



South Carolina Workforce Information Grant

Annual Performance Report
Program Year (PY) 2022

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) 2022 (July 2022 to June 2023) as required by the Training and Employment Guidance Letter (TEGL) No. 1-22. 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 services. 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 Division (LMI) 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 2022 as outlined in the TEGL No. 1-22. 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 regional economic overview reports for each workforce development area (WDA) and Workforce Innovation and Opportunity Act (WIOA) regions and statewide. We have used findings from customer feedback and direct contact through phone calls and emails to develop quality products and services.

In PY 2022, LMI underwent an organizational update with the addition of three new analysts, a data visualization specialist, a full-time database administrator to manage the WID and a summer intern. The four analysts have been assigned to one of the four WIOA regions to better provide customer service and interaction. Projections-based deliverables are incorporated into the duties of two of the regional analysts. The workforce outreach coordinator is the primary person involved in training agency and allied partner staff on LMI data. She also presents this data to the education community and provides customer service to numerous stakeholders. The entire team collaborated to complete the Economic and Annual Performance Report deliverables.



Deliverables and Requirements

Workforce Information Database (WIDb)

- The South Carolina LMI maintained a 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 Data Axle Employer Database as an online tool to assist in improving employer engagement.
- Beyond the 12 core tables, LMI maintained 28 additional data tables to support new products that satisfy customer needs.
- The WIDb supports a wide variety of workforce system data needs for planning and analysis, whether being used directly by WIG analysts or by customers via the LMI website.

Labor Market Information Division Website: SCworkforceinfo.com

- To better serve customers, LMI initiated a major website upgrade with the current vendor, completed in PY 2022. The goal was to improve the customer interface and access to LMI data, provide visualizations with Tableau dashboards, and provide a footprint for expanded publications due to an increase in staffing capacity.
- 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 on the website. The tool provides step-by-step instructions to retrieve the information.
- In addition, LMI created 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://jobs.scworks.org/admin/gsipub/htmlarea/uploads/LMI/LMI%20Data%20Map%20August%202023.pdf>
- The Department added Regional Economic Overview Reports for the state, WDAs and WIOA regions.

Industry and Occupation Employment Projections



- The 2022-2024 short-term statewide industry and occupational employment projections for South Carolina were released in March 2023 per the schedule outlined in TEG 1-22.
- Long-term, WDA-level (substate) employment projections for the 2020-2030 period were released by July 7, 2023.
- 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 Human Resources Division which included a section about LMI. LMI staff wrote the script and served as primary reviewers for that section.
- LMI training was developed for data users within the agency based on their position and use of LMI data. 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 their intended audiences were:
 1. LMI Lite: Broad overview of LMI for anyone unfamiliar with labor market information
 2. LMI 101: LMI data for anyone who needs to know what LMI is or what data it has; for anyone who might need to regularly use LMI data 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 training for managers, includes tools for Workforce Consultants, Business Consultants and veterans
- With help from the Human Resources Division, agency staff were requested via email to take the level of training pertinent to their current position in the agency. As of June 30, 2023, 221 course offerings had been completed across all levels of LMI training. Attendees are broken out by level in the table below.



Levels	As of June 30, 2022
LMI Lite	219
LMI 101	1
LMI 201	0
LMI 101 for Workforce Consultants	0
LMI 101 for Business Consultants	1

- LMI staff has continued to support the workforce development boards and partners, providing information as requested.

Annual Economic Analysis Report

The 2023 South Carolina Economic Analysis Report illuminates multiple aspects of the state’s economy, including an overview of Gross Domestic Product (GDP), foreign trade, industry employment and wages, population data, and demographic characteristics. A discussion of the state’s labor force and unemployment rate is incorporated.

- South Carolina’s top in-demand occupations and occupational employment and wages are highlighted.
- An analysis of the state’s labor supply and demand, with emerging industries and occupations is given, as is an examination of state educational outcomes through the U.S. Census Bureau’s Post-Secondary Employment Outcomes (PSEO) data.
- Discussions of the priority populations that face significant challenges to employment are included.
- The report includes workforce development area occupational employment, wages, and projections, as well as top in-demand occupations and industry employment projections.
- This report is used by workforce area staff for their own workforce planning and analysis needs.

Hyperlink:

- *Economic Analysis Reports:*

<https://jobs.scworks.org/vosnet/qsipub/documentView.aspx?enc=Iz0jCzMUpCUnMYnjm428/Q==>



Encouraged Reports and Projects

Monthly Reports

- *Community Profiles*
 - *Notable attributes:*
 - Contain a variety of economic, demographic, industry, occupation, and educational data for the state and by county, local workforce development area, WIOA region, and metropolitan statistical area
 - Produced online through the WIDb so they always contain the latest available information and can be used by workforce area staff for their own workforce planning and analysis needs
 - Have proven useful for economic development, workforce development, education communities, and local/regional development area planning
 - Are an easily accessible resource for SCDEW staff, job seekers, and students to learn about career opportunities and the economy in their areas
 - Feature Tableau dashboards of Local Area Unemployment Statistics (LAUS), Current Employment Survey (CES) data, S.C. Job Openings and Labor Turnover Survey (JOLTS) data, unemployment claims, and unemployment trust fund balance data
- *Labor Supply versus Demand*, a monthly report on internet job advertisements and unemployment within local workforce regions
- *South Carolina Data Trends*, LMI's monthly newsletter with analysis of key workforce statistics

Hyperlinks:

- *Community Profiles:*
<http://lmi.dew.sc.gov/lmi%20site/>
- *Labor Supply versus Demand:*
https://jobs.scworks.org/admin/qsipub/htmlarea/uploads/LMI/SupplyvsDemand/HWOL_SvD_042023.pdf
- *Data Trends:*
[https://dew.sc.gov/sites/dew/files/Documents/Data%20Trends%20March%202023%20Issue_Single%20Pages%20\(1\).pdf](https://dew.sc.gov/sites/dew/files/Documents/Data%20Trends%20March%202023%20Issue_Single%20Pages%20(1).pdf)

Quarterly Products

- S.C., WDA, and WIOA regional Economic Overview reports contain a variety of economic and workforce data for each area.
- Tableau dashboard of Quarterly Census of Employment and Wage data.



Hyperlink:

- *Regional Economic Overview Reports:*

<https://jobs.scworks.org/vosnet/gsipub/documentView.aspx?enc=Elfu8rur0728Cdch2Lk2UA==>

Annual Products

Each program year, the division updates several of its most popular brochures and fliers. These products are useful to educators, jobseekers, and workforce and economic developers. These products are used by workforce area staff for their planning and analysis needs.

- *The More You Learn, The More You Earn*, a one-page flier showing how education affects their earning power.
- *SC Works Center Half-Page Jobseeker Fliers*, which include information on wages, job skills and training, job functions by title and other items useful to jobseekers.
- *Need a Job in a Hurry?*, a handout showcasing jobs that require up to two years of training, along with their average hourly wage in South Carolina. It is intended for customers who need to change jobs with minimal retraining.
- *Job Journeys*, a series of handouts that highlight jobs by the educational level required for entry, showing the average wage and 10-year growth in eight industry groups.
- *Hot Jobs*, another series of handouts that highlight jobs statewide and by workforce area that have above average wages and growth for the state..
- Tableau dashboards that show the occupational employment and wage statistics as well as short- and long-term employment projections.

Hyperlinks:

- *The More You Learn The More You Learn:*
<https://jobs.scworks.org/admin/gsipub/htmlarea/uploads/LMI/Job%20Seeker%20Publications/More%20U%20Learn-More%20U%20Earn.pdf>
- SC Works Center Half-Page Jobseeker Fliers
<https://lmi.dew.sc.gov/lmi%20site/Documents/SCWorksCenterHalfPage.pdf>
- *Job Journeys:*
<https://jobs.scworks.org/vosnet/gsipub/documentView.aspx?enc=R56wJ/C1F95phbOGfqGDAw==>
- *Hot Jobs:*
<https://lmi.dew.sc.gov/lmi%20site/HotJobs.html>



Other Allowable Activities

The South Carolina LMI conducted numerous analyses or related activities for a variety of customers over the program year. A description of each is below:

- Provided labor supply-demand gap analysis for the Agency Director’s Cybersecurity presentation.
- Provided supply-demand gap analysis and narrative in a broader report for the Governor’s Electric Vehicle Executive Order.
- Provided LMI and staff for an agency initiative of Rural Road Trips across the state to boost rural employment.
- Participated in the state’s Workforce Symposium, given by the S.C. Department of Commerce during Workforce Development Month in September 2022. Also produced weekly LMI webinars during the month to a statewide audience and continued them monthly until the spring of 2023. These webinars covered a number of Tableau dashboards and other products that the WIG produced during the program year.
- 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 a new partnership with the state’s Society for Human Resource Managers (SHRM) Council, providing presentations throughout the state during the program year.
- LMI Staff met with the S.C. Forestry Association to discuss labor market topics for its members and gave a presentation at the Association’s annual conference in July 2022.
- With the hiring of a dedicated Outreach Coordinator, LMI is rededicated to providing informational support to the educational community and has made several presentations in PY 2022.
- LMI initiated the Palmetto Business Barometer Survey with the S.C. Chamber of Commerce in PY 2022 to gauge business conditions across the state.
- 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 Governor’s Labor Force Participation Task Force with other agencies, researchers, and consultants to recommend means of improving 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
- Forestry Association of South Carolina
- S.C. Chamber of Commerce
- Business and Education Summit
- SCOIS-Educational Software for Students
- Upper Savannah Workforce Development Area
- Greenville Area Development Corporation (GADC)
- Greenville County Chamber of Commerce
- Pee Dee Workforce Development Area
- South Carolina Association of Community Action Partnerships (SCACAP)
- Coastal Organization of Human Resources
- Midlands Education and Business Alliance (MEBA)
- South Carolina Manufacturers Alliance
- Goodwill Industries
- Richland County School District Two

Customer Consultation

- LMI 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.
- LMI collaborated with the Midlands Education and Business 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 updated wage data.
- DEW responded to numerous media inquiries where LMI data helped clarify issues raised in interviews.
- LMI staff witnessed an increase in data requests, products and presentations this program year (207) from around the workforce system. These include:
 - 122 data reports for a variety of policymaking customers
 - 3 educator reports
 - 1 employer report



- 54 presentations
- 24 new products in the form of Trends articles, Tableau dashboards or other reports
- 2 researcher data requests and
- 1 Workforce Profile report for an economic development customer in the state.

Recommendations

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