



South Carolina Workforce Information Grant

Annual Performance Report
Program Year (PY) 2023

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



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Introduction

This report describes the activities and accomplishments during Program Year (PY) 2023 (July 2023 to June 2024) as required by the Training and Employment Guidance Letter (TEGL) No. 20-22, Change 1. 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 2023 as outlined in the TEGL No. 20-22, Change 1. 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 statewide and for the workforce development area (WDA) and Workforce Innovation and Opportunity Act (WIOA) regions. We have used findings from customer feedback and direct contact through phone calls and emails to develop quality products and services.

In PY 2023, 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. A database administrator handles WIDb activities. A data visualization analyst develops and maintains website dashboards. The entire team collaborated to complete the Economic and Annual Performance Report deliverables.

South Carolina passed major workforce legislation in May 2023, "The Statewide Education and Workforce Development Act," (Act 67), which aims to eliminate duplication, improve efficiencies, and achieve a more coordinated effort in our workforce and education pipeline. The legislation is designed to maximize the opportunity for citizens by meeting the immediate and future needs of specialized industry workforce demands of South Carolina businesses. The law extends membership in the Coordinating Council of Workforce Development (CCWD),



which are agencies involved in workforce development, for that purpose. The LMI Division produces key deliverables for the new law and WIG staff collaborate with other LMI staff assigned to support CCWD initiatives as needed. Act 67's initiatives and subsequent collaborations have raised the profile of labor market information in the state as additional analytical capacity is now housed at DEW.

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.
- LMI maintained the required core data tables to support customer needs.
- Occupational licensing data was updated and submitted to the ARC by June 30, 2024.
- 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 2023. 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* provides a navigation tool to assist users in finding their data on the website. The tool includes 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/qsipub/htmlarea/uploads/LMI/LMI%20Data%20Map%20August%202023.pdf>



- The Department added Regional Economic Overview Reports for the state, WDAs, and WIOA regions:
<https://jobs.scworks.org/vosnet/gsipub/documentView.aspx?enc=Elfu8rur0728Cdch2Lk2UA==>
- Vendor Geographic Solutions makes advertised job posting data available on the website. It is frequently updated and can be arranged by occupation and area, as well as other criteria:
<https://jobs.scworks.org/vosnet/gsipub/documentView.aspx?enc=b/m7r94XaQWQWYkwXpBrpw==>

Industry and Occupation Employment Projections

- The 2023-2025 short-term statewide industry and occupational employment projections for South Carolina were released in March 2024 per the schedule outlined in TEGL 20-22, Change 1.
- Long-term, state-level employment projections for the 2022-2032 period were released by July 8, 2024, on Projections Central, a website of the Projections Managing Partnership (PMP), and DEW's LMI website.
- The 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 PowerPoint 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, 2024, 161 course offerings had been completed across all levels of LMI training. Attendees are broken out by level in the table below.

Levels	Program Year 2023
LMI Lite	157
LMI 101	1
LMI 201	1
LMI 101 for Workforce Consultants	1
LMI 101 for Business Consultants	1

- LMI staff have continued to support the workforce development boards and partners, providing information as requested.
- WIG staff trained regional Act 67 staff in utilizing the LMI website in obtaining needed information during monthly collaboration meetings in order to better support their education and business customers.

Annual Economic Analysis Report

The 2024 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 occupational job openings and occupational employment and wages are highlighted.
- An analysis of the state’s labor supply and demand as well as priority occupations as determined by the CCWD is discussed.
- Discussions of the priority populations that face significant challenges to employment are included.
- The report includes workforce development area occupational employment and wages as well as top occupational job openings and an industry employment breakdown.



- 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
 - Are undergoing a platform upgrade for better accessibility for customers
 - 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
 - *South Carolina Data Trends*, LMI's monthly newsletter with analysis of key workforce statistics

Hyperlinks:

- *Community Profiles:*

<http://lmi.dew.sc.gov/lmi%20site/>

- *Data Trends:*

<https://dew.sc.gov/labor-market-information/data-trends-issues>



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. This data series is also available through website’s analyzer function.

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.

- *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. In PY 2023, LMI initiated an update of these products that will be completed in PY 2024.
- *Hot Jobs*, another series of handouts that highlight jobs statewide and by workforce area that have above average wages and growth for the state. In PY 2023, LMI initiated an update of these products that will be completed in PY 2024. These have been renamed Priority Occupations and will have slightly different criteria than previous Hot Jobs had.
- Tableau dashboards that show the occupational employment and wage statistics as well as short- and long-term employment projections.

Hyperlinks:

- *Employment Projections Dashboards:*

<https://jobs.scworks.org/vosnet/gsipub/documentView.aspx?enc=dkWWWhuNMRB0M5qsThQ5eAA==>

- *Priority Occupations (select Priority Occupations from the expandable tabs):*

<https://dew.sc.gov/CCWD>

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 several examples is given 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 PowerSC Executive Order related to the state’s power industries.
- 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 2023. WIG analysts gave a presentation, covering the workforce of their regional areas.
- Provided labor market information for county grant applications.
- *Priority Populations* was a list of targeted populations from the State Workforce Development Board. LMI updated the statistics relevant to each of the populations within the annual economic report.

Partnerships

- LMI staff participated in several meetings of the South Carolina Manufacturing Extension Partnership (SCMEP) as a member of the CCWD to provide support for their mission.
- LMI staff have participated in industry showcases and other activities for the Midlands Education and Business Alliance (MEBA) non-profit organization, dedicated to strengthening the connections between students and the business community.
- LMI staff spoke at the annual Workforce Symposium, sponsored by the S.C. Department of Commerce, to the business and workforce community in September 2023 on the topic of WIOA Regions and Resources.
- With the dedicated Outreach Coordinator, LMI provides informational support to the educational community and has made numerous presentations in PY 2023 to students, career specialists and counselors across the state.
- LMI initiated the Palmetto Business Barometer Survey with the S.C. Chamber of Commerce in PY 2022 to gauge business conditions across the state and continues to update the resulting dashboard.
- LMI staff participate in monthly WIOA Regional Collaboration Meetings, which includes Regional Workforce Advisors (RWA), who help connect the educational and business communities as well as Rural Initiatives representatives.
- LMI staff authored the LMI portion of the State WIOA Unified Plan in ongoing collaboration with the Workforce and Economic Development Division of DEW, businesses, job seekers and others.
- LMI staff assisted Regional Educational staff involved in developing annual Comprehensive Local Needs Assessment (CLNA) planning documents with pertinent LMI data.



Customer Consultation

- LMI provided projections data to the S.C. Department of Education's South Carolina Occupational Information System (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.
- DEW responded to numerous media inquiries where LMI data helped clarify issues raised in interviews.
- LMI witnessed an increase in data requests, products, and presentations this program year (397) from workforce and business stakeholders. WIG staff provided:
 - 254 data reports for LMI data from workforce, education, government, or business stakeholders
 - 67 presentations of LMI information at vendor/exhibitor events, school career fairs or related functions, workforce, or business stakeholder meetings
 - 53 new products in the form of Trends articles, Tableau dashboard updates, or reports
 - 23 blog posts to the DEW website

A sampling of customers the LMI staff served during the program year include:

- Governor's Office
- General Assembly members
- S.C. Department of Corrections
- South Carolina Restaurant and Lodging Association (SCRLA)
- S.C. Chamber of Commerce
- South Carolina Occupational Information System (SCOIS)-Educational Software for Students
- Sustain SC
- Partnership Grand Strand
- Berkeley-Charleston-Dorchester Council of Government
- Pee Dee Council of Government
- Waccamaw Workforce Development Area
- Southern Carolina Regional Development Alliance
- South Carolina Workers' Compensation Education Association (SCWCEA)
- Midlands Education and Business Alliance (MEBA)



- South Carolina Manufacturers Alliance
- South Carolina Manufacturing Extension Partnership (SCMEP)
- Upper Savannah Workforce Development Area
- South Carolina Area Health Education Consortium (AHEC)
- Richland County School District One

Recommendations

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