



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

SOUTH CAROLINA WORKFORCE INFORMATION GRANT

***ANNUAL PERFORMANCE REPORT
PROGRAM YEAR (PY) 2021***

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



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INTRODUCTION

This report describes the activities and accomplishments during Program Year (PY) 2021 (July 2021 to June 2022) as required by the Training and Employment Guidance Letter (TEGL) No. 1-21. 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 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 2021 as outlined in the TEGL No. 1-21. 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 phone calls and emails to develop quality products and services.

In PY 2021, LMI has extended an organizational update with the addition of a new LMI Director, two staff members and a summer intern. One of the former Coordinators manages the Workforce Information unit. Projections deliverables are incorporated into the duties of the Workforce Manager at present, who was able to complete them along with WIG management tasks. A new Workforce Outreach 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. One of our new staff additions completed the annual Economic Report along with our summer intern as a part of her duties.

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 had incorporated Data Axle Employer Database as an online tool 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.
- Update of Occupational licensing data was made this program year and sent to the Analyst Resource Center (ARC).
- 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.

Labor Market Information Department Website: SCworkforceinfo.com

- To keep the site as current as possible, we used the Bureau of Labor Statistics (BLS) calendar of updates, and staff 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 the 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*
- To better serve LMI customers, the Department initiated a major website upgrade with the current vendor, expected to be completed in PY 2022. The goal is to improve access to LMI data, provide visualizations with Tableau dashboards, and provide a footprint for expanded publications due to increase in staffing capacity.

Industry and Occupation Employment Projections

- The 2021-2023 short-term statewide industry and occupational employment projections for South Carolina were released in March 2022 per the schedule outlined in TEG 1-21.
- Long-term, statewide employment projections for the 2020-2030 period were released just after the conclusion of the program year by July 8, 2022.
- 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, LMI staff had previously 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.
- 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, 2022, 141 course offerings had been made at all of the levels of LMI training. Attendees are broken out by level in the table below.

Levels	As of June 30th, 2022
LMI Lite	113
LMI 101	12
LMI 201	2
LMI 101 for Workforce Consultants	1
LMI for Business Consultants	13

- LMI staff collaborated with Local Workforce Development Areas to administer Labor Market Information trainings as requested by local workforce staff and boards. In PY 2021, LMI made presentations to the WorkLink Workforce Development Area staff and Workforce Development Board. LMI staff has continued to support the workforce and partners during the unprecedented circumstances and continued to provide information as requested. In PY 2022, our new outreach staffer will be evaluating these offerings to better meet the needs of South Carolina's workforce ecosystem.

Annual Economic Analysis Report

The 2022 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, foreign trade and personal consumption, industry employment and wages, population data and demographic characteristics. A discussion of the state's labor force and unemployment rate is incorporated.

In addition, the report covers these topics:

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

2022 South Carolina Economic Analysis Report:

http://lmi.dew.sc.gov/lmi%20site/Documents/Economic_Publications/2022_Economic_Analysis_Report.pdf

ENCOURAGED REPORTS AND PROJECTS

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). The Trends publication was overhauled in PY 21 to incorporate all CES and LAUS data produced each month plus a monthly featured article.

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_062022.pdf

Data Trends:

http://lmi.dew.sc.gov/lmi%20site/Documents/Insights/Current_Insights112021.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.

- *The More You Learn, The More You Earn* one-page flyer shows our audience how education affects their earning power.
- *SC Works Center Half-Page Jobseeker Fliers* include information useful to jobseekers such as: How Much Should I Be Paid?, How To Pick A Good Career, Hot Jobs, Declining Jobs, Skills Employers Want, Do I need training?, Jobs With the Most Online Advertisements in SC, and What does a _____ do?
- *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.
- *Job Journeys* highlight jobs by educational level required for entry, showing average wage and 10-year growth in eight industry groups.
- *Hot Jobs* highlight jobs by workforce area and statewide that have above average wages and growth for the state by educational level required for entry.

The More You Learn The More You Learn:

https://lmi.dew.sc.gov/lmi%20site/Documents/Economic_Publications/2021-12-7-More-U-Learn-More-U-Earn.pdf

SC Works Center Half-Page Jobseeker Fliers

<https://lmi.dew.sc.gov/lmi%20site/Documents/SCWorksCenterHalfPage.pdf>

Hot Jobs:

<https://lmi.dew.sc.gov/lmi%20site/HotJobs.html>

Job Journeys:

<https://lmi.dew.sc.gov/lmi%20site/documents/JJBAL.pdf>

OTHER ALLOWABLE ACTIVITIES

The South Carolina LMI conducted numerous analyses for a variety of customers over the program year. These activities include:

- Provided labor supply-demand gap analysis for Agency Director Cybersecurity presentation.
- Provided labor market information for Agency Director Southern States Energy Board presentation.
- Provided urban-rural labor market analysis for senior management.
- Provided labor market information for county grant applications.
- *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 Rural Water Association. Due to this year's recent economic downturn, the Rural Water Association members saw severe labor recruitment difficulties, adversely affected by the pandemic. LMI met with staff and provided relevant LMI data.
- LMI Staff met with the S.C. Forestry Association to discuss labor market topics for its members and the Department's participation in its upcoming conference in PY 2022.
- With the hiring of a dedicated Outreach Coordinator, LMI is rededicated to providing informational support to the educational community and has set a number of meetings for PY 2022.
- The LMI Director has initiated a number of contacts with South Carolina government to better share data and analytical opportunities for agencies in support of data-driven policy decisions.
- The LMI Director is participating in the South Carolina Labor Force Participation Task Force with other agencies, researchers and consultants to study the improvement the state's participation rate.

A sampling of customers served during the program year include:

- Governor's Office
- General Assembly members
- DEW Executive Director
- Department of Corrections
- Rural Water Association
- S.C. Chamber of Commerce
- Business and Education Summit
- SCOIS-Educational Software for Students
- WorkLink Workforce Development Area and Board
- Upper Savannah Workforce Development Area
- Greenville Area Development Corporation (GADC)
- Greenville County Chamber of Commerce
- Pee Dee Workforce Development Area
- Lower Savannah Workforce Development Area
- Clemson University

CUSTOMER CONSULTATION

- Staff provided projections data to the S.C. Department of Education's S.C. Occupational Information System program, which delivers college and career information to the state's K-12 students.
- LMI collaborated with the Midlands Business and Education Alliance (MEBA) throughout the 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.
- Staff supported the S.C. Trucking Association's Be Pro Be Proud recruitment effort with update LMI data.
- DEW responded to numerous media inquiries where LMI data helped clarify issues raised in interviews. The new LMI Director spoke with WBTW-TV, WIS-TV, Carolina News and Reporter, and Fox Carolina, among other outlets, in the second half of PY 2021. LMI has also developed additional press releases to better inform local media about data produced by DEW staff and federal authorities.
- LMI staff witnessed a decrease 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. PY 2021 103 requests include:
 - 91 data reports for a variety of policymaking customers
 - 1 researcher data request and
 - 11 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.