hand	188

Note: Active Seekers are those who are registered and actively seeking work in the past 90 days. Additional registered seekers data is available if needed.

The table on the following page includes the occupational wage data for the East Area of South Dakota, which includes the cities of Brookings, Madison and Watertown.

**South Dakota Occupational Wage Data for Select Occupations  
East Area of South Dakota**

<b>SOC Code</b>	<b>Standard Occupational Classification (SOC) Title</b>	<b>Number of Workers</b>	<b>Average Wage</b>	<b>Median Wage</b>
33-9099	Retail Prevention Specialist	n/a	n/a	n/a
41-1011	First-Line Supervisor of Retail Sales	1,040	\$41,413	\$38,111
41-2011	Cashier	4,870	\$18,866	\$18,707
41-2031	Retail Salesperson	3,810	\$26,019	\$22,899
43-5071	Shipping, receiving and traffic clerk	350	\$29,734	\$29,535
43-5081	Stock Clerk, Sales Floor	2,010	\$22,255	\$19,885
53-7062	Laborer, Freight, Stock, Material Mover Hand	2,650	\$22,474	\$22,294

Note: The East Area includes the counties of Beadle, Bon Homme, Brookings, Brown, Clark, Clay, Codington, Davison, Day, Deuel, Grant, Hamlin, Hanson, Hutchinson, Kingsbury, Lake, Marshall, Miner, Moody, Roberts, Sanborn, Spink, Union and Yankton.

Source: May 2011 wage data, updated to reflect labor cost increases through June 2012.

Prepared by the Labor Market Information Center, South Dakota Department of Labor and Regulation, October 2012.

The availability of jobs with competitive wages and benefits should draw a significant number of applicants for these employment opportunities. There are a considerable number of persons seeking employment specifically for the occupations which will be hired by this company, as well as a considerable number of experienced workers in the area, and workers in the area who consider themselves underemployed. South Dakota also is attracting workers through Dakota Roots.

### **Dakota Roots**

Dakota Roots is growing the South Dakota workforce by connecting individuals to in-state career opportunities. This is a great program for out-of-state residents who wish to grow personally and professionally in South Dakota. Since its launch in October 2006, more than 14,000 people have indicated they would move to South Dakota given the right career opportunity. Undoubtedly, the great quality of life is a big draw.

Dakota Roots has been especially helpful for hard-to-fill positions. The additional pool of out-of-state applicants can be tapped when businesses have not been able to find the right person in the current South Dakota workforce. There are currently 3,730 active job seekers looking for the right career opportunity.

To date, DLR has made the dream of living and working in South Dakota a reality for 2,526 job seekers and their families. These people have entered a broad range of occupations from engineers to registered nurses and welders to support staff. For more information, visit [www.DakotaRoots.com](http://www.DakotaRoots.com).