



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

# South Carolina Workforce Information Grant

Annual Performance Report  
Program Year (PY) 2019

South Carolina Department of Employment & Workforce  
LMI/Business Intelligence Division

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## TABLE OF CONTENTS

<b>Introduction</b> .....	2
<b>Deliverables and Requirements</b>	
Workforce Information Database.....	3
LMI Website .....	3
Employment Projections.....	3
LMI Training for Service Delivery .....	4
Annual Economic Analysis Report .....	7
<b>Encouraged Reports and Products</b>	
Additional Economic and Workforce Reports .....	7
Monthly Reports .....	8
Annual Reports .....	9
<b>Other Allowable Activities</b> .....	10
<b>Partnerships</b> .....	10
<b>Customer Consultations</b> .....	10
<b>Recommendations</b> .....	11



## Introduction

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This report describes the activities and accomplishments during Program Year (PY) 2019 (July 2019 to June 2020) as required by the Training and Employment Guidance Letter (TEGL) No. 5-19. 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](http://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 2019 as outlined in the TEGL No. 5-19. In addition to maintaining the WIDb and website as well as producing the required economic analysis report, employment projections and LMI training, 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 direct contact through emails to develop quality products and services.

We have completed an organizational update, including our BID Director, who assumes the role of WIG lead. The WIDb function is back in 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 reporting 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.



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## **Deliverables and Requirements**

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### ***Workforce Information Database (WIDb)***

- The South Carolina BID maintained our workforce information database (WIDb) with the required 2.8 version and all core data tables were kept current with the latest data as it became available.
- Additionally, BID incorporated InfoGroup’s 2019 2<sup>nd</sup> 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.
- The WIDb, through direct interaction by WIG analysts or via the BID website, supports a wide variety of workforce system data needs for planning and analysis of customers.

### ***Business Intelligence Department Website: 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.
- *BID Data Map:* [https://lmi.dew.sc.gov/lmi%20site/documents/lmi\\_data\\_map\\_v10.pdf](https://lmi.dew.sc.gov/lmi%20site/documents/lmi_data_map_v10.pdf)

### ***Industry and Occupation Employment Projections***

- The 2019-2021 short-term statewide industry and occupational employment projections for South Carolina were released in March 2020 per the schedule outlined in TEG 5-19.
- Long-term, statewide employment projections for the 2018-2028 period were released just after the conclusion of the program year by July 7, 2020.
- The Projections Managing Partnership (PMP) System’s methodology, software, tools and guidelines were used to form the projections.



- These projections are used by workforce development area staff and educational partners for economic and workforce planning as well as training and curriculum development.

### ***LMI Training for Service Delivery***

- 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, 2020, 91 people had taken at least one of the levels of LMI training. Attendees are broken out by level in the table below.

<b>Levels</b>	<b>As of June 30, 2020</b>	<b>Percent of 640 employees</b>
LMI Lite	19	2.9%
LMI 101	21	3.2%



## PY 2019 Workforce Information Grant Annual Performance Report

LMI 201	18	2.8%
LMI 101 for Workforce Consultants	17	2.7%
LMI for Business Consultants	16	2.5%

- BID staff collaborated with Local Workforce Development Areas to administer Labor Market Information trainings for each of the SC Works Center’s Staff and Partners. The face-to-face trainings, were held in nine areas of the state between June 2019 and June 2020. Due to COVID-19 and the restructuring of business operations, remaining presentations were postponed until further notice. Virtual trainings were implemented and administered to partners including but not limited to: Midlands Education Business Alliance, individual educational administrators, students, etc. BID staff has continued to support the workforce and partners during the unprecedented circumstances and continued to provide presentations as requested.

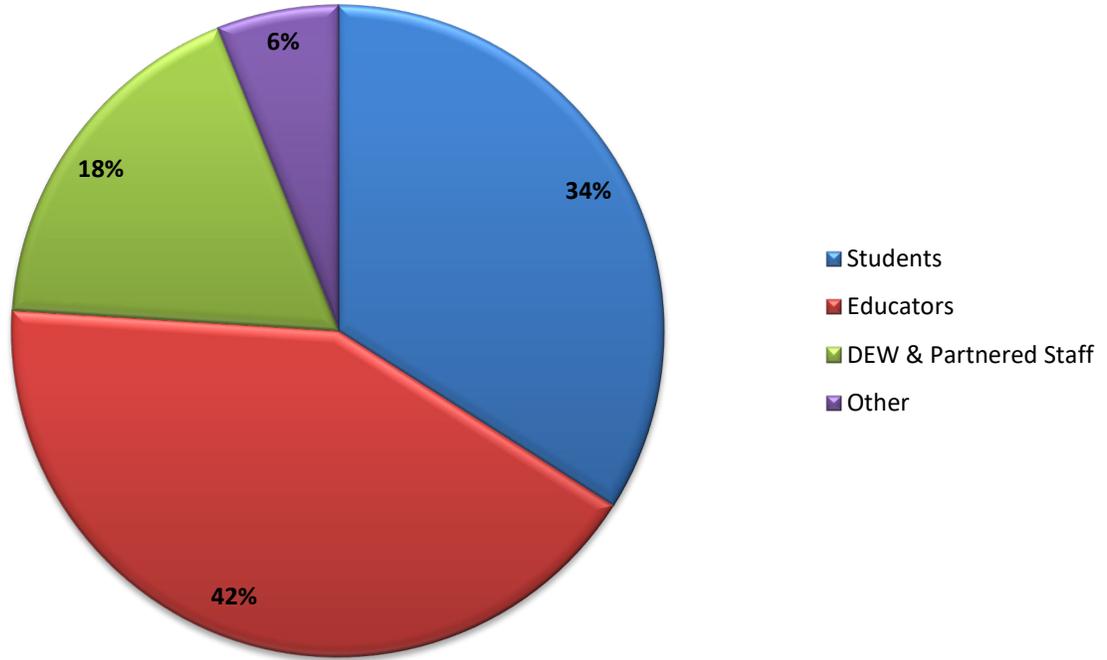
*LMI Training Presentations: [\\prd-hqfs\Shares\LMI\\_Research\Imi\WORKFORCE INFORMATION GRANT\2019-2020 Presentation Excel Sheet.xls](\\prd-hqfs\Shares\LMI_Research\Imi\WORKFORCE INFORMATION GRANT\2019-2020 Presentation Excel Sheet.xls)*



**Presentations**

BID has made a number of LMI presentations during the program year as summarized below.

**2019 Fiscal Year Presentation Group Percentages**



Category	Amount of Presentations
Educators	21
Students	17
DEW & Partnered Staff	9
Other	3



## ***Annual Economic Analysis Report***

The 2020 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 industry employment and wages and also the labor force is incorporated.

- South Carolina's occupational employment and wages and top occupations in demand are highlighted along with 2018-2028 statewide industry and occupational employment projections.
- Projected job openings by job characteristics and job skills is discussed, and a LWDA labor supply and demand analysis is highlighted.
- Initial impacts of the COVID-19 pandemic in GDP and labor market terms are discussed.
- Discussions of the priority populations that face significant challenges to employment are included.
- This report is used by workforce area staff for their own workforce planning and analysis needs. Excerpts of the report are included in one of BID's monthly newsletter issues *Labor Market Trends* to highlight the report to workforce subscribers and make the full report available through an embedded web link.

*2020 South Carolina Economic Analysis Report:*

[http://lmi.dew.sc.gov/lmi%20site/Documents/Economic\\_Publications/South\\_Carolina\\_2020\\_Economic\\_Analysis.pdf](http://lmi.dew.sc.gov/lmi%20site/Documents/Economic_Publications/South_Carolina_2020_Economic_Analysis.pdf)

## **Encouraged Reports and Projects**

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### ***Additional Economic and Workforce Reports***

BID completed several additional economic and workforce products during the program year. These reports are used by workforce area staff for their own workforce planning and analysis needs.

- **Private-Sector Employment by Firm Size** The presentation examines private-sector employment in terms of firm size along with the percent breakdown by category for the fourth quarter of 2017 (the latest available in the dataset) for several geographies, including metropolitan/micropolitan, workforce development area (WDA), county and statewide. <http://lmi.dew.sc.gov/lmi%20site/Documents/Employment-by-Firm-Size.pdf>
- **Where Is the Employer Demand for Workers in South Carolina?** An Analysis of The Conference Board's Help Wanted Online® Job Postings, September 2018-August 2019. [http://lmi.dew.sc.gov/lmi%20site/Documents/Employer\\_Demand.pdf](http://lmi.dew.sc.gov/lmi%20site/Documents/Employer_Demand.pdf)



- **South Carolina Average Hourly Earnings by Industry (December 2007 to December 2019 in Current and Real Dollars)**- This presentation updates an earlier work with the average hourly earnings in South Carolina for several notable industry domains and sectors to show what has been the experience in this state.  
[http://lmi.dew.sc.gov/lmi%20site/Documents/South\\_Carolina\\_Earnings\\_per\\_Hour\\_by\\_Industry\\_2019.pdf](http://lmi.dew.sc.gov/lmi%20site/Documents/South_Carolina_Earnings_per_Hour_by_Industry_2019.pdf)
- **South Carolina Worker and Industry Job Statistics by County, 2018**-Worker and industry employment data from U.S. Census Bureau's Longitudinal-Employer Household Dynamics (LEHD) program are examined.  
[http://lmi.dew.sc.gov/lmi%20site/Documents/Economic\\_Publications/SC\\_Worker\\_and\\_Industry\\_Employment\\_Stats.pdf](http://lmi.dew.sc.gov/lmi%20site/Documents/Economic_Publications/SC_Worker_and_Industry_Employment_Stats.pdf)
- **South Carolina WIOA Region 2016 Commuting Patterns** - This presentation highlights the commuting patterns of the state and the four WIOA regions using the latest available 2016 data from the U.S. Census Bureau's OnTheMap Application and LEHD Program.  
<http://lmi.dew.sc.gov/lmi%20site/Documents/WIOA%20Regions%202016%20CP.pdf>
- **South Carolina WIOA Region 2017 Commuting Patterns** - This presentation highlights the commuting patterns of the state and the four WIOA regions using the latest available 2017 data from the U.S. Census Bureau's OnTheMap Application and Longitudinal-Employer Household Dynamics Origin-Destination Employment Statistics Program.  
<http://lmi.dew.sc.gov/lmi%20site/Documents/WIOA%20Regions%202017%20CP.pdf>
- **What are the Industry Turnover, Hires and Earnings in South Carolina?** - An Analysis of Selected U.S. Census Bureau's Quarterly Workforce Indicators in 2019 (for the variables Stable Employment Turnover, All Hires and Earnings in the Workforce Development Areas (WDA), counties and state .)  
[http://lmi.dew.sc.gov/lmi%20site/Documents/Economic\\_Publications/QWI.pdf](http://lmi.dew.sc.gov/lmi%20site/Documents/Economic_Publications/QWI.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 and are used by workforce area staff for their own workforce planning and analysis needs.
  - 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.
- *Labor Supply verses Demand* by LWDA is a monthly report consisting of job advertisements on the internet and labor force employment.
- *Labor Market Trends* (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\\_042020.pdf](http://lmi.dew.sc.gov/lmi%20site/Documents/HWOL/HWOL_SvD_042020.pdf)
- *Labor Market Trends:*  
[http://lmi.dew.sc.gov/lmi%20site/Documents/Insights/Current\\_Insights.pdf](http://lmi.dew.sc.gov/lmi%20site/Documents/Insights/Current_Insights.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. These products are used by workforce area staff for their own workforce planning and analysis needs.

- [18 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.
- [Life Boat Publications](#) is a Collection of in-demand jobs in the Summer of 2020 with suggested linkages to occupations potentially impacted by COVID-19.
- [Job Journeys](#) serve as career pathways for each career cluster.
  - *18 Fastest Growing Jobs (poster):*  
[\\prd-hqfs\Shares\LMI\\_Research\lmi\WORKFORCE INFORMATION GRANT\2020 Updated Publications\Updated Final Publications\18 fastest growing jobs 2028 poster May 2020.pdf](\\prd-hqfs\Shares\LMI_Research\lmi\WORKFORCE INFORMATION GRANT\2020 Updated Publications\Updated Final Publications\18 fastest growing jobs 2028 poster May 2020.pdf)
  - *The More You Learn, The More You Earn:*  
[\\prd-hqfs\Shares\LMI\\_Research\lmi\WORKFORCE INFORMATION GRANT\2020 Updated Publications\Updated Final Publications\The More You Learn the More You Earn.pdf](\\prd-hqfs\Shares\LMI_Research\lmi\WORKFORCE INFORMATION GRANT\2020 Updated Publications\Updated Final Publications\The More You Learn the More You Earn.pdf)
  - *South Carolina Job Outlook:*  
[\\prd-hqfs\Shares\LMI\\_Research\lmi\WORKFORCE INFORMATION GRANT\2020 Updated Publications\Updated Final Publications\SC Job Outlook 2020 -.pdf](\\prd-hqfs\Shares\LMI_Research\lmi\WORKFORCE INFORMATION GRANT\2020 Updated Publications\Updated Final Publications\SC Job Outlook 2020 -.pdf)
  - *Need A Job in A Hurry?:*  
[\\prd-hqfs\Shares\LMI\\_Research\lmi\WORKFORCE INFORMATION GRANT\2020 Updated Publications\Updated Final Publications\Publication Need a Job in a hurry.pdf](\\prd-hqfs\Shares\LMI_Research\lmi\WORKFORCE INFORMATION GRANT\2020 Updated Publications\Updated Final Publications\Publication Need a Job in a hurry.pdf)
  - *Life Boat Publications:*  
[\\prd-hqfs\Shares\LMI\\_Research\lmi\WORKFORCE INFORMATION GRANT\2020 Updated Publications\Updated Final Publications\Life Boat Publications 2020\Lifeboat Jobs.pdf](\\prd-hqfs\Shares\LMI_Research\lmi\WORKFORCE INFORMATION GRANT\2020 Updated Publications\Updated Final Publications\Life Boat Publications 2020\Lifeboat Jobs.pdf)



## Other Allowable Activities

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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 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.

## Partnerships

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- 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

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- WIG 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.



- Staff provided projections data to the S.C. Department of Education’s SCOIS program, which delivers college and career information to the state’s K-12 students.
  - 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 had numerous customer consultations and data provisions this program year to include the state’s executive staff, state legislature, various state and local government agencies, economic developers, workforce development area staff, chambers of commerce and the S.C. technical college system.
  - BID staff witnessed a healthy increase in data requests this program year from around the workforce system. BID responded to 133 data requests in PY 2019 up from 114 in PY 2018 to include:
    - 1 LMI data report for an education customer,
    - 124 data reports for a variety of policymaking customers,
    - 4 Workforce Profile reports for economic development customers across the state,
    - 1 report for researchers and
    - 3 reports for employers.
- *Data Requests (examples):*
  - W:\backup\PY2019\PY19\_D4\_Customer Consults\Economic Developers\Project Emperor
  - W:\backup\PY2019\PY19\_D4\_Customer Consults\Economic Developers\Project Feather
  - W:\backup\PY2019\PY19\_D4\_Customer Consults\Employers\Greenville Pharma
  - W:\backup\PY2019\PY19\_D4\_Customer Consults\Policy Makers\Be Pro Be Proud

## Recommendations

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BID has no recommendations for improving the use of WIG funding at this time.