



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

South Carolina Workforce Information Grant

Annual Performance Report
Program Year (PY) 2020

South Carolina Department of Employment & Workforce
Labor Market Information (LMI) Division



TABLE OF CONTENTS

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



Introduction

This report describes the activities and accomplishments during Program Year (PY) 2020 (July 2020 to June 2021) as required by the Training and Employment Guidance Letter (TEGL) No. 2-20. 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) Labor Market Information Department 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 2020 as outlined in the TEGL No. 2-20. In addition to maintaining the WIDb and website as well as producing the required economic analysis report, employment projections and LMI training, LMI responded promptly to customer inquiries.

To meet customer needs, LMI 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 Innovation and Opportunity Act (WIOA). We have used findings from customer feedback and direct contact through emails to develop quality products and services.

In PY 2020, we have extended an organizational update with the addition of two staff members. Projections' deliverables are incorporated into the duties for one of our four Workforce Coordinators, who was able to complete them along with LMI customer service WIG tasks. One of 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. Our two new staff additions completed the annual Economic Report as well as numerous other analyses to address customer inquiries. Three WIG staff, including the LMI Director, completed a training class on Applied Data Analytics by Coleridge Institute in cooperation with the State of Illinois LMI Department. Topics included R programming tasks, machine learning lectures and completing and presenting a project analyzing unemployment insurance data from Illinois.

For the majority of PY 2020, the WIG staff transitioned to a virtual work effort. Staff worked at home from March 2020 to April 2021. The pandemic presented unique challenges in accomplishing the TEGL goals, but WIG staff met all deliverables and even extended their outreach efforts during this time.



Deliverables and Requirements

Workforce Information Database (WIDb)

- The South Carolina LMI 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, LMI incorporated InfoGroup’s 2020 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, LMI 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 LMI 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 LMI 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 LMI 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.
- *LMI Data Map*: https://lmi.dew.sc.gov/lmi%20site/documents/lmi_data_map_v10.pdf

Industry and Occupation Employment Projections

- The 2020-2022 short-term statewide industry and occupational employment projections for South Carolina were released in March 2021 per the schedule outlined in TEG 2-20.
- Long-term, substate employment projections for the 2018-2028 period were released just after the conclusion of the program year by July 8, 2021.
- 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, LMI 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 LMI. LMI 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 were 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 LMI 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, 2021, 13 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, 2021
LMI Lite	23
LMI 101	24
LMI 201	13
LMI 101 for Workforce Consultants	18
LMI for Business Consultants	16

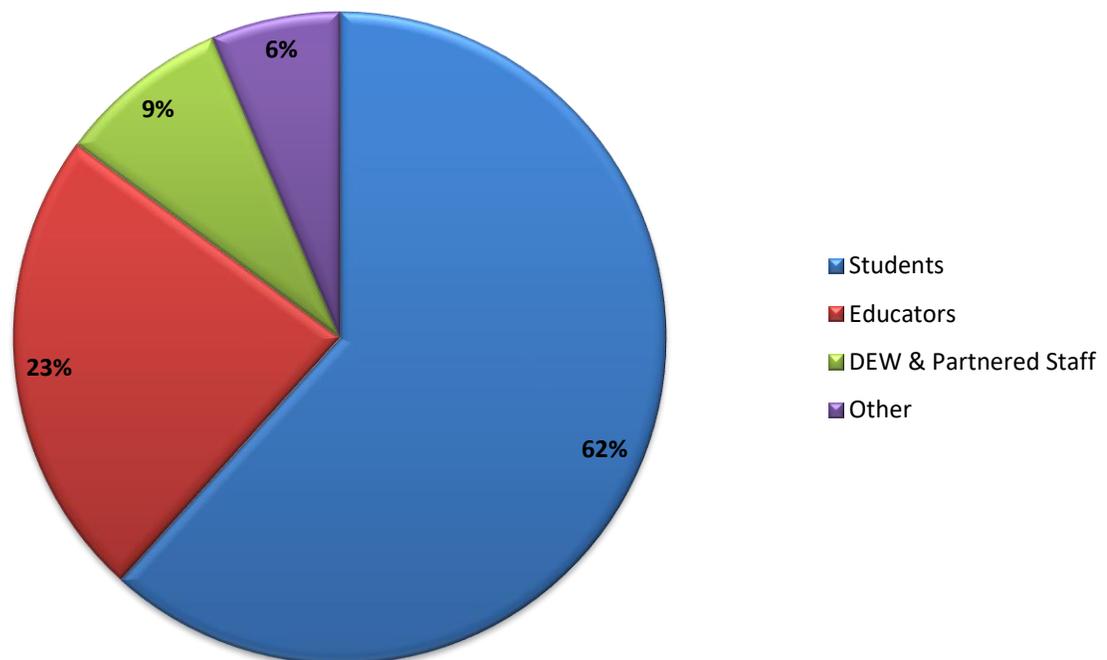


- LMI staff collaborated with Local Workforce Development Areas to administer Labor Market Information trainings for each of the SC Works Center’s Staff and Partners. The face-to-face trainings were held in four areas of the state between June 2020 and June 2021. Due to COVID-19 and the restructuring 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, transitional housing authorities within the state, occupational settings, DEW employees and partner staff, etc. LMI staff has continued to support the workforce and partners during the unprecedented circumstances and continued to provide presentations as requested.

Presentations

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

2020 Fiscal Year Presentation Group Percentages





Category	Number of Presentations
Educators	11
Students	29
DEW & Partner Staff	4
Other	3

Annual Economic Analysis Report

The 2021 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, population data and demographic characteristics. A detailed discussion of the state’s industry employment and labor force is incorporated.

- South Carolina’s occupational employment and wages and top occupations in demand are highlighted.
- Discussions of the priority populations that face significant challenges to employment are included.
- Workforce area occupational employment and wages, top in demand occupations, industry employment projections and occupational employment projections are highlighted.
- COVID-19 impacts on the workforce are discussed throughout the report.
- This report is used by workforce area staff for their own workforce planning and analysis needs.

Encouraged Reports and Projects

Additional Economic and Workforce Report

LMI completed one additional economic and workforce product during the program year. This report is used by workforce area staff for their own workforce planning and analysis needs.

- **Staffing Patterns** This presentation highlights a selection of the staffing patterns of some of state’s key industries in a graphical way with block sizes and color scheme relative to level of employment (2018) for the top occupations.

Hyperlink:

http://lmi.dew.sc.gov/lmi%20site/Documents/Economic_Publications/Staffing_Patterns.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.
 - Have proven useful for the economic development, workforce development, education communities and local/region development area planning.
 - Are easily accessible resource for SCDEW staff, job seekers and students to learn about career opportunities and the economy in their areas.
- *Labor Supply versus Demand* by LWDA is a monthly report consisting of job advertisements on the internet and labor force unemployment.
- *Data Trends* (the LMI's newsletter).

Hyperlinks:

- *Community Profile Reports:*
<https://lmi.dew.sc.gov/lmi%20site/Documents/CommunityProfiles/04000033.pdf>
- *Labor Supply versus Demand:*
http://lmi.dew.sc.gov/lmi%20site/Documents/HWOL/HWOL_SvD_052021.pdf
- *Labor Market Trends:*
http://lmi.dew.sc.gov/lmi%20site/Documents/Insights/Current_Insights112020.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.

- DEW Mini Minutes include state level month by month industry, programs of study and occupations in greatest demand.
- 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 affects 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.
- Career Pathways serve as career pathways for each career cluster.

Other Allowable Activities

The South Carolina LMI conducted numerous analyses on behalf of 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 LMI "Fun Fact" for agency's monthly newsletter.
- Provided extensive data and analysis for agency Executive Director's Lifeboat Jobs initiative.
- *Priority Populations* was a list of targeted populations from WIOA. LMI updated the statistics relevant to each of the populations within the annual economic report.

Partnerships

- LMI Staff cultivated new partnerships during this program year, one including the Columbia Housing Authority. Due to this year's recent economic downturn, the Columbia Housing Authority saw fit to equip their residents with labor market information that would aid in discovering new career opportunities and pathways to those that were adversely affected by the pandemic.
- LMI Staff established its presence within the private sector with local industry leaders and small business owners this program year. Providing an understanding of how labor market information can be used to assist small business owners with daily decision making practices was the goal of this partnership. Partnerships including, but not limited to, local non-profit organizations, statewide small business assistance agencies, local trade educational programs, etc.
- LMI 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 LMI's name out in the public to reinforce our services or expose what we do for educators and employers.

Customer Consultation

- Staff has 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 LMI. Customers asked for speakers and/or trainers at conferences and meetings. LMI 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.
- LMI 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, media, chambers of commerce and the S.C. technical college system.
- LMI staff witnessed an increase in data requests this program year from around the workforce system. LMI responded to 175 data requests in PY 2020 up from 133 data requests in PY 2019 and 114 in PY 2018 to include:
 - 159 data reports for a variety of policymaking customers and
 - 16 Workforce Profile reports for economic development customers across the state.

Recommendations

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