

**South Carolina  
Workforce Information Grant  
Annual Performance Report  
PY 2009**

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

During this program year, the database was maintained in version 2.4, the latest version. All core data tables were populated and updated as new data became available. In addition to the core tables, these other tables were populated:

- Building permits
- Commuter data
- Income
- Program completers
- Retail sales
- UI claims

The license.dbf and licauth.dbf files were updated during this program year and submitted to the National Crosswalk Service Center.

The WIDb is the source for data in SC's LMI website, SCWorkforceInfo.com. The WIDb also continued to be available to Commerce Research staff through the Business Objects system. This enhanced economic and workforce development efforts by making a wider array of data readily accessible for various research needs and analyses. Also, the WIDb continued to be a source for Commerce's online county labor profiles. As the WIDb is updated, these profiles are automatically updated as well.

Further supporting its WIDb efforts, South Carolina is a member of the Analyst Resource Center Consortium.

**Produce and disseminate industry and occupational employment projections.**

Statewide industry and occupational employment projections to 2011 (short-term) and 2018 (long-term) were developed. Initial industry projections were completed in June 2010. However, because of current economic uncertainty, those projections were submitted to further review by state economic experts. Because of this more strenuous review, final projections were not completed until July 2010.

The Workforce Information Database was populated with both the short-term and long-term projections. The new projections are being added to the LMI website ([www.scworkforceinfo.com](http://www.scworkforceinfo.com)) and were submitted to the Projections Managing Partnership per instructions.

The projections analyst participated in MicroMatrix training in March 2010.

**Publish an annual economic analysis report for the governor and the SWIB.**

“South Carolina Economic Indicator Report” was completed in June 2010. The report provides a picture of South Carolina’s current economic and labor market condition. Comparisons are provided to the U.S. and other Southeastern states. In addition, information is provided for each of the state’s 12 workforce investment regions. Sources used in the report included the U.S. Department of Commerce, S.C. Department of Revenue, U.S. Census Bureau, U.S. Department of Labor, Bureau of Labor Statistics, S.C. Department of Employment and Workforce, and S.C. Ports Authority. The report was distributed through the LMI website ([www.scworkforceinfo.com](http://www.scworkforceinfo.com)).

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

The Department of Commerce maintained the SCWorkforceInfo.com site as the online source for South Carolina labor market information. Information was kept up-to-date, with updates generally done within a week of becoming available. A calendar of data updates was maintained to help in keeping the site as current as possible. As relevant new or updated information or reports became available, they were highlighted on the site’s main page. The site had approximately 10,000 pageviews each month.

Also, Workforce Information Database data was used to provide workforce information for South Carolina’s Virtual One-Stop (VOS) online labor exchange system. Data from the Workforce Information Database was used to make current and targeted workforce information available for job-seekers and businesses in VOS.

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

To facilitate communication with and training for local workforce staff, LMI coordinators were designated for each of the state’s 12 workforce regions. In addition to periodic communication about workforce information, meetings were held with the coordinators in December 2009 and March 2010. Coordinators were provided with information on LMI resources and how to apply those resources to assist their clients. In addition, a webinar was provided for the coordinators in April 2010 with information on how reemployment profiles are developed.

A relationship was established with Regional Education Center coordinators. Coordinators are charged with developing more effective connections between schools and businesses in each of the state’s 12 workforce areas. As a result of this relationship, LMI training was provided to all coordinators as well as the Midlands Education & Business Alliance and Career Development Facilitator classes. In addition, workforce information requests were responded to for the Greenville, Lowcountry and Waccamaw RECs.

LMI worked with the S.C. Department of Education to provide workforce information to be used in the state’s new South Carolina Longitudinal Information Center for Education (SLICE). SLICE will be used by

school counselors to assist students in choosing high school clusters of study and post-high school plans. Workforce information provided by LMI will show the outlook for various career options, to assist in making these choices. Also, LMI participated on the state Education and Economic Development Act IT Committee along with representatives from various state and local education organizations.

LMI supported the SWIB through activities including a workshop at the state workforce conference, information on assessing labor demand for the Collaboration & Partnership Committee, and information to be used for allocating local WIA funds. In addition, LMI worked closely with various Workforce staff, including after that staff was moved to the new Department of Employment and Workforce. That relationship is reflected in accomplishments such as the reemployment profiles and labor supply and demand reports noted below.

LMI assisted regional economic development alliances, county economic development offices, education, and other organizations. Support was provided to organizations including:

- Charleston Regional Development Alliance
- Aiken-Edgefield Economic Development Partnership
- Hampton County Economic Development Commission
- Myrtle Beach Regional Economic Development Corporation
- Cherokee County Development Board
- Southern Carolina Alliance
- State Technical College System
- Santee-Lynches WIB
- Lowcountry WIB
- Upper Savannah WIB
- Upstate WIB
- Catawba WIB
- Pee Dee WIB
- Greenville WIB

S.C.'s LMI Manager was selected to be on the board of directors for the Council for Community and Economic Research (C2ER). C2ER is a national organization for state and local economic researchers. Participation on the C2ER board has provided valuable insights and contacts that have helped advance S.C.'s LMI operations.

**Conduct special studies and economic analyses.**

A major initiative during this program year was development and implementation of reemployment profiles. Initial efforts on profiles began during PY 08, but, working with Commerce's Workforce Division (now part of the S.C. Department of Employment and Workforce), content of the profiles was finalized and they began to be used. The purpose of the profiles is to provide to workers impacted by Rapid Response events reemployment information targeted to their work experience. Based on company-

provided job descriptions, profiles provide relevant information on skills, current job openings, related occupations and their average wages, openings in those related occupations, and sources of training that may be needed for related occupations. A profile is prepared for each different position affected by a layoff or closing. The profiles are provided to workers during Rapid Response meetings. The profiles were first provided in response to a Rapid Response event in September 2009. Beginning at that time, 548 profiles were prepared for 47 Rapid Response events during PY09. (Note that profiles are prepared for each separate affected position, not each affected worker; therefore, many more than 548 people received profiles for the 47 events).

Also during this program year, labor supply and demand reports were initiated for each of the state's 12 local workforce areas. The reports provide information on local supply (number of unemployed, number and education level of WIA/TAA participants) and demand (number and type of job openings). To better represent area supply and demand, the information is provided for the area's commuteshed (area where most people living in the workforce region work) rather than just the workforce area.

An economic outlook report, incorporating labor market information and econometric data populated from the WIDb, is created each month and sent to 1,700-1,800 economic and workforce development professionals, policy makers and business leaders in the state. It provides a timely, snapshot view of current labor market and economic conditions and projects future economic trends using an economic leading indicator.

Workforce information was an important element in responding to companies, including international firms, considering capital investment in South Carolina. It was used in responding to 175 proposals and requests for information to support the recruitment of new companies and capital investment projects in South Carolina.

Other representative activities of this type during the program year included:

- Information on S.C. sister states and waiver of nonresident portion of tuition and fees per request from University of S.C.- Beaufort
- Assistance in obtaining employer information for a local school district
- Provision of job opportunity information to S.C. Vocational Rehabilitation
- Provision of targeted business information to Greenville United Way

In achieving the accomplishments noted above as well as other workforce information activities, the Department of Commerce expended \$443,959.23.

**Customer consultation**

Regular communication was maintained with local workforce staff, notifying them of new workforce information or services as they became available. This was enhanced by the establishment of LMI coordinators as noted above.

In addition to state and local workforce and economic development staff, over the year, Commerce's LMI office worked with the following groups:

- SC Technical College System
- SC Department of Education
- State Energy Office
- SC Department of Employment and Workforce

Rather than formal means of consultation, LMI staff had discussions and communication with these groups as a means of informing them of LMI services while getting their ideas on how the LMI office could serve them. Using this approach, Commerce's LMI office was able to further establish itself as a resource in South Carolina for workforce information.

As noted above, special efforts for consultation were made in developing employment projections. Rather than relying solely on the projections system, Commerce's LMI office solicited input from state economic experts to help in developing employment projections. While making for better projections, this consultation also helped further partnerships between these individuals and Commerce's LMI office.