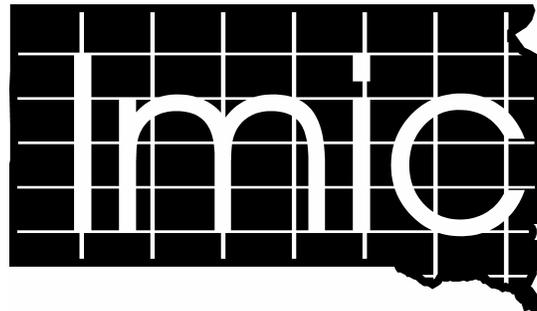


South Dakota Workforce Information Grant Progress Report

Program Year 2005



Labor Market Information Center
South Dakota Department of Labor



South Dakota
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July 1, 2005 through June 30, 2006

Workforce Information Database

Version 2.3 of the Workforce Information Database is currently installed; the database will be updated as soon as the new version becomes available. The core tables of the Workforce Information Database have been populated with national, statewide and sub-state data, including the South Dakota statewide and sub-state 2004-2014 projections. Short-term projections will be incorporated into the database when confidentiality reviews are complete. A review of available database tables is being conducted to determine additional tables that can be populated in order to better serve our customers.

<u>Workforce Information Database</u>	
Planned Expenditures:	\$7,700
Actual Expenditures:	\$7,708

Employer Database

LMIC customers, Career Center staff and other SD DOL staff are provided access to the Employer Database through three different levels of access. The general public is provided access through the Employer Locator on the Career InfoNet website. Access to the Employer Database for internal customers and Career Center staff is available through a state government Intranet site. This application provides information about selected employers but has limited file download capability. However, the Employer Database is available on the computer hard drive of one LMIC staff computer. This allows LMIC staff to download larger files and do more intensive searches for LMIC customers. A link is also available on the LMIC website to provide direct access to the Career InfoNet website.

The current version of the Employer Database is the 2006 2nd edition; the 2007 1st edition is expected soon and will be installed as soon as it becomes available.

<u>Employer Database</u>	
Planned Expenditures:	\$2,068
Actual Expenditures:	\$957

Long-Term and Short-Term Industry and Occupational Projections

Planned expenditures were underestimated considering the challenges faced by staff this year, which included learning how to use the new software suite for developing both industry and

occupational projections and both long-term and short-term estimates. Staff turnover and the expense of training new staff to produce the projections added to expenditures this year. Time was also invested in preparing better documentation of the projections process for future use. For these reasons, it is expected that expenditures to produce projections will be less next year. Both the 2004-2014 long-term industry and occupational projections were produced for the following areas, including Statewide South Dakota, Sioux Falls MSA, Rapid City MSA, East Area, Central Area, and the West Area.

The occupational projections are widely used in our career planning products. The annual openings data produced from the long-term projections were used to determine occupational demand for workers and to determine high growth occupations. Annual openings were a key component of overall job outlook ratings developed for each occupation.

Statewide short-term industry employment forecasts were produced from fourth quarter 2005 to the fourth quarter of 2006. These forecasts were produced at the three-digit NAICS level. Statewide short-term occupational projections for 2004-2006 were also completed. All statewide occupational projections data produced were provided to the projections management partnership.

**Long-Term and Short-Term
Industry and Occupational Projections**

Planned Expenditures:	\$11,295
Actual Expenditures:	\$42,052

Development of Occupational Analysis Products

High growth and high wage occupations were published in the *South Dakota Career Spotlights* brochure and on the website (please refer to the appendix for a brief description of each career publication). The high growth and high demand information is also used to answer many requests for occupational and career information. The Labor Market Information Center also published high growth occupations by educational level.

From July 1, 2005 through June 30, 2006, the following publications were distributed using Workforce Information grant funds to LMIC customers, including students, teachers, counselors, businesses and workforce development professionals:

<u>Publication</u>	<u>Number Distributed</u>
Career Spotlights	18,816
Careerwise	4,742
Bookmarks	27,042
Pocket Resume	8,516

The *Bookmarks* and *Pocket Resumes* are widely used and distributed by Career Centers for workforce development activities. These products are utilized by Career Center staff when they visit local schools and employers, and are made available in their Resource Centers. The other principal users of these products are school counselors, teachers and school administrators.

In addition, several copies of the following supplemental career publications were distributed to students, teachers, counselors, businesses and workforce development professionals:

<u>Career Publication</u>	<u>Number Distributed</u>
Careerways	25,829
Career Wonders	19,196
Career Aware	7,837
Career Peeks	452
Parent Brochure	10,681

The majority of users' needs for South Dakota occupational and career information are now met with the various career publications, the LMIC website and South Dakota Career InSite. Labor Market Information Center staff also provided responses to approximately 63 more in-depth requests for occupational and career information from all types of users. We handled about 25 such requests from Career Centers, South Dakota Department of Labor or partner agency staff.

Occupational wage data is also tabulated and published by LMIC staff. The occupational wage data is published on the LMIC internet site and updated quarterly. The *2005 South Dakota Occupational Wage* publication was published and distributed in December of 2005. The publication includes wage data for statewide South Dakota, two Metropolitan Statistical Areas (MSAs) and three Balance of State wage areas. The cost for this hard copy publication is \$15 (to help pay paper and printing costs). Almost 1,700 copies of the publication were sent to customers, with the majority of these customers being employers who furnished wage data through the BLS OES program. These employers received the hard copy publication free of charge in appreciation for their survey participation.

Very few copies of the publication were distributed to Career Centers. Efforts continue to encourage LMIC customers to utilize the website application to access wage data. One way in which this is accomplished is by sending e-mail notices to customers alerting them that a new publication is available and that the occupational wage data is also available on the LMIC website. The "What's New" page of the LMIC website (available from a prominent button on the homepage) also announces each new release of updated occupational wage data. Statistics available on website usage indicate that users visited the LMIC website about 2,450 times to access occupational wage information during the program year.

Staff collected 2005 licensing information from the state's licensing and certification boards. The licensing information is included in SD Follow-up Project reports and in the Career InSite application. The licensing data was provided to the National Crosswalk Service Center site and populated in the Workforce Information Database.

A survey of private post-secondary institutions was conducted which collected 2005 graduate data by educational program. Data from this survey, as well as data from the South Dakota Follow-up Project (public educational and training programs) were used to determine supply for those occupations that require at least some post-secondary education.

A combination of Career Center job applicant data and graduate/completer numbers were used to determine supply for other occupations. Information from wage records was used to establish controls for the total supply of new workers. The occupational demand (new workers needed yearly) was compared to occupational supply to determine a numerical overall job outlook rating. A South Dakota worker trend rating was also determined for each occupation, by comparing the percentage change in employment from 2004 to 2014 to the average percentage change for all occupations. The numerical ratings were converted to graphic descriptors, which are published in the South Dakota Career InSite and the *South Dakota Careerways* magazine.

Development of Occupational Analysis Products

Expenditures by Activity

Activity	Planned	Actual
Careerwise	\$6,672	\$7,671
Occupational & Career Information Requests	\$22,610	\$25,276
Licensing by Occupation	\$1,759	\$2,871
Job Opportunities Ratings by Occupation	\$3,584	\$8,840
Total	\$34,625	\$44,658

Workforce Information & Support to Workforce Investment Boards

Employee Benefits

A benefits survey was conducted in 2005 to collect employee fringe benefits information. LMIC staff worked with the employee benefits consortium to develop the survey instrument, which allowed for the collection of much more detailed data than in prior years. The fringe benefits information included both the frequency of benefits and the costs. We published the SD 2005 Employee Benefits brochure, *How Do Your Employee Benefits Measure Up?* in April 2005. The brochure offers readers a quick, easy-to-read synopsis of some highlights of the benefits data collected, with referrals to the LMIC website (www.sdjobs.org/lmic/menuemployeebenefits.htm) for full survey results. LMIC staff have handled over 1,000 requests for this information, which included the distribution of 630 copies of the brochure. Statistics available on website usage show that the benefits data was accessed online more than 730 times. The detailed results published on the website included data on the percent of employers offering benefits and the percent of employees offered benefits, by industry group and employer size class.

Affirmative Action

Affirmative Action data is available on the LMIC website. The Affirmative Action information is provided to assist employers in the completion of their Affirmative Action Plan (AAP). Specifically, information is provided that will allow employers to compare the percentage that women and minorities comprise of all employment in their establishment to the percentage of women and minorities with requisite skills in the recruitment area. Information is also provided regarding the percentage of women and minorities in the population and in the labor force. Because the Affirmative Action tables contain a great deal of labor force data by gender and race, employers use it for other needs (in addition to Affirmative Action purposes).

Statistics available on website usage show that Affirmative Action data was accessed nearly 350 times.

The following Affirmative Action information items are available on the website:

- 2000 Census EEO Data Tool (*Employment by gender, race and occupational group*)
- 2000 Census Population and Civilian Labor Force by Gender and Race
- Affirmative Action information for surrounding States
- Contact information regarding the preparation of an Affirmative Action Plans
- Contact information regarding the Census 2000 EEO Tabulations
- Information on filing EEO-1 reports, including instructions and contact information
- Two Factor Analysis

South Dakota Labor Bulletin

LMIC staff produced 12 monthly issues of the *South Dakota Labor Bulletin* and distributed it to all types of users. Beginning with the January 2006 edition of this monthly publication, it was converted to an electronic format, in part for cost-savings in light of reduced budgets. The January issue was distributed in both electronic and printed formats as a transition; from February 2006 on, only the *South Dakota e-Labor Bulletin* was published. The *e-Labor Bulletin* is available from a button labeled "e-Labor Bulletin" on the homepage of the LMIC at www.sdjobs.org/lmic. When a new issue is published at the end of each month (depending on U.S. Bureau of Labor Statistics release dates of state data, but normally the fourth Friday of the month), subscribers receive an e-mail notice that a new issue is available, along with a link to the website. With efficiency and data quality and consistency in mind, LMIC staff planned and contracted with a computer programmer to develop an application which would automatically generate tables of data for the *e-Labor Bulletin*, pulling data from existing databases used for the various historical data applications on the LMIC website. The tables present data in the format familiar to users from the printed *Labor Bulletin*. One additional benefit of the electronic format has been more flexibility in space allowed. In several cases, the LMIC has published articles coordinated to the main cover article (such as one providing tips for job seeking and another offering local perspectives on job markets from Career Center managers to coordinate with a main article on summer job opportunities for youth). Additionally, the LMIC has been able to publish notices from the Department of Labor, such as on the required posters on employee rights and responsibilities that are available free from the Department.

The subscriber list for the *e-Labor Bulletin* averages about 800 each month, including employers, educators, economic development groups, Chambers of Commerce, as well as staff of the South Dakota Career Centers, other divisions of the SD DOL and partner agency staff. Website usage statistics show that usage of the *e-Labor Bulletin* ranges from about 790 to 930 each month. Great care is taken to make sure that the *South Dakota Labor Bulletin* is published on the due date. At the request of certain Career Center staff, an option was added to the online menu for the *South Dakota e-Labor Bulletin* for users to print a .pdf file of the entire month's South Dakota Labor Bulletin contents very similar to the printed publication they were accustomed to. The Career Centers display this copy for client perusal.

LMIC staff published several articles in the *Labor Bulletin*. Staff prepared 14 research articles; ten of these articles have been or will be published in the *South Dakota Labor Bulletin*. The following topics were researched and published:

Topic	Published
Employment, Workers and Jobs: Who's Counting?	July, 2005
The SD Follow-Up Project: Ten Years and Still Learning	August, 2005
Job Corps - Success Lasts a Lifetime	September, 2005
Assessing South Dakota's Workforce Needs	October, 2005
Workforce Stability in South Dakota	November, 2005
American Community Survey	December, 2005
SD Labor Bulletin History	January, 2006
Nonfarm Workers--Year in Review	February, 2006
Industry Clusters	March, 2006
Summer Job Outlook in 2006	April, 2006
Employee Benefits	May, 2006
South Dakota Hutterites	June, 2006
Maturing Workers	July, 2006

Community Labor Profiles

Community Labor Profiles (CLPs) are available online for Career Center staff, businesses and economic development groups. The Career Center staff use the CLPs for meetings with businesses and economic development groups. A CLP is available either by using the LMIC interactive website application or by requesting a CLP from LMIC staff. The interactive website application was a cost-saving move that enhanced the quality and availability of labor supply information. The website application allows the user to use a default area configuration based on commuting patterns or the ability to create an area and produce a custom CLP. LMIC staff completed 10 CLPs for customers during PY2005; most LMIC customers used the website application to create approximately 900 CLPs on their own. The profiles provide a wide range of labor market information about the area, including:

- Labor Supply
- Population
- Education Levels
- Commuting Times of Workers
- Nonfarm Wage and Salaried Workers by Industry
- Labor Cost by Industry
- Labor Cost by Occupation
- Resident Labor Force
- Job Applicants

Other Workforce Information & Support to Workforce Investment Boards

Of the 21,556 requests for information requests handled by LMIC, almost 50 percent (10,586) were from businesses or economic development groups. Business and industry was by far the largest single requester group. All information requests are typically answered within one business day unless a different completion date has been agreed upon.

LMIC staff met with staff from the Governors Office of Economic Development during the program year to discuss specifics of workforce information available to aid them in planned economic development projects. LMIC staff shared program insight and analytical expertise.

Two LMIC staff attended an informational meeting on Governor M. Michael Rounds' 2010 Initiative in Aberdeen to learn more about the goals of the initiative and how labor market information might be utilized in those goals.

A topic of great interest and usefulness is wage records research. Because we have access to other administrative data that we can combine with wage records, we are able to answer many workforce development questions without having to implement a new survey or a new data collection. We have used wage records to answer many questions on worker characteristics and job turnover. LMIC staff recently completed a joint project with other regional states on a LAUS (Local Area Unemployment Statistics) AAMC (Additional Activity to Maintain Currency) to determine unemployed entrants and reentrants using wage records and other administrative data.

Having LMIC staff with expertise using the Geographic Information Systems (GIS) map-making program allows us another opportunity to provide value-added responses to information requests. Four projects were completed using Geographic Information Systems (GIS). Maps created included:

- Unemployment Insurance Claimants
- Quarterly Census of Employment and Wages (QCEW)
- Aberdeen Downtown Business District
- Wage Area wage map to access occupational wage data on LMIC website

Workforce Information and Support Expenditures by Activity

<u>Activity</u>	<u>Planned</u>	<u>Actual</u>
Benefits Survey	\$10,657	\$23,247
Labor Bulletin	\$11,133	\$9,446
Labor Bulletin article research	\$22,579	\$25,336
Community Labor Profiles	\$12,647	\$6,741
Workforce information requests	\$35,508	\$29,679
GIS Applications	\$3,916	\$4,091
Workforce development planning	\$8,549	\$2,176
Total	\$104,989	\$100,716

State-Based Workforce Information Delivery Systems

Career InSite

Although PY2005 funds were used to start phase II of the **South Dakota Career InSite** website, programming ceased due to more emergent programming needs. Due to current budget constraints, phase II has been put on hold indefinitely. The website is highly utilized by Career Center staff, their customers and other career decision-makers to easily access free, quality career development information. Statistics available on website usage show that as of the end of the program year, Career InSite had nearly 1,900 unique visitors who experienced nearly 30,000 sessions, hitting on the system nearly 127,000 times.

South Dakota Training Provider and Program Planning

Enhancements were completed to the **South Dakota Training Provider and Program Planning** website application, which focused mainly on administrative changes including new e-mail control functions and a new “quick” process for pending program reviews.

This is a comprehensive site from which one can obtain information on both public and private educational and training programs. Training providers use this application to request WIA certification. Program outcomes data from the South Dakota Follow-Up Project and other sources are used to populate the program planning modules. Potential students can compare outcomes from various providers and programs and make decisions about the education or training that meets their needs. LMIC staff continue to encourage training providers to make annual updates to their programs.

State-Based Workforce Information Delivery Systems Expenditures by Activity

Activity	Planned	Actual
Career InSite	\$48,849	\$7,990
Training Provider and Program Planning	\$19,188	\$13,879
LMIC Website	\$76,288	\$69,059
Total	\$144,325	\$90,928

State Workforce Information Training

Staff presented information on current and projected labor market trends as well as how to access LMIC resources at the Yankton Area Fall Human Resources Conference.

Staff presented career and occupational information at a meeting held for new school counselors as well as at six fall workshops for all school counselors. (These meetings are part of the ACRN grant.)

Staff provided LMI training to the Career Center staff. Two Career Center offices were visited, and staff provided an LMI overview and one-on-one training to any Career Center staff who requested it. Suggested improvements to our website were implemented as appropriate.

Staff gave presentations on current and projected national and state labor market trends to a graduate counseling class at Northern State University; they also used this opportunity to promote LMIC resources.

Professional Development Training Offered

LMIC staff provided professional development training to Career Center and partner agency staff. The Positively Impacting Career Development (PICD) training was a two-part, three day training for workforce development professionals, school counselors and teachers. (This was a joint project with other state agencies and involved ACRN funding.) A first for the LMIC, LMI Users Conferences were held at three locations across South Dakota. Because of the cross-over of intended audiences and as a cost-saving measure, the LMI Users Conference was held in conjunction with and as one segment of the PICD training in Sioux Falls. Professional development training offered included:

- LMI Users Conferences were held in Aberdeen, Rapid City and Sioux Falls.
- Positively Impacting Career Development training was held in Mitchell and Sioux Falls.
- Career InSite was demonstrated at:
 - ABE-Adult Learning Program Conference in Pierre.
 - South Dakota Association for Career & Technical Education Conference in Brookings.
- A presentation on LMIC resources was made at a workshop for new school counselors in Sioux Falls.
- A presentation on LMIC resources, including a demonstration of Career InSite, was made at the annual South Dakota Tech Prep Conference in Sioux Falls.

Additionally, an LMIC staff person attended and helped the SD DOL host the NASWA National Conference in Rapid City, lending her expertise and creativity with publication development to publish a daily conference newsletter for participants.

The LMIC staff person with expertise on the Workforce Information Database hosted and provided training to a staff person from the neighboring North Dakota LMI agency, who was new to his position.

Professional Development Training Received

LMIC staff attended professional and technical training to improve their skills and learn about new procedures. The following training was attended by LMIC staff:

- Making Connections: 2005 Employer Database Seminar in San Diego
- NASWA LMI Directors' Conference in Kansas City
- IMPLAN (an economic impact assessment modeling system) Users Conference in Indianapolis

**Workforce Development & Professional Training
Expenditures**

Planned Expenditures:	\$34,623
Actual Expenditures:	\$17,685

Customer Satisfaction

All information requests received by the LMIC are documented. Information about each request is entered into an Access database, including the subject and user type. This application includes the ability to run queries and reports on the types of information requested and type of requestor. For example, data can be tabulated just for business requests or for Career Centers and other professional workforce development agencies.

Customer Satisfaction Expenditures

Planned Expenditures:	\$3,302
Actual Expenditures:	\$6,893

Appendix 1

Descriptions of career products

Career products developed and distributed using WIA funds:

The *South Dakota Career Spotlights 2005-2006* brochure shows the projected high demand occupations for the state. Occupations are grouped by the level of education/training/work experience preferred by employers. The brochure also shows the highest paying occupations within those same categories.

The *South Dakota CareerWise* magazine contains 40 pages of job market information, including articles on how and where to begin looking for a new job, completing a job application, developing a resume that will get noticed (including completing an electronic resume), how to ask people to be a reference, interviewing techniques, when and how to accept a job, and how to keep a job.

Bookmarks (updated August 2005) list Internet addresses for helpful, reputable career and labor market information for the United States and South Dakota.

The *Pocket Resume* is a small tri-fold pamphlet that provides space for all the personal and career-related information a person needs when completing a job application or going on a job interview. A completed Pocket Resume will contain essentially all of the information in a good resume—only in miniature form that can be easily folded and carried in a pocket for handy reference at a job site. It also gives brief tips on preparing for and doing a job interview. The pocket resume can be downloaded at: www.sdjobs.org/lmic/pocketresume.htm.

Supplemental career products developed using America's Career Resource Network funds and distributed to WIA customers:

The *South Dakota Careerways* magazine 2005-2006 walks readers through the four basic steps of the career exploration and decision-making process with activities and articles relevant to each step. The focus of this publication is on making career decisions and planning accordingly for post-secondary education. Roughly half of the publication is devoted to South Dakota-specific wages, worker trends and job outlook for hundreds of career options.

The *South Dakota Career Wonders* magazine 2005-2007 features articles and career information for the young career explorer. The magazine was designed for those in grades five through eight. It includes a career interest survey and other features to help young career planners begin determining what careers might interest them. It also contains a monthly budget activity as well as articles on topics ranging from planning for high school to preparing for the world of work.

The *South Dakota Career Aware* booklet (2004 edition) is designed to make students in grades 3-4 aware of career areas and clusters. With the help of a cute cartoon character named Caleb, the Career Bug, *Career Aware* encourages young students to develop their own “career antennae” to discover the endless career possibilities in the world. *Career Aware* introduces students to the concept of exploring careers grouped in clusters. For each of the 36 new careers

featured in this latest edition, the booklet includes fun activities for kids to complete, ranging from word finds to creating and giving a mock newscast. The booklet also includes activities that help students make the connection between values that are important both as a student and as a worker. An answer guide is available online at:

www.sdjobs.org/lmic/CareerAwareanswerkey.

The *South Dakota Career Peeks* contains classroom activities for career awareness at the kindergarten through second grade level. For each career featured, there is a simple one-paragraph description of what workers do on the job and an activity that integrates basic academics. For example, while learning about cashiers, students will do an activity counting change. While learning about drafters, they will look for basic shapes like triangles and squares in pictures. *Career Peeks* is available in loose-leaf form for easy duplication and online as .pdf files for future downloading at: www.sdjobs.org/lmic/careerpeeks.htm.

The *Helping Your Child Win at the Game of Life. A Parent's Guide to Career Planning* is a small booklet that explains to parents the career development process their child needs to go through, with information and ideas for helping their child each step of the way. It gives examples of career resources and also lists useful sources of additional career information.