



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

South Carolina Workforce Information Grant

Annual Performance Report
Program Year (PY) 2017

South Carolina Department of Employment & Workforce
Business Intelligence Department



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Introduction

This report describes the activities and accomplishments during Program Year 2017 (July 2017 to June 2018) as required by the Training and Employment Guidance Letter (TEGL) No 4-17, Change 1. 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 2017 as outlined in the TEGL No. 4-17, Change 1. In addition to maintaining the WIDb and website as well as producing the required economic analysis report, employment projections, 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. Our long-time BID Director, the LMI Director for the state, left the agency midway through this program year, and we had an interim Director for the remainder of the year. We replaced our Workforce Intelligence Unit manager, who is the WIG lead, this program year as well. In order to meet deliverables, we were able to have projections deliverables be incorporated into the duties for one of our two Workforce Coordinators, who was able to complete them along with other WIG work tasks. We replaced the other long-time Workforce Coordinator this program year as well; as the incumbent retired.

In addition, in an attempt to make sure we were operating at full potential, DEW underwent a review of positions that were considered to have been IT-related positions. The review worked to ensure that the positions were located 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. As a result of the review, our database administrator(s) for the WIDb now shares time with other non-WIDb 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, 2015. We will work with ARC and the state licensing agency to continue to update this data.
- 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 [SCWorks website](#).
- *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 provide 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 user-friendly 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.



Industry and Occupation Employment Projections

- The 2017-2019 Short-term Statewide Industry and Occupational Employment Projections for South Carolina were released in February 2018.
- The 2016-2026 S.C. Statewide Long-term Industry and Occupational Employment Projections were released on June 30, 2018.
- The Projections Managing Partnership (PMP) System’s methodology, software, tools and guidelines was used to form the projections.

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

Group	Audience Type
Richland One Career Development Meeting	Career Facilitators, Counselors and Teachers
District Directors State Meeting	Career Facilitators, Administrators and Directors Board Members
Youth Committee Meeting	Pee Dee Regional Council of Governments
Greenville Education Business Summit	Career Facilitators, Educators, Administrative, Board members
Career Development Facilitators Course	Career Facilitators
Product	Media
Industry Projections (Long-term) for Multiple Industries in South Carolina in 2014-2024	Handout
Community Profile Reports	Online Reports for all 12 local workforce areas

- [Presentations \(examples\)](#)
- [Handout Examples](#)
- [Occupational Outlook \(Example\)](#)
- [Community Profile \(Example\)](#)



Statewide Annual Economic Analysis Report

- The 2018 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 statewide and its metropolitan areas' industry employment and leading industries are highlighted along with a portrayal of current occupational employment.
- Employment projections for industries and occupations statewide are produced, along with industry hiring trends in each of the four WIOA regions.
- Content concerning job openings by required job skills and knowledge as well as a labor supply-demand gap analysis and a discussion of the jobless populations that face significant challenges to employment are included.

2018 South Carolina Economic Analysis Report: S:\LMI_Research\Imi\WORKFORCE INFORMATION GRANT\backup\PY2017\PY17_D3_Economic Reports\2018 Economic Report

Encouraged Reports and Projects

Additional Economic and Workforce Reports

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

- South Carolina Average Hourly Earnings by Industry - This presentation highlights the average hourly earnings in South Carolina for several notable industry domains and sectors. The information is shown for current (also called nominal) wages as well as for real (also called constant or inflation-adjusted) dollars over the period January 2007 to June 2017.
- South Carolina WIOA Regions' Commuting Patterns - This presentation highlights the commuting patterns of the four WIOA regions in the state using the latest available 2015 data from the U.S. Census Bureau's OnTheMap Application and Longitudinal-Employer Household Dynamics (LEHD) Origin-Destination Employment Statistics Program.
 - *Hourly Earnings:* S:\LMI_Research\Imi\WORKFORCE INFORMATION GRANT\backup\PY2017\PY17_D3_Economic Reports\Other Economic Reports\Hourly Earnings
 - *WIOA Regions' Commuting Patterns:* S:\LMI_Research\Imi\WORKFORCE INFORMATION GRANT\backup\PY2017\PY17_D3_Economic Reports\Other Economic Reports\WIOA Region Commuting Patterns



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, the four WIOA regions and the state.
 - Produced online through the WIDb, so they always contain the latest available information.
 - Proven useful for economic development, workforce development, education communities, and local/regional 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.
- *Insights* (the BID’s monthly newsletter).
 - [*Community Profile Reports*](#)
 - [*Economic Profiles – Regional Alliances*](#)
 - [*Labor Supply verses Demand*](#)
 - [*Insights*](#)

- *Approximately 955 standard monthly reports (identified above) produced over the program year.*



Annual Products

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.

- [NCAA 2017](#) includes probability odds of becoming a professional athlete.
- [Hard and Soft Skills Requested by Employers](#) one-page flyer displays hard and soft skills requested by employers, top 20 occupations in the State of South Carolina along with their required certifications.
- [SC-IGP Handouts for Parents](#) includes information useful to parents or guardians assisting their children in searching for careers.
- The [College Drop Out](#) flyer presents information pertaining to the top reasons why students drop out of school.
- [10 Tips- Your First Entry-Level Job](#) hand out provides helpful information to those starting their first entry-level job.
- The [Job's for What You Like to Do](#) flyer represents data of certain career occupations, along with their pay rates and training requirements, for those who are interested.
- The [SC Job Outlook 2017](#) brochure presents general career information for various high growth occupations arranged by educational level and/or training
- [20 Fastest Growing Jobs \(11" x 14"\)](#) includes projected occupations by education level and wages
- The [Good Jobs That Don't Require a 4 Year Degree](#) brochure provides useful information for jobseekers that may not be ready for a four year degree.
- [The More You Learn, The More You Earn](#) requested by Employers shows our audience how education affected their earning power. This year, the BID added versions for LWDA's as they were requested.
 - *20 Fastest Growing Jobs (poster):* [20 Fastest Growing Jobs](#)
 - *The More you Learn, The More you Earn:* [The More You Learn the More You Earn](#)
 - *SC Works Center Half-Page Jobseeker Fliers:* [Jobseeker Half Page](#)
 - *South Carolina Job Outlook:* [SC Job Outlook](#)
 - *Good Jobs That Don't Require a 4-year Degree:* [Good Jobs/No 4-Year Degree](#)
 - *College Drop-Out:* [College Drop-Out](#)
 - *NCAA:* [NCAA 2017](#)



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 primary 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



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 Consultations

- WID staff has collaborated with Linda Lacey, Director, S.C. Office for Healthcare Workforce, S.C. Area Health Education Consortium (SCAHEC) in researching data on employment in the health care field. BID shared with her occupational employment projections in the healthcare field as well as occupational wages and job advertisement data. She shared their newest publication "The Registered Nurse Workforce in South Carolina - 2016." She was a participant in the sector strategy healthcare industry meetings also.
- 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 meeting with several industry groups and presenting the labor supply-demand gap analysis, produced by DEW's sector strategy consultant.
- BID staff met with the S.C. Chamber of Commerce to produce and publish material to market LMI data and services of BID in the Chamber's monthly magazine.



- BID responded to 107 data requests in PY 2017 to include:
 - 4 reports for researchers
 - 13 requests for employers
 - 1 request for a jobseeker
 - 4 requests for educators
 - 25 requests for economic developers
 - 60 requests from policymakers

Presentations as part of Customer Collaborations-

- SCMEP: S:\LMI_Research\Imi\WORKFORCE INFORMATION GRANT\backup\PY2016\PY16_D4_Custom Consults\Presentations
- Pipeline Sector Strategy Materials: S:\LMI_Research\Imi\WORKFORCE INFORMATION GRANT\backup\PY2017\PY17_D4_Custom Consults\Policy Makers\Sector Strategies - Phase II
- Pipeline Sector Strategy Industry Presentations:
 - S:\LMI_Research\Imi\WORKFORCE INFORMATION GRANT\backup\PY17_D4_Custom Consults\Policy Makers\Sector Strategies - Phase II\Carolina AGC Mtg\Appendix B State Staffing Pattern Construction 20170602.xls;
 - S:\LMI_Research\Imi\WORKFORCE INFORMATION GRANT\backup\PY2017\PY17_D4_Custom Consults\Policy Makers\Sector Strategies - Phase II\HC Meetings; S:\LMI_Research\Imi\WORKFORCE INFORMATION GRANT\backup\PY2017\PY17_D4_Custom Consults\Policy Makers\Sector Strategies - Phase II\MEP Mtgs;
 - S:\LMI_Research\Imi\WORKFORCE INFORMATION GRANT\backup\PY2017\PY17_D4_Custom Consults\Policy Makers\Sector Strategies - Phase II\Trucking Assoc Mtgs
- Educators:
 - S:\LMI_Research\Imi\WORKFORCE INFORMATION GRANT\backup\PY2017\PY17_D4_Custom Consults\Educators\Richland One CDFs



Data Requests (examples):

- S:\LMI_Research\Imi\WORKFORCE INFORMATION GRANT\backup\PY2017\PY17_D4_Custom Consults\Economic Developers\Project Bear Claw
- S:\LMI_Research\Imi\WORKFORCE INFORMATION GRANT\backup\PY17_D4_Custom Consults\Economic Developers\Project Cedar\Project Cedar - Greenville.pdf
- S:\LMI_Research\Imi\WORKFORCE INFORMATION GRANT\backup\PY17_D4_Custom Consults\Economic Developers\Project Zorro\Project Zorro.pdf
- S:\LMI_Research\Imi\WORKFORCE INFORMATION GRANT\backup\PY17_D4_Custom Consults\Policy Makers\Darlington Co Top Employers\04000031.pdf
- S:\LMI_Research\Imi\WORKFORCE INFORMATION GRANT\backup\PY2017\PY17_D4_Custom Consults\Policy Makers\Lowcountry Hospitality Occs
- S:\LMI_Research\Imi\WORKFORCE INFORMATION GRANT\backup\PY2017\PY17_D4_Custom Consults\Policy Makers\LAC Committee
- S:\LMI_Research\Imi\WORKFORCE INFORMATION GRANT\backup\PY2017\PY17_D4_Custom Consults\Researchers\Upstate Tight Labor Market
- <Pee Dee Youth Snap Shot>