New Year, New Career: Workforce Data for Policy Change

Adult Education Mid-Year Training
Dr. Bryan Grady, Assistant Executive Director for Labor Market Information
Greenville, SC – February 7, 2025

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SOUTH CAROLINA DEPARTMENT OF
Employment and Workforce

What Does the Labor Market Information Division Do?

- LMI co-produces several data programs funded by the U.S. Department of Labor:
    - Local Area Unemployment Statistics
    - Current Employment Statistics
    - Quarterly Census of Employment and Wages
    - Occupational Employment and Wage Statistics
    - State and local industry and occupation projections

- Other responsibilities include writing annual reports and assisting the public in accessing and providing context for our data. Our public inbox is lmicustomerservice@dew.sc.gov.

- Thanks to Act 67 of 2023, we now have an analytics unit to support the activities of the Coordinating Council for Workforce Development.

- All material produced by the LMI Division is publicly available on our websites at https://scworkforceinfo.com (updates coming soon!) or https://dew.sc.gov.

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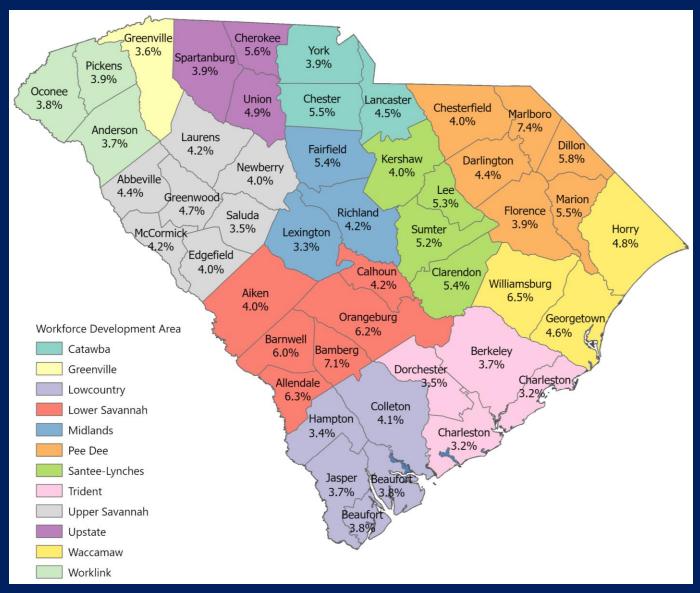# South Carolina WIOA Planning Regions

Employment and Unemployment

- In December, South Carolina had a seasonally adjusted unemployment rate of 4.7 percent, compared with the national rate of 4.1 percent.

- While this represents a substantial increase from last year, this figure is still extremely low by historical standards. Also, SC employers report annual payroll growth of 2.8 percent, tied for most in the country.

- The labor force is still growing at a healthy rate, but it took people a little longer to find work in 2024. Local SC Works staff are here to help.

Source: DEW/US Bureau of Labor Statistics

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Unemployment Rate by County, December 2024

Source: DEW/US Bureau of Labor Statistics (not seasonally adjusted)

Economic Facts and Figures

- In Q2 2024, personal income grew 6.9 percent year-over-year, the largest increase of any state in the country.

- South Carolina was the fourth fastest-growing state during the year ending July 1, 2024, adding 91,001 people (1.7 percent) in that time.

- There were 152,000 job openings statewide in November, ranking sixth among states as a percentage of total employment.

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Job Postings by Occupation

SOC	Occupation	Ads	
29-1141.00	Registered Nurses	5,875	
41-1011.00	First-Line Supervisors of Retail Sales Workers	5,136	
41-2031.00	Retail Salespersons	4,763	
35-1012.00	First-Line Supervisors of Food Preparation and Serving Workers	3,281	
11-9111.00	Medical and Health Services Managers	3,035	
49-9071.00	Maintenance and Repair Workers, General	2,618	
35-3023.00	Fast Food and Counter Workers	2,420	
41-3091.00	Sales Representatives of Services, Except Advertising, Insurance, Financial Services, and Travel	2,139	
53-7065.00	Stockers and Order Fillers	1,919	
53-3032.00	Heavy and Tractor-Trailer Truck Drivers	1,912	

There were 129,200 active postings in the JobsEQ database as of Monday 1/6.

Job Postings by Location

Location	Ads	
Charleston-North Charleston, SC MSA*	27,699	
Greenville-Anderson-Greer, SC MSA*	25,907	
Columbia, SC MSA*	23,371	
Spartanburg, SC MSA*	10,053	
Charlotte-Concord-Gastonia, NC-SC MSA*	9,607	
Myrtle Beach-Conway-North Myrtle Beach, SC MSA*	7,320	
Florence, SC MSA*	5,677	
Hilton Head Island-Bluffton-Port Royal, SC MSA*	5,326	
Augusta-Richmond County, GA-SC MSA*	4,597	
Sumter, SC MSA*	2,315	

Top three employers: State government, AutoZone, Prisma Health

Coordinating Council for Workforce Development

SOUTH CAROLINA'S

STRATEGIC PLAN FOR EDUCATION
AND WORKFORCE DEVELOPMENT

Plan and Metrics

Vision   Achieve and sustain South Carolina's workforce potential.

Mission   Through collaboration and coordination, align and enhance South Carolina's education and workforce system so that is readily accessible, highly effective, and easily understandable.

Awareness   **Skills**   **Obstacles**

Summary of Metrics

Awareness

Services

1. Percentage of employers aware of the resources on the state's central education and workforce portal and percentage of employers who would recommend fellow employers use the portal

Occupations

Percentage of households aware of the opportunities in top career clusters in the state and percentage of households with a favorable opinion about working in one or more of those clusters.

Obstacles

Childcare

8. Early Care & Education (ECE) capacity* for children (under the age of 5) from birth to kindergarten, in licensed childcare and public Pre-K and a number of childcare facilities, including at home, in S.C.

Transportation

9. Number of vanpool transportation options across the state, with a certain percent of ridership being work related.

Skills

Secondary Education

3. Percent of public high school students qualifying as college and/or career ready, which includes work-based learning.

4. Percent of individuals who during the second quarter after receiving a high school diploma are in one of the following:
a) Full-time employment;
b) Higher education, or
c) Year of service.
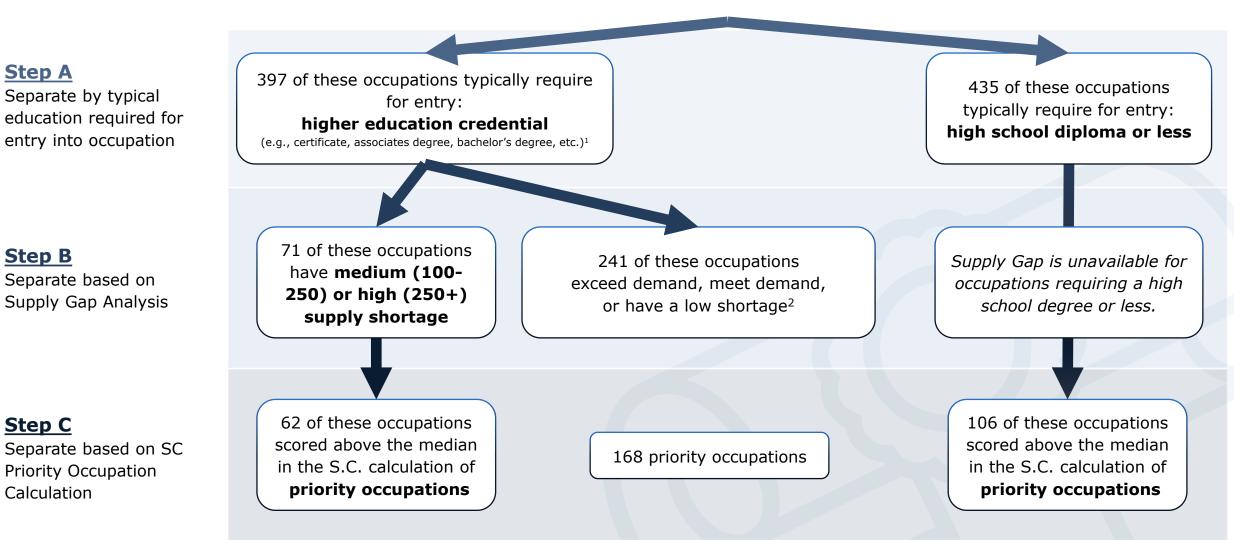
Skills

Higher Education and Service

5. Percent of higher education credentials issued in S.C. that are a **high value credential** as defined by the CCWD.

6. Percent of individuals in higher education completing a curricular or co-curricular internship, externship, volunteer/service-learning experience, co-op, apprenticeship, or applied research.

7. Percent of individuals who during the second quarter after receiving in S.C. their last consecutive high value credential, as defined by CCWD, or completing a year of service in S.C., are in full-time employment.

800+ occupations in South Carolina
Where does the state focus?

Step A
Separate by typical education required for entry into occupation

397 of these occupations typically require for entry:
higher education credential
(e.g., certificate, associates degree, bachelor's degree, etc.)[1]

435 of these occupations typically require for entry:
high school diploma or less

Step B
Separate based on Supply Gap Analysis

71 of these occupations have **medium (100-250) or high (250+) supply shortage**

241 of these occupations exceed demand, meet demand, or have a low shortage[2]

Supply Gap is unavailable for occupations requiring a high school degree or less.

Step C
Separate based on SC Priority Occupation Calculation

62 of these occupations scored above the median in the S.C. calculation of **priority occupations**

168 priority occupations

106 of these occupations scored above the median in the S.C. calculation of **priority occupations**

[1] Supply Gap Analysis includes 312 occupations. The other 85 were either (a) collapsed together, such as postsecondary teacher history and postsecondary teacher English were collapsed into postsecondary teacher; or (b) dropped because they required 5+ years experience, etc. [2] 50 meet or exceed demand; 190 have shortage of less than 100

Priority Occupations

Number of Priority Occupations

(by career cluster and education typically required to enter the occupation)

Career Cluster	Occupation typically requires the following for entry:	
	High School diploma or less	Post-secondary Credential
Agriculture, Food & Natural Resources	2	0
Architecture & Construction	20	4
Arts, Audio/Video Technology & Communications	3	1
Business Management & Administration	7	5
Education & Training	1	5
Finance	3	6
Government & Public Administration	2	1
Health Science	6	18
Hospitality & Tourism	11	0
Human Services	4	4
Information Technology	0	7
Law, Public Safety, Corrections & Security	9	3
Manufacturing	15	0
Marketing	9	2
Science, Technology, Engineering & Mathematics	0	3
Transportation, Distribution & Logistics	11	3

Priority Occupations Without Educational Requirements

Occupation	Mean Wage
Entertainers and Performers, Sports and Related Workers, All Other	$47,300
Cooks, Restaurant	$32,700
Dining Room and Cafeteria Attendants and Bartender Helpers	$26,500
Food Preparation and Serving Related Workers, All Other	$27,500
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	$29,800
Landscaping and Groundskeeping Workers	$35,100
Postal Service Clerks	$61,500
Postal Service Mail Carriers	$57,900
Construction Laborers	$39,500
Painters, Construction and Maintenance	$43,900
Roofers	$41,700
Bakers	$32,500
Shuttle Drivers and Chauffeurs	$31,400
Industrial Truck and Tractor Operators	$41,500
Laborers and Freight, Stock, and Material Movers, Hand	$36,200

Source: DEW/U.S. Bureau of Labor Statistics, Occupational Employment and Wage Statistics

Highest Paying Priority Occupations Requiring HS Diploma or Equivalent

Occupation	Mean Wage
Real Estate Brokers	$113,500
Transportation, Storage, and Distribution Managers	$110,300
Hearing Aid Specialists	$79,900
Transportation Inspectors	$78,500
Detectives and Criminal Investigators	$76,600
First-Line Supervisors of Police and Detectives	$76,400
Claims Adjusters, Examiners, and Investigators	$74,600
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	$74,100
First-Line Supervisors of Production and Operating Workers	$72,800
Lodging Managers	$71,800
Property, Real Estate, and Community Association Managers	$71,200
Electrical Power-Line Installers and Repairers	$71,100
First-Line Supervisors of Mechanics, Installers, and Repairers	$70,400
First-Line Supervisors of Construction Trades and Extraction Workers	$69,000
Insurance Sales Agents	$68,400

Source: DEW/U.S. Bureau of Labor Statistics, Occupational Employment and Wage Statistics

Postsecondary Supply Gap Analysis: Top Ten List

Occupation	Education
Accountants and Auditors	Bachelor's
Software Developers	Bachelor's
Nursing Assistants	Credential
Market Research Analysts & Marketing Specialists	Bachelor's
Human Resources Specialists	Bachelor's
Medical Assistants	Credential
Elementary School Teachers, Except Special Education	Bachelor's
Paralegals and Legal Assistants	Associate
Medical and Health Services Managers	Bachelor's
Registered Nurses	Bachelor's

The full Postsecondary Supply Gap Analysis report will be published later this quarter.

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Common Data Requests

Do you have any ideas for products that would help you do your job better

Someone has said they would like to know more about workforce data

You receive any requests for data from businesses of other stakeholders

You have a seemingly impossible question that needs to be answered

The data you have seen in this presentation are just a slice of what we can provide. Think of us as your own research team – and you don't have to pay us a penny.

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Thank you

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