



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

South Carolina Workforce Information Grant

Annual Performance Report
Program Year (PY) 2018

South Carolina Department of Employment & Workforce
Business Intelligence Department



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Introduction

This report describes the activities and accomplishments during Program Year (PY) 2018 (July 2018 to June 2019) as required by the Training and Employment Guidance Letter (TEGL) No 20-17. 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 2018 as outlined in the TEGL No. 20-17. 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 (LMI) 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. We replaced our BID Director this program year, who assumes the role of WIG lead. We brought the WIDb function back into the Business Intelligence Department, having a dedicated administrator for the database. This administrator is assisted by the IT Department in the upkeep of the database. Projections' deliverables are incorporated into the duties for one of our two Workforce Coordinators, who was able to complete them along with economic and LMI customer service WIG tasks. Our other Workforce Coordinator is the primary person involved in training staff on LMI. She also presents LMI data to the education community as well as provides LMI customer service to stakeholders.



Deliverables and Requirements

Workforce Information Database (WIDb)

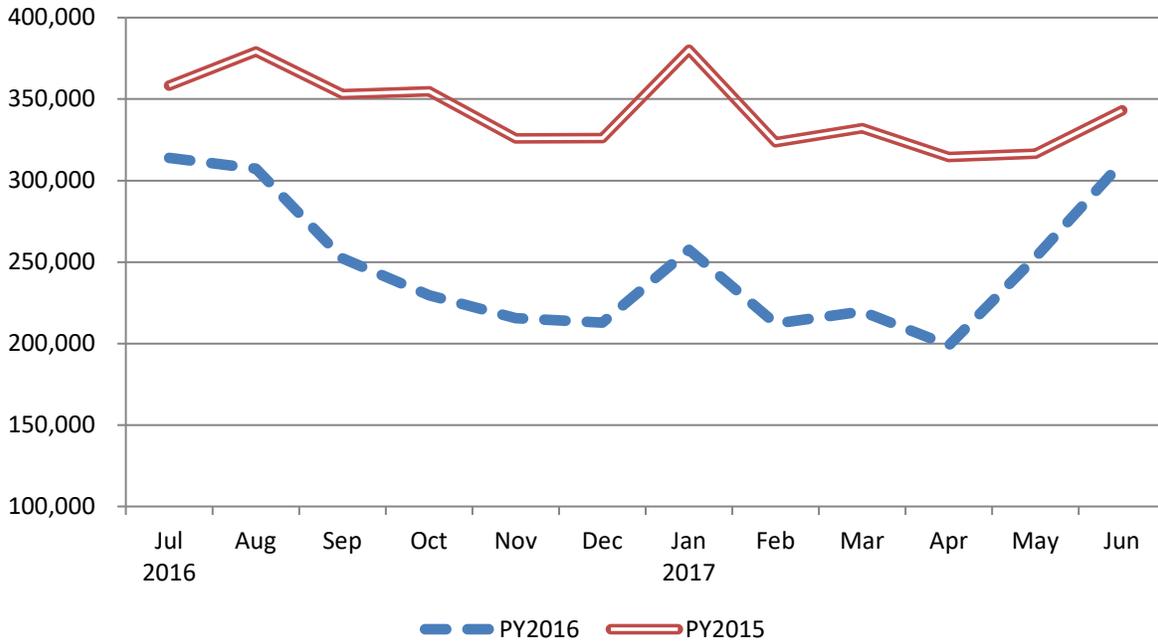
- The South Carolina BID maintained our workforce information database (WIDb) with the required 2.7 version and all core data tables were kept current with the latest data as it became available.
- The BID populated the licensing data tables and submitted them to the National Crosswalk Service Center on Aug. 30, 2016. Moving forward, South Carolina will submit these tables annually, exceeding the required two-year deliverable.
- Additionally, BID incorporated InfoGroup’s 2019 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 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.



Page Views for the SC BID Website, PY 2015 vs. PY 2016



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

Industry and Occupation Employment Projections

- The 2018-2020 short-term statewide industry and occupational employment projections for South Carolina were released in March 2019 per the schedule outlined in the TEGE.
- No long-term employment projections were required in Program Year 2018. However, much of the work effort to complete the 2016-2026 S.C. local Workforce Development Area long-term industry and occupational employment projections was made in PY 2018 with results to be released in PY 2019.
- The Projections Managing Partnership (PMP) System’s methodology, software, tools and guidelines were used to form the projections.

Statewide Annual Economic Analysis Report

- The 2019 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 its industries, foreign trade, population data and demographic characteristics. A detailed discussion of the state’s labor force is also incorporated.



- South Carolina’s occupational employment and top occupations in demand are highlighted along with a portrayal of county and workforce development area GDP.
- An explanation of new methodology used in the projections process is given as well as employment projections for industries and occupations by Local Workforce Development Area (LWDA). LWDA labor supply and demand analysis is highlighted.
- Discussions of the priority populations that face significant challenges to employment are included.

2019 South Carolina Economic Analysis Report: S:\LMI_Research\lmi\WORKFORCE 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 Private-Sector Employment Worker Age – Firm Age Analysis - From 1999 to 2017, South Carolina has endured two economic recessions and subsequent recoveries. This presentation seeks to examine two aspects of private-sector employment (worker-age and firm-age) over the period to understand better the economic swings’ impacts on the state.
 - *Private-Sector Employment Worker Age – Firm Age Analysis:*
http://lmi.dew.sc.gov/lmi%20site/documents/Economic_Publications/Worker_Firm_Age.pdf

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 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.
- *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:*
<https://lmi.dew.sc.gov/lmi%20site/Documents/CommunityProfiles/04000033.pdf>
- *Labor Supply verses Demand:*
http://lmi.dew.sc.gov/lmi%20site/Documents/HWOL/HWOL_SvD_042019.pdf
- *Insights:* http://lmi.dew.sc.gov/lmi%20site/Documents/Insights/Current_Insights042019.pdf

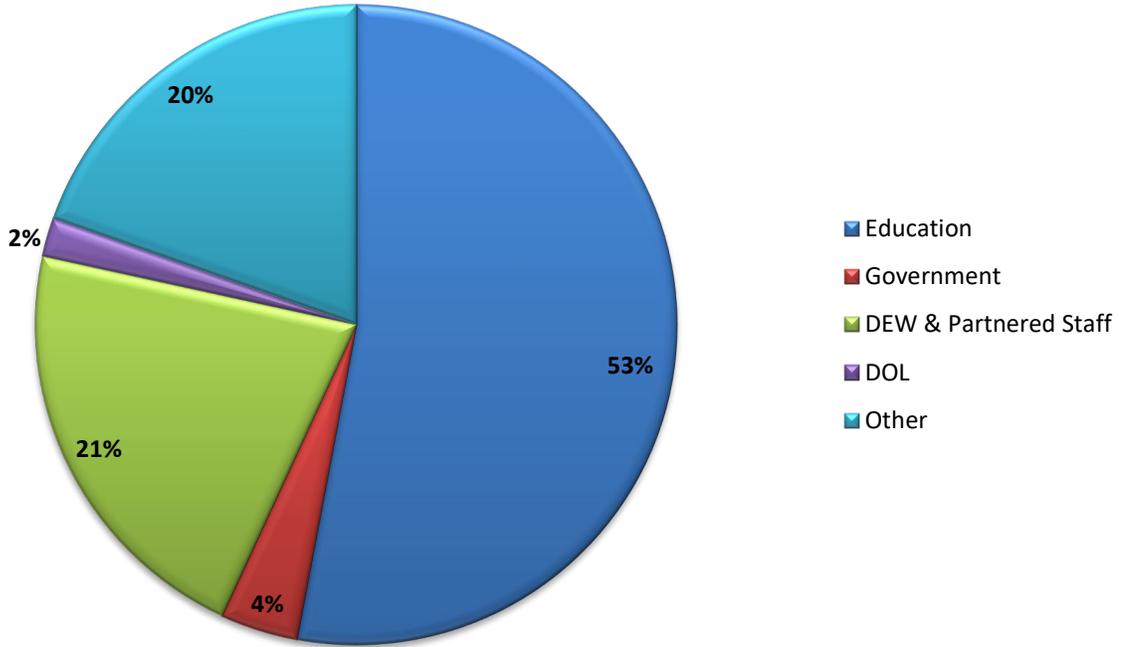
Annual Products

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.

- [20 Fastest Growing Jobs Poster \(11" x 14"\)](#) includes projected occupations by education level and wages.
- [The More You Learn, The More You Earn](#) one-page flyer shows our audience how education affected their earning power.
- The [SC Jobs Outlook Handout](#) brochure presents general career information for various high-growth occupations arranged by education level and/or training.
- The [Need A Job in A Hurry](#) 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.
- [Hot Jobs](#) is a list of occupations that meet specified criteria for growth, number of jobs gained and annual wage for the state.
- [Hot Jobs- LWDA](#) is a list of occupations that meet specified criteria for growth, number of jobs gained and annual wage for the local workforce development areas.
- [Job Journeys](#) serve as career pathways for each career cluster.
 - *20 Fastest Growing Jobs (poster):*
\\prd-hqfs\shares\LMI_Research\lmi\Lorraine's Stuff\LMI Tools brochures fliers posters\20 fast growing jobs POSTER\20 fast grow jobs 2026 poster Nov 2018.ppt
 - *The More You Learn, The More You Earn:*
<..\..\Lorraine's%20Stuff\Handouts\2018%20Publications\The%20More%20You%20Learn%20The%20More%20You%20Earn.pdf>
 - *South Carolina Job Outlook:* \\prd-hqfs\shares\LMI_Research\lmi\Lorraine's Stuff\Handouts\2018 Publications\SC Job Outlook 2018 -.pptx
 - *Need A Job in A Hurry?:* \\prd-hqfs\shares\LMI_Research\lmi\Lorraine's Stuff\Handouts\2018 Publications\Publication Need a Job in a hurry.pub
 - *Hot Jobs:* <C:\Users\ahwilliams\Desktop\Journey's 2018\Hot Jobs-Journey's.pdf>
 - *Job Journeys:* S:\LMI_Research\lmi\Lorraine's Stuff\Handouts\2018 Publications\Journey's 2018



2018 Fiscal Year Presentation Group Percentages



Category	Amount of Presentations
Education	27
Government	2
DEW & Partnered Staff	11
DOL	1
Other	10



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. Additional activities include:

- Provide monthly real-time labor demand report to agency's Executive Director utilizing the Conference Board's Help Wanted Online® data set.
- Provide trend data on monthly real-time labor demand to agency Data Governance Committee.
- Provide LMI "Fun Fact" for agency's monthly newsletter.
- Provided extensive LMI analyses for S.C. Chamber of Commerce annual publication focused on workforce issues.
- Provided extensive data and planning for agency Executive Director's Rural Initiative.
- *Priority Populations* was a list of targeted populations from WIOA. BID updated the statistics relevant to each of the populations within the annual economic report.
- *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. BID updated the Supply-Demand Gap Analysis.
- 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
- 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, 2019	Percent of 720 employees
LMI Lite	25	72.22%
LMI 101	35	47.50%
LMI 201	27	38.19%
LMI 101 for Workforce Consultants	24	32.64%
LMI for Business Consultants	27	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: S:\LMI_Research\lmi\WORKFORCE INFORMATION GRANT\backup\PY2016\PY16_D4_Custom_Conults\Presentations

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. BID provided her with updated LMI data.
- 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.
- 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 114 data requests in PY 2018 to include:
 - 1 LMI data report for education customers
 - 84 data reports for a variety of policymaking customers
 - 16 Workforce Profile reports for economic development customers across the state
 - 3 reports for researchers
 - 10 for employers
 - *Data Requests (examples):*
 - W:\backup\PY2018\PY18_D4_Customer Consults\Economic Developers\Project Genesis
 - W:\backup\PY2018\PY18_D4_Customer Consults\Economic Developers\Project Cell
 - W:\backup\PY2018\PY18_D4_Customer Consults\Employers\Asphalt Pavement Assoc
 - W:\backup\PY2018\PY18_D4_Customer Consults\Policy Makers\Cybersecurity in Aiken