



We create wisdom by providing workforce information for economic prosperity in South Carolina.

South Carolina Workforce Information Grant

Annual Performance Report Program Year (PY) 2016

South Carolina Department of Employment & Workforce Business Intelligence Department



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Introduction

This report describes the activities and accomplishments during Program Year 2016 (July 2016 to June 2017) as required by the Training and Employment Guidance Letter (TEGL) No 1-16. This report outlines the progress for each of the core and encouraged products and services.

The Workforce Information Grant (WIG) is a critical funding source as it supports many labor market Information products and service. Such products and services include populating Workforce Information Database (WIDb) core tables, maintaining the S.C. Department of Employment and Workforce (DEW) Business Intelligence Department (BID) website (www.scworkforceinfo.com), providing real-time data analysis, collection and delivery of fundamental analyses of the economy and workforce, and ongoing communication with a wide range of customers.

South Carolina completed all core deliverables in Program Year 2016 as outlined in the TEGL No. 1-16. In addition to maintaining the WIDb and website as well as producing the required economic analysis report, BID responded promptly to customer inquiries.

To meet customer needs, BID was fully engaged in identifying labor market information requirements by providing real-time, customized products such as workforce and economic development reports to assist with the state's unified plan under the Workforce and Innovation Opportunity Act (WIOA). We have used findings from customer feedback, and indirect contact through emails to develop quality products and services.

There has been a good deal of staff movement and reorganization within BID during the past year. Unfortunately, our database administrator for the WID moved on to another position. Hiring someone to replace the Projections Analyst has proven to be difficult. Generally, state government salaries have not been enticing enough for those candidates who are multitalented. Therefore, hiring has been tough. In order to meet deliverables, we were able to have projections deliverables be a temporary task for one of our Workforce Coordinators who was able to do them in between major work tasks.

Also, in an attempt to make sure we were operating at full potential, we underwent a review of positions that were considered to have been IT-related positions to make sure they were in the right department and equipped with everything they needed to perform their jobs. These positions were Data Analysts with some skilled as programmers or coders.

With the agency undergoing a major upgrade of our unemployment insurance (UI) benefits and tax systems and with the creation of a data warehouse, it was time to look at how data needs are being fulfilled. As a result, BID underwent reorganization where the Data Analysts are being



trained as Report Architects along with IT Data Warehouse staff. This training occurred from Oct. 1, 2016, to Sept. 30, 2017.

Also, the position that was dedicated to the WIDb core and non-core data tables was determined to be a fully functional IT position. That role is now performed in our IT Department as a service to Business Intelligence, but still has the same duties.



Deliverables and Requirements

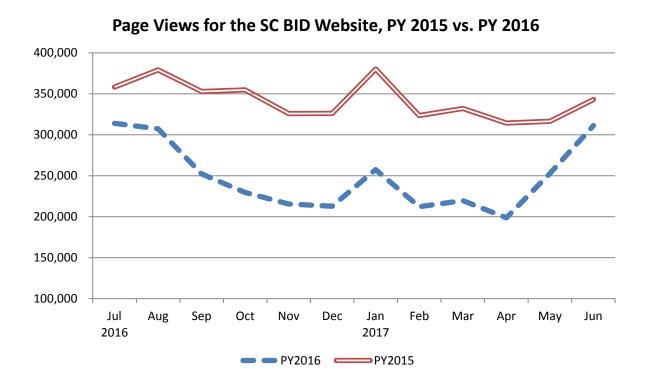
Workforce Information Database (WIDb)

- The South Carolina BID upgraded our workforce information database (WIDb) to the required 2.7 version and all core data tables were kept current with the latest data as it became available.
- The BID populated the licensing data tables and submitted them to the National Crosswalk Service Center on Aug. 30, 2016. Moving forward, South Carolina will submit these tables annually, exceeding the required two-year deliverable.
- Additionally, BID incorporated InfoGroup's 2017 2nd Edition Employer Contacts files as an online tool and distributed the free DVD to nine of the 12 Local Workforce Development Boards (LWDAs) to assist in improving employer engagement.
- In addition to the 12 core tables, BID continued to maintain 28 additional data tables to support new products to satisfy our customer needs.
- Geographic Solutions, our webhost, implemented the release of version 17.1 which included enhancements to our website. "How To" instructions were provided to staff to ease the transition between versions 15.1 and 17.1.

Business Intelligence Department Website: www.scworkforceinfo.com

- To keep the site as current as possible, we used the Bureau of Labor Statistics (BLS) calendar of updates and we published a release calendar on the BID website. Products and services were updated as they became available.
- Data from the WIDb was used to make current and targeted workforce information available for jobseekers and businesses through the <u>SCWorks website</u>.
- The BID Data Map was provided as a navigation tool to assist users in finding their data needs on our website. The tool provides step-by-step instructions to retrieve the information from the website.
- In addition, we also provides a "Quick Menu" to answer the most frequently asked questions. The questions are categorized and hyperlinks take the customer directly to the data they are seeking.
- The format of the website was redesigned in the middle of PY2016 to make it more userfriendly and to try to categorize products by the audience that may use them. As website staff in DEW's IT Services Department become more proficient in maintaining the website and more familiar with the data, more improvements will be made.
- The site had an average of 248,659 page views per month during PY 2016. This was a decrease of 27.3 percent from the previous program year. Our highest traffic months were July 2016, June 2017 and August 2016.





BID Data Map: <u>https://lmi.dew.sc.gov/lmi%20site/documents/lmi_data_map_v10.pdf</u>

Industry and Occupation Employment Projections

- The 2016-2018 Short-term Statewide Industry and Occupational Employment Projections for South Carolina were released in February 2017.
- The 2014-2024 S.C. Local Workforce Development Area Long-term Industry and Occupational Employment Projections were released on June 30, 2017.
- The Projections Managing Partnership (PMP) System's methodology, software, tools and guidelines, as well as input from an outside-of-the-agency economist was used to form the projections.

The following table lists examples of presentations or products using projections data.



Group	Audience Type
Midlands Education and Business Alliance (MEBA) Career	
Development Facilitator (CDF) Networking Meeting	School counselors
Fairfield High School Learn at Lunch	High school seniors
Richland 2 Charter School	Charter school students
Aiken County Adult Education	Adult education students
Hillcrest Middle School	Middle school students
Palmetto State School Counselors Association (PSSCA) Conference	School counselors
	Counselors from local high schools, Tri-county
WorkLink Regional Professional Development	Technical College and Clemson University

Product	Media	
2014-24 Growing Jobs in SC	Poster	
Occupational Outlook (for Local Workforce Development Areas)	Online handouts	
Community Profile Reports	Online reports for all 12 local workforce areas	

- Presentations (examples): <u>S:\LMI_Research\Imi\WORKFORCE INFORMATION</u>
 <u>GRANT\backup\PY2016\PY16_D4_Custom Consults\Presentations</u>
- o Poster: https://lmi.dew.sc.gov/lmi%20site/Documents/20FastestGrowingJobsSC2024.pdf
- Occupational Outlook (example): <u>http://lmi.dew.sc.gov/lmi%20site/Documents/OccupationalOutlook/Occupational%20Outlo</u> <u>ok-Catawba.pdf</u>
- Community Profile (example): <u>https://lmi.dew.sc.gov/lmi%20site/Documents/CommunityProfiles/04000079.pdf</u>

The following table highlights uses of projections by DEW or other state government agencies.

Descriptions

LMI narrative and data for Unifed Plan

US Occupational Projections and Worker Characteristics 2014-2024 (for Occs Req HS or less)

Staffing Patterns and Projections for State Data Team Meeting for Talent Pipeline Project

Data Reviews of M&M Sector Strategy Gap Analyses using our Projections and OES data

Economic Presentation to State Workforce Board

Hard to Fill Job information plus HWOL data

Projections & ONET data for certain mfg skill areas including using Report Mgr in PMP



Statewide Annual Economic Analysis Report

- The 2017 South Carolina Economic Analysis Report highlights a number of measures that illuminate aspects of the state's economy including an overview of Gross Domestic Product (GDP) for the state and metropolitan areas, personal income population data and demographic characteristics. A detailed discussion of the state's labor force is also incorporated.
- South Carolina's industry employment and leading industries are highlighted along with a portrayal of current occupational employment.
- Employment projections for industries and occupations statewide and by Local Workforce Development Area (LWDA) are produced, along with explanation of the state's commuting patterns.
- Content concerning job characteristics as well as a labor supply-demand gap analysis and a discussion of the jobless populations that face significant challenges to employment are included.

2017 South Carolina Economic Analysis Report: <u>S:\LMI_Research\lmi\WORKFORCE</u> INFORMATION GRANT\backup\PY2016\PY16_D3_Statewide Economic Analysis Report

Encouraged Reports and Projects

Additional Economic and Workforce Reports

BID completed additional economic and workforce products during the Program Year:

- South Carolina Local Workforce Development Area (WDA) Employment Metrics A presentation that examines the employment situation of the state's 12 local workforce development areas using a number of metrics that highlight the state's changing economy over the period from the third quarter of 2003 to the fourth quarter of 2015.
- South Carolina Construction and Manufacturing Industry Trends This report looks at the trends of employment and wages for the two industries over the past 25 years.
 - Employment Metrics: <u>S:\LMI_Research\Imi\WORKFORCE INFORMATION</u> <u>GRANT\backup\PY2016\PY16_D3_Other Economic Reports\LWDA Employment Metrics</u>
 - SC Construction and Manufacturing Employment Trends: <u>S:\LMI_Research\Imi\WORKFORCE</u> <u>INFORMATION GRANT\backup\PY2016\PY16_D3_Other Economic Reports\C&M</u>

Monthly Reports

• Community Profile Reports.



- Contain a variety of economic, demographic, industry, occupation, and educational data by county, local workforce development area, metropolitan statistical area, and the state.
- Also provided for workforce regions to assist the recently developed WIOA regions
- Produced online through the WIDb so they always contain the latest available information.
- Proven useful for the economic development, workforce development, education communities, and local/region development area planning.
- Easily accessible resource for SCDEW staff, job seekers, and students to learn about career opportunities and the economy in their redistributed areas.
- *Economic Profiles Regional Alliances* provide an economic profile of the various regional alliances throughout the state.
- *Governor's Dashboard* is a graphic indicator that monitors South Carolina's economy and is delivered monthly for the Governor's review.
- *Labor Supply verses Demand* by LWDA is a monthly report consisting of job advertisements on the internet and labor force employment.
- <u>Insights</u> (the BID's monthly newsletter).
- *Help Wanted Online Snapshot* is a monthly report using The Conference Board's Help Wanted Online[®] data series to show occupational sectors, top employers, and top occupations for the state, local areas, MSAs and regional economic development alliances.
 - Community Profile Reports: <u>https://lmi.dew.sc.gov/lmi%20site/Documents/CommunityProfiles/04000033.pdf</u>
 - Economic Profiles Regional Alliances: https://lmi.dew.sc.gov/lmi%20site/Documents/EconomicProfiles/EP000001.pdf
 - Labor Supply verses Demand: http://lmi.dew.sc.gov/lmi%20site/Documents/HWOL/HWOL_SvD_082017.pdf
 - Insights: <u>https://lmi.dew.sc.gov/lmi%20site/Documents/CommunityProfiles/04000089.pdf</u>
 - Help Wanted Online Snapshot: <u>http://lmi.dew.sc.gov/lmi%20site/Documents/HWOLSnapShot/HWOL_0100000.pdf</u>



<u>Annual Products</u>

Each program year, we update several of our most popular brochures and flyers. These products are useful to educators, jobseekers and workforce and economic developers.

- <u>20 Fastest Growing Jobs (11" x 14" poster</u>) includes projected occupations by education level and wages.
- <u>The More you Learn, The More you Earn</u> one-page flyer shows our audience how education affected their earning power. This year, the BID added versions for LWDAs as they were requested.
- <u>SC Works Center Half-Page Jobseeker Fliers</u> includes information useful to jobseekers such as: What is the minimum wage in South Carolina? How to pick a good career, and Where can jobseekers get training?
- The <u>South Carolina Job Outlook</u> brochure presents general career information for various high-growth occupations arranged by education level and/or training.
- The <u>Good Jobs That Don't Require a 4-year Degree</u> brochure provides useful information for jobseekers that may not be ready for a four-year degree.
- The <u>Occupational Outlook</u> flyers present information regarding the top 20 fastest-growing occupations, top 20 occupations with the greatest number of job openings, and the top occupations by education level in South Carolina and for the <u>LWDAs</u>.
- The <u>Need a New Career?</u> handout presents jobs that require up to two years of training, along with their average hourly wage in South Carolina and is intended for those customers who need to change jobs with minimal retraining.
- <u>Need A Job in A Hurry?</u> is another jobseeker flyer that presented jobs that require a high school diploma or GED, along with the average hourly wage.
- <u>The Future of Science, Technology, Engineering, and Mathematics (STEM) Jobs in South</u> <u>Carolina</u> report includes the top 15 STEM occupations with wages and educational requirements.
- <u>STEM Supply-Demand in South Carolina</u> is an analysis of STEM supply and demand in South Carolina. This analysis defines STEM occupations, measures the employer demand, and looks at STEM-related degrees awarded to determine if South Carolina has balance or mismatch.
- Hot Jobs is a list of occupations that meet specified criteria for growth, number of jobs gained and annual wage for the state and the local workforce areas.
 - 20 Fastest Growing Jobs (poster): <u>https://lmi.dew.sc.gov/lmi%20site/Documents/20FastestGrowingJobsSC2024.pdf</u>
 - The More you Learn, The More you Earn: https://lmi.dew.sc.gov/lmi%20site/Documents/MoreULearnMoreUEarnMay2016.pdf
 - SC Works Center Half-Page Jobseeker Fliers: <u>https://lmi.dew.sc.gov/lmi%20site/Documents/SCWorksCenterHalfPage.pdf</u>



0	South Carolina Job Outlook:		
	https://lmi.dew.sc.gov/lmi%20site/Documents/SCJobOutlook.pdf		
0	Good Jobs That Don't Require a 4-year Degree <u>:</u>		
	https://lmi.dew.sc.gov/lmi%20site/Documents/GoodJobsThatDoNotRequireA4YearDegree.p		
	<u>df</u>		
0	Occupational Outlook:		
	http://lmi.dew.sc.gov/lmi%20site/Documents/OccupationalOutlook/Occupational%20Outlo		
	<u>ok-SC.pdf</u>		
0	Need a New Career?:		
	https://lmi.dew.sc.gov/lmi%20site/Documents/Needanewcareer2015Wagesv1.pdf		
0	Need A Job in A Hurry?:		
	https://lmi.dew.sc.gov/lmi%20site/Documents/Needajobinahury2015wages.pdf		
0	The Future of Science, Technology, Engineering, and Mathematics (STEM) Jobs in South		
	Carolina <u>: http://lmi.dew.sc.gov/lmi%20site/Documents/FutureOfSteamSC.pdf</u>		
0	STEM Supply-Demand in South Carolina:		
	http://Imi.dew.sc.gov/Imi%20site/Documents/SteamSDAnalysisSC.pdf		

• Hot Jobs: <u>https://lmi.dew.sc.gov/lmi%20site/Documents/HotJobs/SC2016HotJobs.pdf</u>



Other Allowable Activities

The South Carolina BID conducted numerous analyses on behalf of a variety of requirements by WIOA. Such analyses included Occupational Profile, Economic Outlook, Unfilled Jobs Report and other LMI data requests from our customers for the expansion of the state's unified plan.

- Priority Populations was a list of targeted populations from WIOA. BID provided executive summaries containing data on characteristics for the following populations: people with disabilities, veterans, youth with barriers, the long-term unemployed, ex-offenders and the homeless. The characteristics included population, population by age, labor force participation rate, poverty status, education data, school enrollment, teen pregnancy rates, foster care populations, type of disability and other characteristics deemed helpful to the analysis. This data was shared with the Priority Populations Subcommittee of the State Workforce Development Board (SWDB) to help in determining resource allocation priorities. BID staff also attended meeting to introduce and explain the data and were available for any questions or concerns.
- Sector Strategies are partnerships of industry leaders, government, education, training, economic development, labor and community organizations coming together to focus on the workforce needs of an industry. BID is an active member of the State Data Team to assist with any data needs and present findings.
- Because training was one of the agency's priorities during the program year, BID staff developed training on several levels for multiple audiences within the agency. A mandatory Virtual Orientation was created by the Training and Development Department which included a section about BID and LMI. BID staff wrote the script and was the primarily reviewer for that section. Released in February 2017, 102 new DEW staff participated in the virtual orientation and thus was exposed to LMI.
- Continuing the agency's training priority, LMI training was developed for data users within the agency based on their position and level of use of LMI. Five levels of training were developed, written, and put into script and Power Point form by BID staff to be used on the agency's Learning Management System (LMS). These levels and intended audiences were:
 - 1. LMI Lite: Broad overview of LMI for anyone unfamiliar with labor market information
 - 2. LMI 101: LMI for anyone who needs to know what LMI is or what data it has; for anyone who might need to regularly use LMI to perform their job duties.
 - 3. LMI 101 for Workforce Consultants: LMI 101 plus information for Workforce Consultants and Disabled Veterans Outreach Programs (assessment and career planning tools)
 - 4. LMI 101 for Business Consultants: LMI 101 plus information for Business Consultants and Local Veterans Employment Representatives (job development tools)
 - 5. LMI 201: In-depth/detailed for managers, includes tools for Workforce Consultants, Business Consultants and veterans



 With help from the Training and Development Department, agency staff were requested via email to take the level of training pertinent to their current position in the agency. As of June 30, 2017, 1,583 people had taken at least one of the levels of LMI training. Attendees are broken out by level in the table below.

Levels	As of June 30, 2017	Percent of 720 employees
LMI Lite	520	72.22%
LMI 101	342	47.50%
LMI 201	275	38.19%
LMI 101 for Workforce Consultants	235	32.64%
LMI for Business Consultants	211	29.31%

 BID staff collaborated with Business Services staff from the agency's Workforce and Economic Development Department (WED) to create Labor Market Information for Business Services Training. The face-to-face training, using the aforementioned LMI For Business Consultants, was held in four areas of the state in June 2016. Seven sessions were held for 188 Business Service Consultants. Consultants not only came from the Department of Employment and Workforce, but also from partner agencies in South Carolina: Department of Social Services, SC Works, Adult Education, Commission for the Blind, Department of Disabilities and Special Needs, Department of Commerce, Department of Probation, Pardon, and Parole, and Department of Vocational Rehabilitation. In addition, several other workforce-related agencies attended: Trident Technical College, Horry Georgetown Technical College, Technical College of the Lowcountry, GLEAMNS, Goodwill Industries, several Councils of Government, economic development organizations, Job Corps and 10 NGOs.

LMI Training Presentations: <u>S:\LMI_Research\Imi\WORKFORCE INFORMATION</u> <u>GRANT\backup\PY2016\PY16_D4_Custom Consults\Presentations</u>



Partnerships

- BID staff worked with the network of school district counselor directors in the state to assist in training Career Development Facilitators (CDFs) for many school districts. Extra funding for CDFs was provided during this program year to school districts by the state Department of Education. An increase in CDFs created an increase in this training which is nationally credentialed by the Center for Credentialing and Education Inc.
- Attendance at periodic Career Development Facilitator (CDF) Professional Development meetings sponsored by the local education and business alliance and conducted at a local community college provided the opportunity to network with employers and career counselors (from high schools, colleges and social assistance agencies/groups) to determine planning needs.
- Presentations at meetings sponsored by Regional Education Advisors (working for the S.C. Department of Commerce) kept BID's name out in the public to reinforce our services or expose what we do to educators and employers.

Customer Consultation

- WID staff has collaborated with Linda Lacey, Director, S.C. Office for Healthcare Workforce, S.C. Area Health Education Consortium (SCAHEP) in researching data on employment in the health care field. This included familiarizing Ms. Lacey with the data that was available and other sources of data that may help in getting information on more specific occupations such as anesthesiology nurses and acute care nurses. According to Ms. Lacey, continuing data needs include nurse practitioners and physicians assistants. She also invited BID staff to become a member of the consortiums advisory board and shared their newest publication "South Carolina Health Professions Data Book."
- Because of a request from DEW's WED Department, BID staff have been asked to be a subject matter expert for the Workforce Development Task Force of the South Carolina Restaurant and Lodging Association. Research on employment in the food service and hotel industries has been initiated.
- Staff has also prepared data for the Human Resources Roundtable of the S.C. Manufacturing Extension Partnership (SCMEP) in the Rock Hill area of the state. The data will be used for a presentation to employers in the area focusing on manufacturing and distribution.
- There was continued interest in information and training provided by BID. Customers asked for speakers and/or trainers at conferences and meetings. BID staff delivered 31 presentations to 2,081 education-related audiences of parents, students and counselors, as well as at conferences for workforce professionals and employers. This is a 7.4 percent audience increase over the last program year.
- BID staff was a primary participant on the State Data Team for Talent Pipeline/Sector Strategy Phase II Project, conducted by the WED Department. This effort included detailed technical review of consultant's data work products, a primary participant on statewide



Data Team presentations with consultant, and a primary presenter to individual project stakeholders.

- BID staff made the presentation "South Carolina's Economic and Workforce Overview" to the State Workforce Development Board during its Strategic Planning work session in support of WED.
- With BID staff needing additional information to prepare for WIOA implementation and the continued needs of the local workforce areas, we witnessed a healthy increase in data requests this program year. BID responded to 241 data requests in PY 2016 compared to 95 in PY 2015 to include:
 - 66 LMI data reports for in-house agency staff
 - 57 LMI data reports for education customers
 - 33 data reports for a variety of policymaking customers
 - 30 Workforce Profile reports for economic development customers across the state
 - 29 requests from local workforce development areas
 - 12 for miscellaneous customers
 - 7 reports for researchers
 - 7 for employers
 - SCMEP: <u>S:\LMI_Research\lmi\WORKFORCE INFORMATION</u> <u>GRANT\backup\PY2016\PY16_D4_Custom Consults\Presentations</u>
 - Pipeline Sector Strategy Materials: <u>S:\LMI_Research\Imi\WORKFORCE INFORMATION</u> <u>GRANT\backup\PY2016\PY16_D4_Custom Consults\Policy Makers\Sector Strategies - Phase</u> <u>II\Data for Data Team</u>
 - State Workforce Development Board Presentation: <u>S:\LMI_Research\Imi\WORKFORCE</u> <u>INFORMATION GRANT\backup\PY2016\PY16_D4_Custom Consults\Presentations</u>
 - Data Requests (examples):
 - <u>S:\LMI_Research\Imi\WORKFORCE INFORMATION</u>
 <u>GRANT\backup\PY2016\PY16_D4_Custom Consults\Economic Developers\Project</u>
 <u>Mouse Trap</u>
 - <u>S:\LMI_Research\lmi\WORKFORCE INFORMATION</u>
 <u>GRANT\backup\PY2016\PY16_D4_Custom Consults\Economic Developers\Project</u>
 <u>Gemini</u>
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 <u>GRANT\backup\PY2016\PY16_D4_Custom Consults\Educators\Midlands Tech</u>
 <u>Unfilled Jobs Report</u>
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 <u>GRANT\backup\PY2016\PY16_D4_Custom_Consults\Policy_Makers\unfilled_jobs</u>
 <u>report</u>
 - <u>S:\LMI_Research\Imi\WORKFORCE INFORMATION</u>
 <u>GRANT\backup\PY2016\PY16_D4_Custom Consults\Economic Developers\Greenvile</u>
 <u>Area Food Manuf</u>