

**South Dakota
Workforce Information Grant
Annual Performance Report
Program Year 2009**



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Labor Market Information Center

State of South Dakota
Workforce Information Grant Performance Report
July 1, 2009 through June 30, 2010

A. ACCOMPLISHMENTS

1. Populate the Workforce Information Database with state and local data.

Workforce Information Database (WID) Version 2.4 is currently installed. All of the required core tables have been populated. The WID will be populated with the PY 2009 projections deliverables, which include the South Dakota 2008-2018 long-term projections and 2009-2011 short-term projections, by December 31, 2010.

Staff collected 2009 licensing information from the state's licensing and certification boards. The licensing data was provided to the National Crosswalk Service Center site and populated in the WID. The licensing information is also a component of the career information available in the Career InSite application.

The Labor Market Information Center (LMIC) currently hosts the 2010 2nd edition of the Employer Database. LMIC customers, local South Dakota Department of Labor (DOL) office staff and other 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 DOL 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 computer, which allows LMIC staff to download larger files and do more intensive searches for LMIC customers. A link on the LMIC website also provides direct access to the Career InfoNet website. The Employer Database is also populated in the WID. Expenditures related to the WID totaled \$12,010.

2. Produce and disseminate industry and occupational employment projections.

Due to staff turnover, a six month extension to complete the production of the statewide long-term (2008-2018) and short-term (2009-2011) industry and occupational projections was requested and approved by the Employment and Training Administration (ETA) in April 2009. These deliverables will be completed by the extended due date of December 31, 2010.

South Dakota will use the methodology, software tools, and guidelines developed by the Projections Workgroup and the Projections Managing Partnership to produce the PY 2009 projections deliverables. One staff person, who has since resigned, attended all available training sessions offered.

Expenditures related to the production of industry and occupation projections during PY 2009 ending June 30, 2009, totaled \$49,301.

3. Publish an annual economic analysis report for the governor and the state WIB.

The annual economic analysis report is currently a work in progress, with the project approximately 90 percent complete. South Dakota received an extension on this project, with a deliverable due date of October 15, 2010.

The completed report will include information from internal and external sources of workforce, labor market, and economic information, focusing on the impact of the recession, both for the nation and South Dakota. Once complete, a pamphlet containing highlights will be distributed to workforce development policy partners, including the Governor and South Dakota Workforce Development Council members; the pamphlet will include a link to the full online report. The full report will be published on the LMIC website, and the pamphlet will be made available there as well in Adobe .pdf format.

Expenditures related to the production of the annual economic analysis report during PY 2010 totaled \$8,231.

4. Post products, information, and reports on the Internet.

Grant-produced products, including workforce publications, surveys, and delivery systems, are all published on the LMIC website. In addition, many of these products are also disseminated electronically or in hard copy format. Detailed information regarding the products, information and reports on the Internet are provided below.

Career Products

A *Top of Charts South Dakota Careers* poster was developed. In a colorful polka-dotted, primary-colored format which attempted to replicate a “top of the billboard music charts,” the 11 by 17 inch poster highlights the top 15 occupations projected to be in highest demand with above average salary through 2016 in South Dakota. To coordinate with the South Dakota Department of Education’s (DOE) career guidance materials, the poster also identifies which of the 16 career clusters each occupation is included in, and directs readers to the LMIC, Career InSite and DOE websites for more information on the clusters and occupations.

High growth and high wage occupations distinguished by educational level were published in the *South Dakota Hot Careers* flier. This flier shows the projected high demand occupations for the state which are grouped by the level of education/training/work experience preferred by employers. The flier also shows the highest paying occupations within those same categories.

The *South Dakota CareerWise* magazine (updated May 2009) contains more than 40 pages of job market information. It includes articles on how and where to begin looking for a new job, completing a job application, developing a resume which 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. Results of a CareerWise user survey conducted during PY 2007 were incorporated into the new edition published in May 2009.

Bookmarks (updated February 2009) 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 which 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 so it can be easily folded and carried in a pocket for handy reference at a job site. It also lists tips on preparing for and doing a job interview. The pocket resume can be downloaded at: http://dol.sd.gov/lmic/pdfs_and_other_files/pocket_resume.pdf.

The *Bookmarks* and *Pocket Resumes* are widely used and distributed by local DOL offices for workforce development activities. These products are utilized by local office staff when they visit local schools and employers, and are made available in their resource centers. The other principle users of these products are school counselors, teachers, and school administrators.

From July 1, 2009, through June 30, 2010, a total of 24,765 career publications were distributed to our users, who include students, teachers, counselors, businesses, and workforce development professionals.

LMIC staff also produced some ad-hoc publications during PY 2009 which provided further opportunities to promote LMIC resources. One was a *Career Tricks and Treats* flier which promoted career awareness and included fun career-related games and tidbits. It was made available on the website in Adobe .pdf format, and was highlighted in the October 2009 issue of the South Dakota *e-Labor Bulletin*. The flier had a Halloween candy design and featured career-related activities and fun labor market statistics related to the season. For example, the flier included a word search of careers. The flier also included holiday-related labor market statistics like the number of candy makers in South Dakota and the number of potential trick-or-treaters (children from five to 13) in South Dakota. The flier referred readers to the Career InSite and the *Occupational Outlook Handbook* websites for more related information.

Another promotional product was the *Career Destinations* pamphlet, which was updated and customized, upon request, for local DOL offices. In addition to being used by career explorers and decision-makers within those local offices, the pamphlet was given out to students in the Watertown area prior to attending the Watertown Career Expo. *Career Destinations* featured the basic steps in the career decision-making process with suggested activities for students to do during the Career Expo. Again, the pamphlet referred students and other career decision-makers to the Career InSite website for more in-depth career planning and decision-making information.

LMIC also contributed to another publication at the invitation of the Dakota Association for College Admission Counseling (DACAC). Seven pages of South Dakota career information were designed and provided for inclusion in the *Educational Opportunities in South Dakota* booklet. The booklets are provided to high school counselors and are distributed, at a minimum, to most junior and seniors throughout the state. Upon request, counselors also receive additional booklets to distribute to other grades. The booklets provide comprehensive information on all of the post-secondary educational institutions in the state and their program offerings, as well as

information about scholarships, grants, etc. available in the state. The pages provided by the LMIC featured lists of South Dakota's "hottest" career opportunities for various educational levels, using those occupations projected to be in the highest demand. Those pages were designed to coordinate with the *Top of the Charts South Dakota Careers* posters. Two pages were devoted to listing projected high-demand occupational options within each of the 16 career clusters. Also included was a promotional article on South Dakota Career InSite, encouraging students to use this application for career exploration, decision-making, and educational planning purposes. The seven pages were included in the booklet at no cost to the LMIC, more proof of the very positive partnership LMIC and DACAC have built over the years in distributing timely and quality career decision-making materials to students across South Dakota.

Also during PY 09, LMIC provided technical guidance and occupational demand and wage information to the South Dakota Department of Education (DOE) for a South Dakota My Life magazine developed for South Dakota high school students. For each of the 16 career clusters, the magazine includes a table of the projected high demand occupations, and provides wage data as well. According to the DOE, about 18,000 copies of this magazine were distributed to high school students in the state. The tables of high demand occupations were also included in DOE's new SD My Life website (<http://www.sdmylife.com/>), which coordinates with the printed magazines.

At the request of DOE, LMIC served as a distribution point for the magazines to schools in the northeast area of the state. Schools placed orders with DOE, but made arrangements with LMIC to pick up their orders from their office; in some cases, LMIC staff delivered orders to their home communities for even more convenient pick-up there. This further demonstrates LMIC's strong partnership with the DOE and their efforts to improve, through the use of labor market information, informed career decision-making in South Dakota.

Occupational Wages

Occupational wage data is also published on the LMIC website; promotion of the data is accomplished by sending e-mail notices to customers alerting them when more current wage data is available. The "What's New" page of the LMIC website also announces each new quarterly release of updated occupational wage data. Statistics available on website usage indicate 797 unique users visited the occupational wage menu page within the LMIC website, with a corresponding 1,542 number of page views. In addition, 59 more in-depth requests for occupational wage information were handled by LMIC staff. Occupational wages can be viewed or downloaded at: http://dol.sd.gov/lmic/menu_wages_earnings.aspx.

Affirmative Action

The Affirmative Action information is provided online to assist employers in the completion of their Affirmative Action Plan (AAP). Statistics available on website usage indicate 232 unique users visited this page within the LMIC website, with a corresponding 415 number of page views. Affirmative Action data can be viewed or downloaded at: http://dol.sd.gov/lmic/menu_affirmative_action.aspx.

Employee Benefits

An employee benefits survey was conducted by LMIC during PY 2009, and results were published in August 2010. Detailed results were published online and made available at: http://dol.sd.gov/lmic/menu_employee_benefits.aspx.

A brochure, titled *Perks of the Job Employee Benefits in South Dakota*, promoted the new data and summarized survey results was also developed and distributed to approximately 400 users in August 2010. The brochure offers readers a quick, easy-to-read synopsis of some highlights of the benefits data collected, with referrals to the LMIC website for full survey results. This brochure is also available online at: http://dol.sd.gov/lmic/pdfs_and_other_files/benefits_brochure_2010.pdf.

During PY 2009, website usage statistics show the benefits data was accessed online 241 times. However, this number is expected to increase significantly during PY 2010 with the publication of the new 2010 benefit survey results in August 2010.

South Dakota e-Labor Bulletin

LABOR MARKET INFORMATION CENTER



LMIC staff produced 12 monthly issues of the *South Dakota e-Labor Bulletin* and distributed it to all types of users. The *e-Labor Bulletin* is available from a button labeled “e Labor Bulletin” on the homepage of the LMIC site at www.sdjobs.org/lmic. When a new issue is published at the end of each month, subscribers receive an e-mail notice, along with a link to the website. The tables of data included in the *e-Labor Bulletin* are automatically updated through an application which imports the data from existing databases used for the various historical data applications on the LMIC website. As part of the electronic release, a link to a printer-friendly copy (.pdf format) of the entire *e-Labor Bulletin* is included.

The following timely articles were published in the PY 2009 issues of the *e-Labor Bulletin*:

South Dakota e-Labor Bulletin Articles Published in Program Year 2009

Topic	Published
CPS: Three little letters, big and long-time economic gauge	July 2009
Recession nothing new	August 2009
Finding a better balance	September 2009
Gross Domestic Product: One indicator currently in the limelight	October 2009
Celebrating veterans statistically	November 2009
True cost of "true love"	December 2009
What a difference a century makes	January 2010
South Dakota nonfarm industry trends in 2009	February 2010

These articles, which were traditionally published in the *e-Labor Bulletin* on a monthly basis, were discontinued in March 2010. However, as some of these articles are special studies and

helped South Dakota meet deliverable six (conduct special studies and economic analysis), LMIC will revive this practice and produce special studies on a quarterly basis.

In addition to the feature articles published in the *e-Labor Bulletin*, LMIC publishes additional, briefer, and normally “lighter” articles several times throughout the year to help whet users’ appetites for the full range of information available from LMIC. These additional articles often play off a timely holiday or other calendar event. During PY 2009, LMIC published articles with statistics related to back to school in the July issue, on Labor Day in the August issue, on Earth Day in the April issue, and on Memorial Day in the May issue. For example, the back to school article contained information on the number of establishments (using QCEW data) in South Dakota for back-to-school shopping. The Labor Day article touched on the number of people in the state’s and nation’s labor force (mentioned as the “honorees” of the holiday), the number of employees who receive the benefit of paid holidays, and a sampling of the occupations South Dakotans are employed in.

The subscriber list for the *e-Labor Bulletin* increased during PY 2009, averaging about 1,510 each month (up from an average of 1,400 in PY 2008). Recipients include employers, educators, economic development organizations, chambers of commerce, as well as local DOL office staff, other divisions of the DOL and partner agency staff. During PY 2009, website statistics show usage of the *e-Labor Bulletin* includes 1,141 unique users who have experienced 7,352 sessions and more than 93,000 page views since this publication went electronic.

The increased recipient list is due in part to various continued promotional efforts made in PY 2009 to increase awareness about the *e-Labor Bulletin*. A question included on the 2010 Green Jobs Survey promoted the *e-Labor Bulletin* and solicited subscribing to the monthly publication. Local DOL offices also provide promotional postcards to employers and other potential subscribers within their offices and at employer visits.

LMIC website

(www.sdjobs.org/lmic)

The LMIC website serves as the platform to showcase all of the publications, historical datasets, and workforce delivery systems available to our users. The website is also used as the vehicle for three data releases each month. The “What’s new?” page is updated on the first Friday of each month to correlate with the BLS release of national labor force and nonfarm data for the prior month. Highlights are provided on the “What’s new?” page of the LMIC site, with a link to the BLS site for their full release. On the third Wednesday of each month, the “What’s new?” and “Overview” pages of the site are used to make a public release of statewide labor force and nonfarm data for the prior month. Later in the month, substate labor force and nonfarm data, plus additional data such as that on SDDOL activities in the local offices and unemployment insurance is included in the release of the *e-Labor Bulletin*—normally the fourth Friday of the month.

Part of the statewide data release is an “Economic Snapshot” page which provides a quick look, all on one page, of current month with year-ago comparison data on national and state labor force estimates, and statewide nonfarm data by major industry. Added to this release during PY 2009 was another good economic indicator for South Dakota, the level of new hires. This data is

available from the Unemployment Insurance Division's New Hire Reporting Center and shared with LMIC for this purpose.

The "What's New" page of the LMIC website is also used to announce the availability of revised or new data elsewhere on the website, such as when results of the employee benefits survey are published online.

Statistics available on website usage show the LMIC website had 14,320 visitors who experienced 53,742 page views during PY 2009.

Career InSite

<http://www.sdjobs.org/careerinsite/>

Perhaps the most far-reaching of the career products developed by the LMIC in PY 2009 was the addition of Reality Check to Career InSite. Reality Check is an innovative web-based tool designed to demonstrate the important connection between standard of living and the need to acquire the postsecondary education and skill sets to make those lifestyle desires possible.

Coordinating with the release of Reality Check, a rack card was developed to promote the new Reality Check module and Career InSite in general. In addition to the rack card a tutorial was added to InSite. This tutorial walks users through both Reality Check and InSite. This tutorial gives the user a birds-eye view of the best practices or utilizing both applications. As another cooperative, joint project with the DOE, LMIC designed a "Reality Check" button for the SD My Life website, which links users of that website directly to the Reality Check portion of Career InSite. The button is available to all students or other SD My Life website users once they choose any of the 16 career clusters to explore.

The training module of Career InSite was revamped at the request of our local office managers. Rather than providing data from the Training, Provider and Program Placement link, LMIC teamed up with the Dakota Association for College Admissions Counseling (DACAC) to provide more current training information for our users.

Programming has started to incorporate the DOL website templates into Career InSite's design in order to conform to agency standards. This redesign will ensure the ability to link other applications in a quick and efficient manner and will ensure footers will coordinate with the DOL website. In conjunction with the template programming, the graphics handling features of Career InSite will be updated to improve the appearance of pictures and video clips and speed up the load time for users.

Career InSite launched a program redesign in November 2009, which provided a more modern look, as well as a more user-friendly design. Banners were tightened up so more content appears on the screen. The help content is improved for surveys, and a new feedback section has been added. Career InSite sports still pictures and video clips for many occupations; in addition, rotating occupational pictures now appear on the homepage of Career InSite. Updated programming will ensure InSite integrates across several different browsers and tightens security guards against hacker attacks. The redesign of this application has enhanced the speed, data handling/transfer and browser capability, and allows for more accurate web statistics.

Statistics available on website usage show as of the end of the program year, Career InSite had 38,464 unique visitors who experienced more than 1.3 million page views since its inception. Specifically during PY 2009, this application had 8,736 unique visitors with more than 144,000 page views.

Training Provider System

(http://dol.sd.gov/workforce_training/trainingprovidersintro.aspx)

From the South Dakota Training Provider website application, users can obtain information on both public and private educational and training programs. Training providers use this application to request WIA certification. Potential students can compare tuition costs and program availability among various providers to make informed decisions about the education or training which meets their needs. LMIC staff continues to encourage training providers to make annual updates to their programs.

During PY 2009, the Training Provider System had approximately 463 unique visitors and 1,187 pages viewed.

Community Labor Profiles

(http://dol.sd.gov/lmic/menu_clp.aspx)

Community Labor Profiles (CLP) are available online for DOL staff, businesses, and economic development groups. The DOL staff use the CLPs for meetings with businesses and economic development groups. The interactive website application enhances the quality and availability of labor supply information. The website application allows the user to select a default area configuration based on commuting patterns or create an area to produce a customized CLP. This option allows for development of regional economic reports, which assists local workforce development efforts in South Dakota. 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 Seekers

LMIC staff prepared only nine CLPs for customers during PY 2009; most LMIC customers used the website application to create 716 CLPs on their own.

Expenditures related to the posting of products, information, and reports on the Internet, as well as other means of distribution, totaled \$82,419.

5. Partner and consult on a continuing basis with workforce investment boards and key talent development partners and stakeholders.

South Dakota Workforce Development Council

LMIC staff were in attendance at all of the quarterly Workforce Development Council (WDC) meetings held during PY 2009. Interaction with the WDC included:

- A presentation given in October 2009 provided an economic status update regarding the impact of the recession in South Dakota as compared to the national impact.
- A presentation given in January 2010 which highlighted the South Dakota 2009 Labor Market Report), an annual economic report which is a deliverable to the Governor and the Workforce Development Council. All council members received a hard copy of the report and were also advised they could access the full report from the DOL website (http://dol.sd.gov/lmic/economic_report_2009.aspx).
- A brief overview of the LMI Improvement Grant and related activities was provided in April 2010.

Key Economic Development Partners and Stakeholders

Although the nation continues to suffer from recessionary economic impacts, the mission of **Workforce 2025**, which is to ensure South Dakota has a competent and qualified workforce to allow for economic growth and expansion, continues. The Departments of Labor, Education, Tourism and State Development, and the Board of Regents are working in partnership to deliver the following programs established under this initiative:

- Dakota Roots is an effort to recruit individuals and businesses to South Dakota.
- Live Dakota is an effort to retain current South Dakotans in our workforce.
- Dakota Seeds is an effort to increase the number of internships and assistantships.
- Grow Dakota is an effort to prepare students to enter the workforce.
- Build Dakota is an effort to assess the workforce needs of industries statewide.

As of August 13, 2010, Dakota Roots has:

- 1,856 active registered job seekers
- 1,524 seekers who have entered employment in South Dakota
- 377 business partners
- 57 inquires regarding business expansions in South Dakota

The combined efforts of this partnership focus on ensuring a qualified workforce to allow for economic growth and to sustain our youth population by providing fulfilling and interesting career opportunities with high paying, high growth jobs.

As part of DOL, LMIC serves as an integral partner of Workforce 2025, providing a wide variety of statistics and services to assist this initiative. Expenditures related to continued partnerships with the South Dakota Workforce Development Council and other key talent development partners and stakeholders totaled \$4,037.

Detailed Information about our Customers

With a vested interest in the products and services we provide, our customers are our main stakeholders. In order to quantify what LMIC provides and identify who we provide it to, all information requests received are tracked by a subject code and user code. This is accomplished via an Access database, which includes the ability to run queries and produce reports on the types of information requested and type of requester.

Collectively, LMIC provides a large amount of information to many user types. Of the 20,087 requests handled by LMIC staff during PY 2009, more than 55 percent (11,153) were from the business and industry, chamber of commerce, and other business association user group, which was the largest single requester group.

LMIC staff handled over 600 requests from local and state economic development agencies, with approximately 50 specifically for staff from the Governor's Office of Economic Development (GOED). LMIC has maintained a close partnership with GOED for the past several years, providing labor market information as needed to assist in workforce development. A vast array of information has been provided to this agency, including occupational wage information, covered worker data, IMPLAN analyses, and information from the Bureau of Economic Analysis (BEA).

Local DOL office staff are also frequent users, with more than 3,200 requests for information. Postsecondary institutes submitted 620 requests for information. The K-12 schools systems, including both public and private, had 727 requests for information including the distribution of nearly 8,000 publications.

In addition to the 20,087 requests for information, which included the distribution of more than 30,000 publications, the LMIC website also had 14,320 visitors during PY 2009 with approximately 53,700 page views.

An Access database is also utilized in order for management to have the ability to more easily and accurately track budget expenses and forecast expenses. This allows for real-time control over the grant monies received and aids decisions as how to best serve our customers. Expenditures related to customer service products and activities totaled \$3,252.

6. Conduct special studies and economic analysis.

The LMIC provided 70 special studies involving economic analysis to our users during PY 2009. Some of these studies involved the use of IMPLAN software. LMIC used IMPLAN to produce 15 studies to estimate the economic impact of a new or expanding business; these studies were conducted at the request of the Governor's Office of Economic Development (GOED).

LMIC also provided several economic impact analyses using the Regional Input-Output Model (RIMS II) multipliers, which are produced by the Bureau of Economic Analysis, U.S. Department of Commerce.

LMIC staff also prepared workforce availability reports for some of the local DOL offices throughout the state. These reports were prepared to provide detailed data regarding the availability of workers for new businesses and proposed business expansions.

Expenditures related to conducting special studies and economic analysis totaled \$42,682.

B. CUSTOMER CONSULTATIONS

The LMIC customer satisfaction survey conducted during PY 2009 utilized the Survey Monkey online application. Three separate surveys were conducted to follow up on the level of satisfaction regarding services provided by LMIC. The address lists were queried for the following categories: State Government Users, Local Government Users, and All Other Users. The reference period was January through May 2009. Summary results indicated a high level of satisfaction:

- 92 percent indicated the information received from LMIC met their needs.
- 96 percent indicated they received the information requested in a timely manner.
- 97 percent indicated they received the information in a user friendly format.
- 98 percent indicated the staff who handled their request was courteous.
- 85 percent indicated that if LMIC did not have information requested available, LMIC was able to provide an alternate source.

Overall, 40 percent of the survey respondents indicated LMIC provided excellent service, with an additional 52 percent indicating LMIC provided very good service.

Respondents also had the option to provide additional comments, concerns, or suggestions about how LMIC could better serve our customers. There were a large number of comments provided, most which included positive comments about our staff. All comments will be reviewed to determine how we can better serve our customers and update the LMIC website as needed to provide a more user friendly platform for our customers. This will include any additional links within our site that will assist users in finding needed information on other related websites.

C. RECOMMENDATIONS FOR IMPROVEMENTS/DELIVERABLE CHANGES

LMIC recently incurred a high level of turnover in the projections analyst position. Feedback provided by staff regarding the available training manuals for this deliverable is to include more of the mechanics of actually producing these deliverables using the projections software, in addition to providing information regarding the underlying economic theory and mathematics.