



South Dakota Workforce Information Grant Annual Performance Report

Program Year 2011

State of South Dakota
Workforce Information Grant Annual Performance Report
July 1, 2011 through June 30, 2012

A. ACCOMPLISHMENTS

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

The conversion to Workforce Information Database (WID) Version 2.5 began and was completed during PY 2011. All of the required core tables have been populated. The PY 2011 projections deliverables, which include the South Dakota 2010-2020 long-term sub-state projections and 2011-2013 short-term projections, have been populated.

Licensing information is collected every other year. Staff collected 2011 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. Collection of more current information will begin in the spring of 2013.

The Labor Market Information Center (LMIC) currently hosts the 2011 second edition of the Employer Database. LMIC customers, South Dakota Department of Labor and Regulation (DLR) local office staff and other DLR staff are provided access to the Employer Database through three different levels. The general public is provided access through a link on LMIC's website to the Employer Locator on the Career InfoNet website.

Access to the Employer Database for internal customers and DLR 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.

The Employer Database is also populated in the WID. Expenditures related to the WID totaled \$20,628.

2. Produce and disseminate industry and occupational employment projections.

South Dakota used the online training system and methodology developed by the Projections Workgroup and the Projections Managing Partnership to produce the projections deliverables. The short-term industry and occupational forecasts for the 2011-2013 period were produced for statewide South Dakota by June 30, 2012.

The production of the statewide long-term industry and occupational projections for the 2010-2020 industry and occupational projections was also completed by June 30, 2012.

Expenditures related to the production of industry and occupation projections during PY 2011 totaled \$49,411.

3. Conduct and publish relevant economic analyses, special workforce information and/or economic studies determined to be of benefit to the governor and state and local Workforce Investment Boards (WIBs).

LMIC provided relevant economic analyses and special studies to several partners and users during PY 2011. The IMPLAN software was used to produce seven studies that estimated the economic impact of new or expanding businesses; most of these studies were conducted at the request of the Governor's Office of Economic Development (GOED).

For general requestors, the Regional Input-Output Model (RIMS II) multipliers were referenced to estimate the economic impact of added workers for a specific industry. These multipliers are produced by the Bureau of Economic Analysis, U.S. Department of Commerce.

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

Other special workforce information was provided to internal partners, including the Unemployment Insurance (UI) Division regarding declining occupations and targeted high demand occupations, as well as requested information regarding workforce analysis.

Expenditures related to conducting and publishing relevant economic analyses, special workforce information and/or economic studies totaled \$42,707.

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

Grant-produced products, including workforce publications, surveys and delivery systems, are published on the LMIC website. 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

The *South Dakota Career Peeks* booklet of career activities for kindergarten through second grade was distributed for school use at six workshops for school counselors scheduled for across the state in September 2011. Orders received by phone and online were filled throughout the year as well.

The *South Dakota Career Aware* booklet for students in grades three through five was also distributed in person (thus saving postage costs) to school counselors at the six fall workshops in September 2011. Orders were filled throughout the year as well.

South Dakota Career Wonders, a career magazine/activity guide designed for grades 5 through 8, underwent a redesign and was first distributed at the later counselor workshops across the state in September 2011. Other pre-orders from schools were mailed once we received the publication. Orders received online and by phone were filled throughout the year.

In the middle of PY 2011, LMIC pulled back on promoting career materials to elementary and secondary schools. Orders continued to be filled on a request basis, but LMIC's focus shifted to career materials geared toward adults. As part of this new emphasis, LMIC redesigned and published *South Dakota CareerWise*, its career publication for adults, in May 2012. The magazine offers articles, advice and tips for adults competing in the job market.

The *South Dakota Hot Careers* flier featuring high growth and high wage occupations distinguished by educational level was updated in the fall of 2011 (prior to the six workshops for school counselors) to incorporate the latest wage data available. This flier shows the state's projected high demand occupations, 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.

Coordinating with the *Hot Careers* flier, the *South Dakota Top of the Charts* hot careers poster was also updated in the fall of 2011. The poster features the top occupations in greatest demand with higher than average wages. A PDF file of the poster was posted on the LMIC website. A graphic of the poster was also provided, upon request, to a DLR local office staff person who works a great deal with youth in the Sioux Falls area; she posted it on her department Facebook page to increase awareness of career outlook information available from LMIC.

The *Career and Labor Market Information* bookmark, which lists Internet addresses for helpful, reputable career and labor market information for South Dakota and the United States, was redesigned during PY 2011. The bookmark's revised colors and design were influenced by the LMIC website and South Dakota Career InSite, two primary resources the product promotes. A QR code linking to DLR's homepage was also created and added to the bookmark with this revision, accommodating our smart phone users.

The *Pocket Résumé* 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 Résumé will contain essentially all of the information in a good résumé – 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 résumé can be downloaded at: http://dlr.sd.gov/lmic/pdfs_and_other_files/pocket_resume.pdf. Because of the popularity of the Pocket Resume, LMIC's sister agency in Pennsylvania asked to borrow the design and customize it for its state. LMIC provided their staff with the original desktop publishing file for that purpose during PY 2011.

The bookmarks and *Pocket Résumés* are widely used and distributed by DLR local offices for workforce development activities. These products remain popular among 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, 2011, through June 30, 2012, more than 48,000 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 2011 which provided further opportunities to promote LMIC resources. One such publication was the *Career Destinations* pamphlet, which was updated and customized, upon request, for DLR local 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 local areas prior to attending career fairs in those areas. *Career Destinations* featured the basic steps in the career decision-making process with suggested activities for students to do during the career fair. 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 "top of the charts" 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* posters featuring high-demand careers. Two pages were devoted to listing green career opportunities in the state, utilizing data gathered through the LMI Improvement Grant research. 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.

LMIC continued to distribute the *South Dakota Hot Trends in Healthcare flier*. The flier is was another testament to the good partnerships LMIC has with other state agencies. The flier was developed in PY 2010 for use in the South Dakota Department of Health's Health Occupations for Today and Tomorrow (HOTT) initiative. The purpose of the

HOTT initiative is to encourage more youth to pursue healthcare careers, helping fill the projected high demand for healthcare providers in the state. The flier provides labor market information highlights of healthcare industries and occupations. It will be updated during PY 2012 to incorporate the latest LMI data available.

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. Statistics available on website usage indicate 4,403 unique users visited the occupational wage menu page within the LMIC website, with a corresponding 6,538 number of page views. In addition, 85 more in-depth requests for occupational wage information were handled by LMIC staff. Occupational wages can be viewed or downloaded at: http://dlr.sd.gov/lmic/menu_occupational_wages.aspx.

Employee Benefits

Results of the employee benefits survey conducted by LMIC during PY 2010 remained on the LMIC website during PY 2011 and provided a valuable resource. The detailed results continued to be made available at:

http://dlr.sd.gov/lmic/menu_employee_benefits.aspx.

The brochure titled *Perks of the Job, Employee Benefits in South Dakota* also continued to be distributed upon request. 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://dlr.sd.gov/lmic/pdfs_and_other_files/benefits_brochure_2010.pdf.

The next benefits survey is scheduled to be conducted in the fall of 2013.

During PY 2011, website usage statistics show the benefits data was accessed online by 481 users for a total of 786 page views.

Local Employment Dynamics

Following a template provided by our friends in the North Dakota LMI shop, LMIC starting publishing Local Employment Dynamics (LED) reports for the two Metropolitan Statistical Areas (MSAs) in South Dakota. Reports for the Sioux Falls and Rapid City MSAs were first published on the LMIC website in February 2011. These reports are updated on a quarterly basis: http://dlr.sd.gov/lmic/menu_metro_area_profiles.aspx.

Publication Design Work in Partnership Efforts

As further testimony to the importance of partnership efforts, LMIC staff lent their publication design and development skills to numerous Department of Labor and Regulation projects during PY 2011. A complete list of publication and related design projects completed during PY 2011 as LMIC partnership activities is included as an appendix.

South Dakota e-Labor Bulletin

LABOR MARKET INFORMATION CENTER



LMIC staff produced 12 monthly issues of the *South Dakota e-Labor Bulletin*, which was distributed to a wide variety 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 2011 issues of the *e-Labor Bulletin*:

South Dakota e-Labor Bulletin Articles Published in Program Year 2012

Topic	Published
The Mass Layoff Statistics program	November 2011
2011 SD Nonfarm Industry Trends	February 2012
Summer Job Opportunities in 2012	April 2012
Visualize This: OnTheMap	June 2012

Based on recommendations from a Workforce Investment Grant Review conducted in July 2010, articles are required to be published in the *e-Labor Bulletin* on a quarterly basis at minimum. These special studies are conducted in part to meet deliverable three (conduct and publish relevant economic analyses, special workforce information and/or economic studies).

The subscriber list for the *e-Labor Bulletin* averaged about 1,435 per month during PY 2011. Recipients include employers, educators, economic development organizations, chambers of commerce, as well as DLR local office staff, other divisions of the DLR and partner agency staff.

The PY 2011 website statistics indicate 9,257 unique users of the *e-Labor Bulletin* experienced 46,677 sessions, hitting on the .asp portion of the e-Labor Bulletin more than 107,000 times.

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 the full release. On the third

Wednesday of each month, the “What’s New?” and “Overview” pages of the site are used to publish the public release of statewide labor force and nonfarm data for the prior month. Later in the month (normally the fourth Friday), substate labor force and nonfarm data, plus additional data such as DLR activities in the local offices and unemployment insurance is included in the release of the *e-Labor Bulletin*.

Part of the statewide data release is an “Economic Snapshot” page which provides a comparison of current month data to prior year for national and state labor force estimates, and statewide nonfarm data by major industry. In addition, the South Dakota level of new hires, another key economic indicator, is provided from the Unemployment Insurance Division’s New Hire Reporting Center and included in the “Economic Snapshot” page.

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 819 visitors who experienced 37,742 page views during PY 2011.

Career InSite

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

Career InSite provides a variety of South Dakota-specific occupational data (e.g. description, wages, employment estimates and projections, licensing requirements, etc.). In addition, there are two interest surveys that helps match users to occupational areas of interest (a link to the Career InSite interest survey is also included on the DLR homepage). The South Dakota Workforce Development Council (WDC) adopted Career InSite as the program of choice to assist WIA participants in determining their occupational interest areas. Once clients have taken the built-in interest test in Career InSite, counselors work with the WIA participants using the application to conduct more in-depth occupational exploration. Career InSite also offers links to available training information, job opportunities in South Dakota and a variety of articles and career publications.

Reality Check, which is incorporated within Career InSite, 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. Career InSite: As of June 28, 2012, Reality Check has had 8,341 page hits since its debut late May 2010.

A poster and promotional rack cards are available to all the DLR local offices for the Reality Check module and Career InSite. A Career InSite tutorial is also available, which walks users through both Reality Check and InSite. This tutorial gives the user a birds-eye view of the best practices for utilizing both applications. As another cooperative, joint project with the Department of Education (DOE), LMIC provided a "Reality Check" button for the South Dakota My Life website in PY 2010, which links users of that website directly to the Reality Check portion of Career InSite. The button was still in use

in PY 2011 and available to all students or other South Dakota My Life website users once they chose any of the 16 career clusters to explore.

The training module of Career InSite also provides access to data published by the Dakota Association for College Admissions Counseling (DACAC) to provide current training information for our users.

Statistics available on website usage show as of the end of the program year, Career InSite has had 92,995 unique visitors experiencing more than 1.89 million page views since its launch in March 2005. Specifically during PY 2011, this application added 45,765 unique visitors with more than 292,000 page views.

Community Labor Profiles

http://dlr.sd.gov/lmic/menu_clp.aspx

The Community Labor Profiles (CLP) application is available online for DLR staff, businesses and economic development groups. The DLR 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 personally prepared six CLPs for customers during PY 2011. Most LMIC customers use the website application to create CLPs on their own, producing 543 reports during PY 2011.

Labor Market Information (LMI) Online Training Series

LMIC is developing five PowerPoint modules about labor market information (LMI) and its uses. Workforce development professionals, policy makers, program or economic development planners, business owners, etc., can use the Web-based training modules to learn about:

- Labor Market Information Basics
- Utilizing Labor Market Information (LMI) to Serve Job Seekers

- Labor Market Information for Career Planning and Assessing Skills
- Labor Market Information for Re-employment
- Labor Market Information's Value to Businesses

The modules are based on a benchmark version provided by the U.S. Department of Labor's Employment and Training Administration (ETA). They have been tailored for South Dakota. At the end of PY 2011, they were in the review stage. After the review process is complete, the modules will be posted online during PY 2012.

Expenditures related to the posting of products, information and reports on the Internet, as well as other means of distribution, totaled \$144,867.

5. Partner and consult in a continuing basis with workforce investments boards and other key workforce and economic development partners and stakeholders.

South Dakota Workforce Development Council

The LMIC traditionally meets a commitment to be in attendance at the quarterly meetings of the Workforce Development Council (WDC).

LMIC staff was not in attendance at the July 18, 2011, meeting of the Workforce Development Council meeting due to other travel commitments.

LMIC staff was in attendance at the meeting held in October 2011. The LMIC Administrator, Bernie Moran, presented an overview of the PY 2010 Workforce Information Grant Progress Report to the Board Members and other attendees.

The LMIC staff was also in attendance at the quarterly meeting held on January 5, 2012, meeting to answer any questions as needed.

LMIC Administrator Bernie Moran was in attendance at April 16, 2012, meeting to request the Council's approval to utilize available Workforce Information Grant (WIG) funds to start the process of a longitudinal system. This request was submitted as a contingency plan if a Workforce Data Quality Initiative (WDQI) grant was not awarded. If approved, a portion of WIG funds would be used to specifically to:

- Develop a longitudinal database system.
- Measure the labor market outcomes of workforce program completers.
- Develop/expand capacity to match workforce and educational data.

The LMIC currently conducts longitudinal research on an ad-hoc basis, using a series of historical datasets. Recent research was conducted for Lake Area Technical Institute (LATI) graduates as part of their competition for Aspen Prize (fall of 2011). The wage records analysis conducted by LMIC indicated that the earnings of graduates increased over time. LATI was awarded \$100,000 as one of the finalists in the competition, based on these three analysis factors:

- Completion outcomes

- Learning outcomes
- Labor market outcomes (LMIC data)

This was just one example of the outcomes data that can be produced through a longitudinal system, but it provides evidence of why LMIC applied for a WDQI grant, for which there is a high level of competition. Therefore, LMIC sought approval of the Council to utilize available WIG funds to start the development process of a longitudinal system. The Council's approval would have allowed the LMIC to expand information provided within a specific WIG grant deliverable which states: Conduct and publish relevant economic analyses, special workforce information and/or economic studies determined to be or benefit to the Governor and state Workforce Investment Boards (WIBs).

The Council approved this request, but before any WIG funds were utilized for this specific purpose, the DLR received notice on June 7, 2012, South Dakota was awarded a WDQI grant in the amount of \$946,900.

Key Workforce and Economic Development Partners and Stakeholders

LMIC staff handled approximately 64 requests from local and state economic development agencies. Thirty-four requests were handled 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 office, including occupational wage information, covered worker data, IMPLAN economic impact analyses, information from the Bureau of Economic Analysis (BEA), as well as technical assistance regarding other U.S. Department of Labor programs, including prevailing wage rates produced for the Davis Bacon Act.

The remaining requests were from other local economic development agencies, including:

- Absolutely! Aberdeen
- Aberdeen Development Corporation
- Aberdeen Downtown Association
- Focus Watertown
- Lake Preston Economic Development
- Milbank Economic Development Corporation
- Mitchell Economic Development Corporation
- Pierre Economic Development Corporation
- Redfield Economic Development
- Sioux Falls Development Foundation
- South Dakota International Business Institute
- Spearfish Economic Development

In October 2011, GOED staff participated in a two day IMPLAN training session hosted by LMIC in Aberdeen, South Dakota. In addition to covering the IMPLAN workbook and

related activities, the IMPLAN contractor critiqued the IMPLAN report template used by LMIC for GOED purposes and provided feedback on how to improve.

Related to this training, GOED and LMIC collaborated to create a form to gather specific information needed from GOED to conduct economic impact analyses for new or expanding businesses. The analyses are used to determine the impacts of added employment, construction costs and equipment purchases. Six IMPLAN reports were prepared for GOED during PY 2011.

Another special project for GOED was the creation of a wage database using the Estimates Delivery System (EDS). GOED plans to implement benchmark wages required to be paid by companies utilizing certain GOED financing programs. The Estimates Delivery System (EDS) will be used to produce occupational wages for specific South Dakota locations using established commute patterns. Wages will be provided at the three-digit NAICS (North American Industrial Classification System) level. If information for a specific area is suppressed, regional or MSA wages will be included in the database and referenced as needed.

LMIC also traveled across the state giving several presentations to economic development and human resource group meetings.

LMIC also partners with local office staff and economic development agencies to prepare Workforce Availability reports as requested. These reports include data specific to the local office areas, including current unemployment rates, labor supply data, number of available applicants by occupation, and occupational wages. OnTheMap data is also provided to show the commute shed for these areas. During PY 2011, seven of these reports were produced to assist economic development efforts.

LMIC also conducted wage records analysis for some of our education partners. Other internal analysis regarding labor market issues was also provided as needed to DLR partners.

Expenditures related to conducting special studies and economic analysis for PY 2011 totaled \$47,794.

B. CUSTOMER CONSULTATIONS

In conjunction with the release of the 2012 edition of *South Dakota CareerWise*, LMIC conducted a customer satisfaction survey. Surveys were sent to all those who requested the latest edition of the career guidance magazine for adults. Department of Labor and Regulation local office managers each received one copy (or more if they had pre-ordered), the survey and a letter informing them that the 2012 edition of *CareerWise* was available. Although the response rate was slightly low (26 percent), the responses provided useful input on how requesters use *CareerWise* as well as ideas for possible revisions to future editions.

- The greatest use of *CareerWise* by respondents was as a reference themselves, sharing information with customers/clients (91 percent).
- Most also indicated they provide the magazine directly to customers/clients (82 percent).
- All respondents indicated they were at least generally satisfied with the publication, with the majority reporting that it met all their expectations.
- All but one respondent said customers/clients were generally satisfied or that it met all the expectations of customers/clients. One respondent indicated that customers/clients had not shared feedback.
- The majority of respondents felt *CareerWise* is very easy to use and find information.
- All respondents indicated *CareerWise* is informative and relevant or very informative and relevant.
- Respondents were also asked to rate a list of subject areas/sections in the current issue of *CareerWise* on a scale of 1-5 (with 5 being highest). In the “Accuracy/Currency” column, respondents were asked to rate how accurate and current each topic is. In the “Important for Inclusion” column, they were asked to rate each subject matter for how important they feel it would be to include information on that same topic in the next edition of *CareerWise*. Three respondents opted not to rate “Accuracy/Currency” and two chose not to rate the “Importance for Inclusion.” One respondent commented he/she needed to use the publication longer before providing ratings.

Accuracy/Currency

The lowest average rating of the accuracy and currency of the listed subjects in the current edition was 4.0:

- Job hunting online: social networks
- Owning your own business

Three subjects topped the accuracy and currency ratings at 4.6:

- National Career Readiness Certificate (NCRC™)
- Job search methods
- Cover letters.

Importance of Inclusion:

Regarding importance of inclusion, five topics tied for the top spot with a 5.0 rating:

- Job application tools and tips
- Resumes
- Cover letters
- References
- Interviews

With a rating of 3.8, owning your own business was the lowest rated topic for inclusion. The survey also provided space for respondents to add comments:

- Two respondents indicated you can no longer post a résumé on SDWORKS.

- A respondent also requested the continued development of more information on various social media, including how to use and what not to place on sites.
- One respondent suggested the publication could be used in Job Search Assistance Program (JSAP) classes as well as the Re-employment Intensive Services (RIS) program.

The survey is ongoing in order to continue getting feedback from those who receive it for the first time.

CareerWise Customer Satisfaction Survey: Updates for Next *CareerWise* Publication

Based on Customer Satisfaction Survey responses, the following changes will be made to the *CareerWise* publication during its next update:

- **Social media section:** Will expand content to more than one page to include more specific information on various social media, including how to use and what not to place on sites. It rated a respectable 4.0 in accuracy and currency (on scale of 1 to 5, with 5 being highest), but a 4.0 was the lowest for all sections. While this reflects that all sections rate very well for accuracy and currency, there is always room for improvement. By expanding the section we can include more comprehensive information, which should help with accuracy and currency.
- **Owning Your Own Business section:** This section also tied for lowest in currency and accuracy, but it also was lowest rated regarding importance of inclusion. Its importance for inclusion rating was 3.8 on a scale of 1-5 (with 5 being highest) Based on these factors, we will make the section smaller but not omit completely. One possible option would be to cut two pages on types of business organizations. We could refer them to websites for the Small Business Administration, the South Dakota Secretary of State and perhaps the Governor's Office of Economic Development. This would provide access to most up-to-date information directly from the sources most familiar with issues for those looking to start their own businesses. Even though at the bottom of the rankings, the topic still rated fairly high, so another option would be to take the information out of *CareerWise* and create a stand-alone flier/brochure. It would attract only those contemplating entrepreneurship. Before going this route, additional research needs to be done to find out if another South Dakota department or agency already provides labor-specific information on the topic.
- **SDWORKS:** Respondents indicated you can no longer post a résumé on SDWORKS. We have updated the file for the next print version and have corrected the error on the online *CareerWise* PDF. The information was also corrected on the Job Seeker Services page on South Dakota Department of Labor and Regulation website.

Additional possible actions: One respondent suggested the publication could be used in Job Search Assistance Program (JSAP) classes as well as the Re-employment

Intensive Services (RIS) program. We can remind people in charge of these programs about this free publication. When updating for 2012, we consulted with JSAP to make sure none of the information contradicted the classes and used some of the resume examples used in the program's classes, so it should be compatible.

In response to the LMIC PY 2010 customer satisfaction survey, which gathered feedback from local office managers, LMIC staff visited local offices as requested to provide an overview of LMIC and the data and services offered. LMIC staff members visited the Pierre, Mitchell, Sioux Falls, Huron, Brookings and Watertown local offices in PY 2011. These personal visits included overview presentations of LMI and the LMIC website, as well as include one-on-one discussions with local office staff to address particular concerns regarding LMI data or training needs.

Outreach visits to the remaining local offices will be scheduled during PY 2012 as schedules allow. Expenditures related to customer service products and activities totaled \$3,641.

Serving our Customers

Collectively, LMIC provides a large amount of information to many user types. LMIC is utilizing a new methodology to assess the total number of information requests our agency handles by incorporating web metrics.

LMIC staff personally handled over 22,000 information requests during PY 2011, with 50 percent (11,115) being from the *business and industry, chamber of commerce, and other business association* user group. DLR local office staffs are also frequent users, with almost 3,000 requests for information. Postsecondary institutes submitted 572 requests for information. The K-12 school systems, including both public and private, had 1,431 requests for information including the distribution of nearly 47,000 publications.

LMIC provides a wealth of information for our customers via our website. In addition to the information requests handled by staff, LMIC takes into consideration the Web metrics for its website and related applications. The metrics indicate the number of information requests accessed electronically by our customers. The total number of requests for labor market information was 340,965 during PY 2011, including the distribution of 83,421 publications (includes both electronic and hard copy versions).

C. PARTNERSHIPS AND COLLABORATIONS

State Longitudinal Database System

Regarding state longitudinal database systems for South Dakota, a data governance team exists which includes the South Dakota Departments of Labor and Regulation (DLR), Education (DOE) (which includes the state Technical Institutes and Career and

Technical Education), and the Board of Regents (BOR). This team focuses on collaboration between agencies as longitudinal systems are developed. The team meets on a quarterly basis to discuss concerns, issues and progress regarding system development.

The DOE has spent the last several years putting in place the foundational components necessary to successfully build a State Longitudinal Database System (SLDS) for South Dakota, including hiring a consultant to study the current data collection processes and make recommendations on efficiencies and gaps in data being collected. The DOE continues to work on the implementation of its pilot SLDS solution and is ironing out security and access requirements. Pilot training begins in October 2012.

Although sustainability of a longitudinal system is expected through self-funding of all partners involved, all partners continue to seek out available grant opportunities. As such, the DLR was recently awarded a Workforce Data Quality Initiative (WDQI) grant to start developing a longitudinal database system.

Dakota Roots

Dakota Roots is one program of South Dakota Workforce Initiatives (SD WINS). SD WINS is Governor Daugaard's 20-point plan to address short- and long-term workforce needs. SD WINS is a collaborative effort of business, education, health and labor leaders to create a well-trained and well-educated workforce for the job market of today and tomorrow.

The goal of Dakota Roots is to grow the South Dakota workforce by connecting out-of-state individuals to in-state career opportunities and resources. Since Dakota Roots launched in October 2006, it has made the dream of living and working in South Dakota a reality for over 2,400 people and their families. Employment representatives are currently providing one-on-one job search assistance to almost 3,300 active job seekers looking for work in South Dakota.

The Labor Market Information Center serves as an integral partner of Dakota Roots, providing a wide variety of statistics and services to assist for this program.

Health Insurance Survey

The LMIC collaborated with the Division of Insurance (DOI) by conducting a survey of South Dakota employers to determine how many provided insurance coverage for their employees. The survey was conducted and completed during PY 2010, however LMIC staff presented a PowerPoint detailing the results of the survey to the health care taskforce during PY 2011 (July 2011).

Expenditures related to continued partnerships with the South Dakota Workforce Development Council and other key talent development partners and stakeholders for PY 2011 totaled \$4,792.

Expenditures during PY 2011 totaled \$313,840.

New Tools or Resources

LMIC plans to purchase one-year cTORQ license for use by South Dakota workforce staff at a cost of \$19,950. Such a license would empower staff of the Department's divisions of Employment Services, Unemployment Insurance and Workforce Services to use cTORQ as much and as frequently as they wish. In addition, all of our job-seeking customers who participate with a job counselor to create a Personal Employment Plan (PEP) with cTORQ would be able to revisit their PEP from any Internet-connected computer whenever they wished to explore alternative occupations and/or additional job postings or training options. DLR believes this a system which will add value to our operations and the assistance we provide to our clients.

In addition, LMIC will purchase one license for TORQ 3.1, the analyst-oriented version of the tool. It will be utilized for analytical and economic development requests.

D. RECOMMENDATIONS FOR IMPROVEMENTS/DELIVERABLE CHANGES

Regarding short-term projections, there has been much discussion about the appropriate time period in which to prepare these estimates. Currently a two-year projection time frame is used. A four-year time frame has been suggested to coincide with students who plan to earn four-year degrees. Alternatively, a five-year period, which would include the year in which bachelor's degree candidates search for workforce opportunities that utilize their degrees, may be more appropriate. Perhaps the five-year projections series could utilize the same data input series as the ten-year projections, which would save time and effort.

Appendix

**State of South Dakota
Workforce Information Grant Annual Performance Report
July 1, 2011 through June 30, 2012**

**Labor Market Information Center
Publications and Design Work
For Partnership Activities**

LMIC Publications and Design Work PY 2011

July 2011

- Map – Selected Regional Economies in South Dakota for PowerPoint Presentation at Aberdeen Development Corporation annual meeting

August 2011

- Top of the Charts Poster – poster lists the top 15 occupations in highest demand with above average salary through 2018.
- e-Labor Bulletin flier and postcard – updated materials promoting the e-Labor Bulletin.
- Upon request, created seven pages for the Dakota Association for College Admission Counseling's publication *Educational Opportunities in South Dakota*. Highlighted Reality Check and Career InSite, in demand careers through 2018 and information on South Dakota's green economy

September 2011

- Career Wonders – publication for students who are generally just getting beginning to look at possible career interests. It includes a career interest survey, a monthly budget example and articles on topics ranging from planning for high school to preparing for the world of work.
- Career Destinations – Pamphlet featuring ways people can choose their career paths. Updated and customized upon request to DLR local offices.

October 2011

- Career Tricks or Treats flier – Part of the October 2011 issue of the e-Labor Bulletin, this flier highlighted labor market statistics, including establishment numbers for businesses with Halloween ties.

November 2011

- Thanksgiving Labor Market Fun Facts – Part of the November 2011 issue of the e-Labor Bulletin, short article highlighted labor market statistics, including establishment numbers for businesses with Thanksgiving ties.
- Map – Created Select Regional Economies map for James River Basin for Mitchell Workforce Summit.
- Labor Market and Career Information Bookmarks – Created new design and updated links on this bookmark that features links to the Labor Market Information Center, CareerInSite and the SD Department of Labor websites.

- Images for Reality Check – Created a few more adult-oriented images for Reality Check application (for possible replacement of some of the more youthful images).

December 2011

- Map – Created map illustrating counties included in Economic Impact Analysis for Bel Inc.
- Map – Created map illustrating counties included in Economic Impact Analysis for the Veterans Administration Hospital in Hot Springs, S.D.
- Map – Created map showing counties in South Dakota and Nebraska with slaughterhouses as part of an analysis of Northern Beef Packers' competitors in the region.
- Twelve Days of Christmas Fun Facts – Part of the December 2011 issue of the e-Labor Bulletin, short article and graphs that highlighted labor market statistics, including establishment numbers for businesses with ties to the holiday song, "The Twelve Days of Christmas".

January 2012

- Map – Created map of the counties in South Dakota's East Wage Area.

February 2012

- Map – Created map of counties along the James River corridor for "Growing Rural South Dakota" presentation.

March 2012

- Using data from the Local Employment Dynamics (LED) website, developed Metro Area profiles for the Rapid City and Sioux Falls MSAs. Will be updated quarterly (dates depend on when LED posts updated data).
- Designed poster to promote Career InSite and Reality Check.
- Designed rack card to promote Career InSite. Printing on held until projections for 2020 complete and updated in the Career InSite application in PY 2012.
- Map – Created map depicting South Dakota counties in Innovations Grant Region.

April 2012

- Map – Created map showing the counties including in the Economic Impact of New Business (Project Beagle) Analysis.

May 2012

- Completed redesign of CareerWise, a career booklet geared toward helping adults make informed choices about career paths.

June 2012

- Creating online PowerPoint training series (5 modules) focusing on LMI & its uses. In review process and will be completed during PY 2012.
- Wrote and created graphics for OnTheMap article featured in e-Labor Bulletin.
- Maps – Created maps depicting the population within a 30-mile radius of Aberdeen and one with the population within a 30-mile radius of the Aberdeen MiSA (Brown and Edmunds counties).

LMIC Partnership Activities – Publications and Related Design Activities PY 2011

South Dakota Department of Labor and Regulation

July 2011

- Veterans and Spouses Job Fair Materials (Sioux Falls) – Created flier, postcard and poster promoting this event.

September 2011

- Recreated Job Order rack card for SDWORKS.
- Veterans Job Fair flier (Yankton) – Created flier promoting Yankton local office event.

October 2011

- Maps – Created maps showing the worker count by county for Board of Regents. Graduates in four major groups: Accounting, Engineering, Information Technology and Nursing.
- Maps – Created maps showing job openings for machinists, welders and general manufacturing workers.
- Maps – Created maps showing job openings for registered nurses.
- Maps – Create maps showing the counties of work for newly licensed nurses as well as all licensed nurses.

- Veterans Job Fair ad (Yankton) – Created ad promoting Yankton local office event.
- Created Dakota Roots button for DLR homepage.
- Modified “Find an Internship” and “Post an Internship” buttons for DLR homepage.

November 2011

- Map – Created two maps illustrating Dakota Roots participants’ relocation by county, one for 2006 to 2011 and one for 2011.
- Web buttons – Created DLR website buttons for links on university pages and Career Cruising.

March 2012

- Designed banner for Real Estate Commission e-newsletter.
- Updated Division of Insurance newsletter with spring information.

June 2012

- Map – Created new DLR local office map to reflect county redistribution after Mobridge local office closed. (Created during PY 2011, but not published until office closed in PY 2012.)

LMIC Publications PY 2011

CAREER TRICKS & TREATS

- ▶ The United States produced more than 1.1 billion pounds of **pumpkins** in 2010.
- ▶ The average American consumed 24.7 pounds of **candy** in 2010.
- ▶ South Dakota has eight **candy manufacturers** who create sweet treats (chocolate, cocoa and non-confectionery). Nationwide there were almost 1,600 candy manufacturers in 2009 (most current figure available).
- ▶ South Dakota's estimated number of **potential trick or treaters** (5- to 14 year-olds) was more than 109,000 in 2010. More than 41 million potential trick or treaters could be seeking treats at doorsteps nationwide.
- ▶ Find your costumes, wigs and accessories at one of South Dakota's 50 **discount department stores or warehouse clubs and supercenters**. Or stop at one of the state's 23 **sewing, needlework and piece good stores** for the fabric and materials to make your costume from scratch.
- ▶ Throwing a spooky shin-dig? Visit one (or more) of South Dakota's 125 **party good stores** to grab festivity necessities.
- ▶ **Nursing care facilities** have become a popular one-stop treat spot. Stop by one of the 103 facilities in the state to show off your costume and load up on treats.
- ▶ Remember to brush your teeth after eating Halloween treats. After your next visit to one of South Dakota's 280 **dental offices**, you'll be all smiles.

See other side for activities & get more career-related info at www.sdjobs.org/careerinsite or www.bls.gov/oca

dlr south dakota department of labor and regulation
www.sdjobs.org

Career Tricks & Treats

dlr south dakota department of labor and regulation

career & labor market info |

Results found for **South Dakota**

Career exploration & planning
South Dakota Career InSite
www.sdjobs.org/careerinsite

Labor market information
Labor Market Information Center
www.sdjobs.org/lmic

Employment services
mydlr.sd.gov

Job seeking
South Dakota job search
www.sdjobs.org

Labor Market Information Center
SD Department of Labor and Regulation
P.O. Box 4730
Aberdeen, SD 57402-4730
605.626.2314 | www.sdjobs.org/lmic

Career and Labor Market Info bookmark

Career InSite
Helping bring career dreams into focus

www.sdjobs.org/careerinsite

Career InSite provides information on a variety of career-related topics in South Dakota, including:

- occupational descriptions
- employment estimates & projections
- wage information
- interest surveys
- licensing requirements
- links to training information
- links to career resources
- & more!

Career InSite Rack Card

Career InSite
Helping bring career dreams into focus

dlr south dakota department of labor and regulation

Career InSite provides descriptions and information specific for occupations in South Dakota. Find out how much you can make and what training you need for specific jobs.

Reality CHECK
See if your dream lifestyle matches your dream occupation.

While exploring **Career InSite**, check out South Dakota **Reality Check**. It is a popular and fun online budgeting tool that helps you see if your dream job lets you live your dream lifestyle. Click on **SD Reality Check** in the menu on the right side to get your own Reality Check!

Available 365/24/7, no login required!

www.sdjobs.org/careerinsite

Labor Market Information Center
South Dakota Department of Labor and Regulation | 1.800.592.1181 | www.sdjobs.org/lmic

Auxiliary aids and services are available upon request to individuals with disabilities. State and federal laws require the Department of Labor and Regulation to provide services to all qualified persons without regard to race, color, creed, religion, age, sex, ancestry, national origin, or disability. Printed on recycled paper.

Career InSite and Reality Check Poster

south dakota **CAREERWISE** 2012

dlr south dakota department of labor and regulation
www.sdjobs.org

Charting the course to a new job or career can be hard. Factors like where you work, how much you earn, the hours you work, and whether you are required to travel can impact your day-to-day life immensely. Like many life decisions you make, a job change affects not only you, but also those who share your life.

It is imperative you have a plan before striking out in a different career direction. Maybe you have not been in the job market for a long time and are apprehensive. Maybe you have been trying unsuccessfully to get a good job for a long time. Maybe you fall somewhere between those two extremes and feel uncertain about your ability to land a job that makes you happy. Where do you turn?

Turn the pages to help navigate your job change or new career exploration.

All you need is the plan, the road map, and the courage to press on to your destination.
Earl Nightingale

contents

Time for a job change.....	2	Résumé writing.....	22
Surviving unemployment.....	4	Cover letters.....	29
Financial survival.....	6	References.....	32
Inventorying your skills.....	9	Interviewing.....	35
Recareering.....	11	Job offers.....	40
Finding a job.....	17	Proving yourself on a new job.....	41
Applications.....	21	Entrepreneurship.....	44

CareerWise 2012

LMIC Partnership Publications & Related Design Activities PY 2011

Veterans & Spouses Job Fair

Wednesday, August 17, 2011
10 a.m. to 2 p.m.

VFW Post 628
3601 S. Minnesota Ave.
Sioux Falls, South Dakota

Come prepared...

- Bring resumes and references.
- Be prepared to fill out applications.
- Dress professionally.
- Be interested and enthusiastic.

www.sdjobs.org

Co-hosted by the South Dakota Department of Labor and Regulation, U.S. Chamber of Commerce, VFW, American Legion, Disabled American Veterans and Paralyzed Veterans of America.

Over 40 employers attending!

Sioux Falls poster/postcard

Veterans & Spouses Job Fair

Wednesday, Nov. 16, 2011
10 a.m. to 2 p.m.

South Dakota National Guard Armory
1204 W. 31st Street
Yankton, South Dakota

Many Southeast South Dakota employers will be available.

www.sdjobs.org

Co-hosted by the South Dakota Department of Labor and Regulation, Yankton's Charlie Battery, First Battalion, 147th Field Artillery and VFW Post 791 Auxiliary.

Yankton ad

Veterans & Spouses Job Fair

Wednesday, Nov. 16, 2011
10 a.m. to 2 p.m.

South Dakota National Guard Armory
1204 W. 31st Street
Yankton, South Dakota

Many Southeast South Dakota employers will be available.

www.sdjobs.org

Co-hosted by the South Dakota Department of Labor and Regulation, Yankton's Charlie Battery, First Battalion, 147th Field Artillery and VFW Post 791 Auxiliary.

Yankton flier

Veterans & Spouses Job Fair promotional materials, Sioux Falls and Yankton events

Do your Job Orders get noticed?

Since 2009, job openings with a wage or salary listed received over

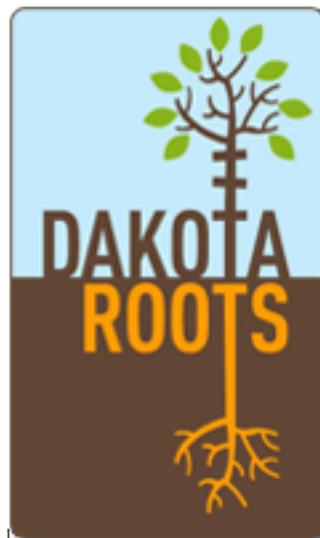
1 million
more referrals than those without.
That's 70 percent!

To increase exposure,
List the Wage/Salary.

DLR south dakota department of labor and regulation
Your workforce experts.

For tips on improving your job orders, visit your DLR local office.

Job Order rack card



DLR home page



Internship buttons for DLR home page

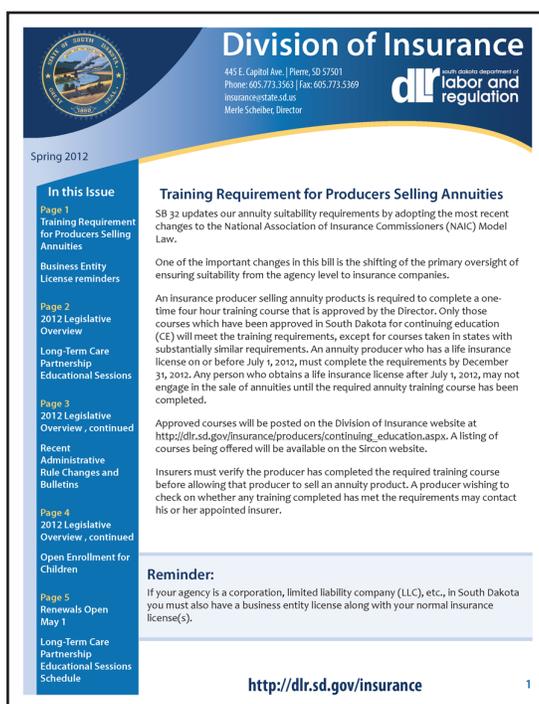
LMIC Partnership Publications & Related Design Activities PY 2011



Internship and Job website buttons for university links



DLR website button for Career Cruising



Division of Insurance newsletter, Spring 2012



Banner for Real Estate Commission e-mail newsletter

Maps Created by LMIC, PY 2011

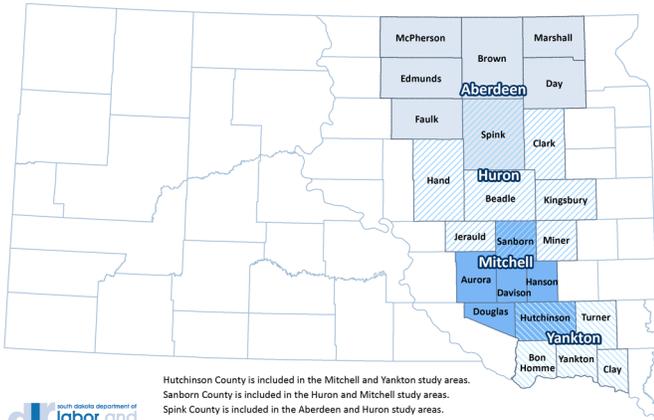
Select Regional Economies in South Dakota



Map created by the Labor Market Information Center, South Dakota Department of Labor and Regulation, October 2011

Selected Regional Economies in South Dakota for PowerPoint Presentation, presented at Aberdeen Development Corporation annual meeting

Select Regional Economies in South Dakota

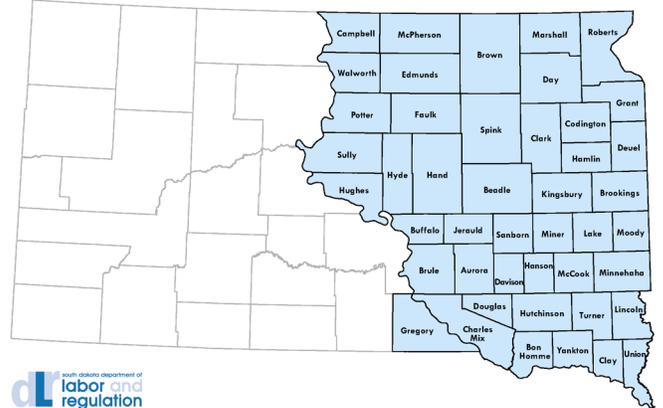


Hutchinson County is included in the Mitchell and Yankton study areas.
Sanborn County is included in the Huron and Mitchell study areas.
Spink County is included in the Aberdeen and Huron study areas.

Map created by the Labor Market Information Center, South Dakota Department of Labor and Regulation, November 2011

Select Regional Economies map for James River Basin for Mitchell Workforce Summit

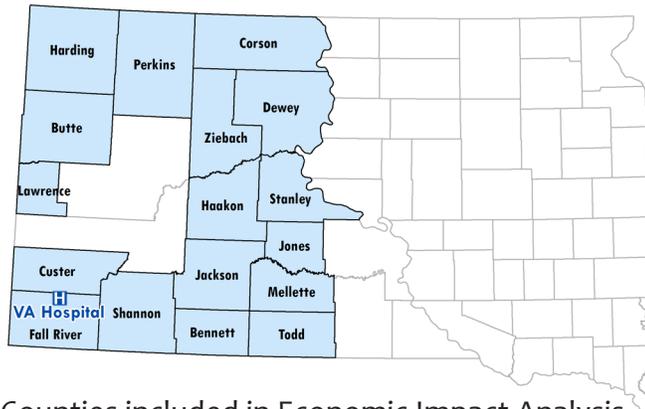
Economic Impact of New Business Bel Inc. South Dakota Counties Included in Analysis



Map created by the Labor Market Information Center, South Dakota Department of Labor and Regulation, December 2011

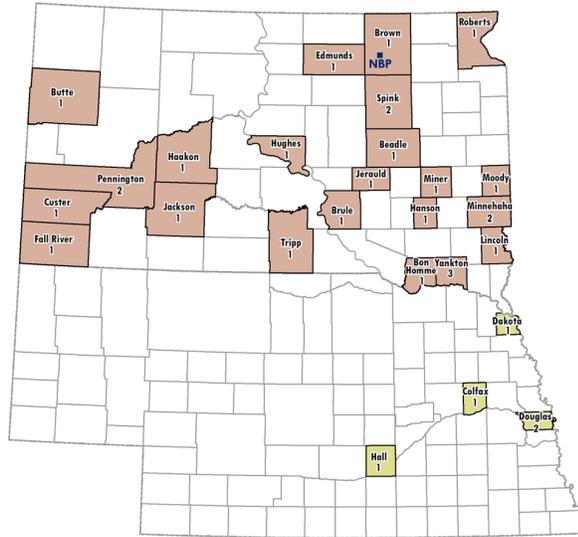
Counties included in Economic Impact Analysis for Bel Inc.

Economic Impact of New Business Veterans Administration Hospital, Hot Springs, SD South Dakota Counties Included in Analysis



Counties included in Economic Impact Analysis for the Veterans Administration Hospital in Hot Springs, S.D.

Maps Created by LMIC, PY 2011

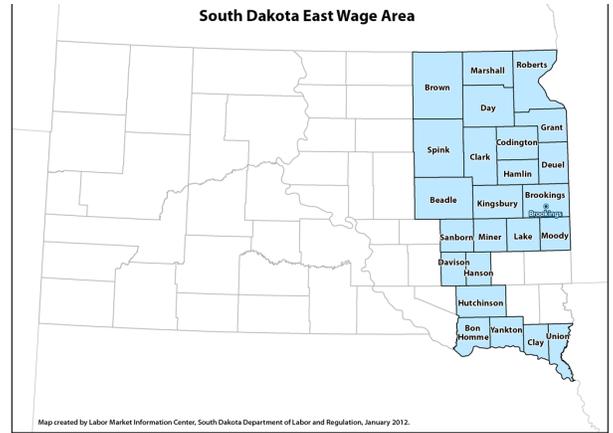


Counties in South Dakota
 Counties in Nebraska
 Northern Beef Packers Plant

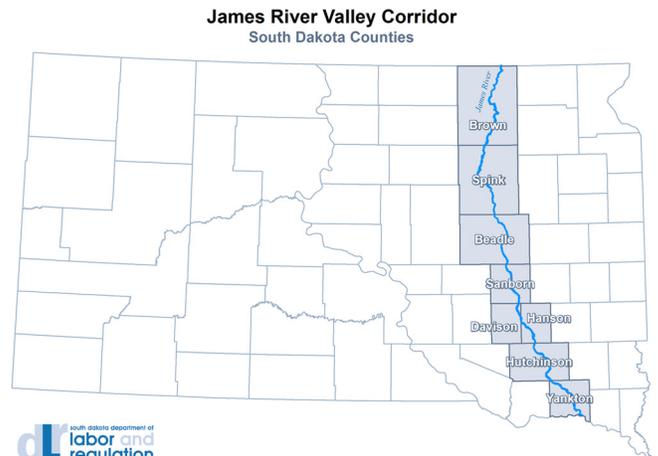
Total universe of 32 slaughterhouses:
 27 in 22 counties in South Dakota
 5 in 4 counties in Nebraska.
 Establishments in South Dakota are those classified in NAICS Code 311611: Animal (except Poultry) Slaughtering (private ownership), Quarter Census of Employment and Wages (QCEW), June 2011.
 Establishments in Nebraska identified by Northern Beef Packers as principal competitors offering same or similar service or manufacturing a similar or identical product.

Source: Labor Market Information Center, South Dakota Department of Labor and Regulation, December 2011

Counties in South Dakota and Nebraska with slaughterhouses as part of an analysis of Northern Beef Packers' competitors in the region



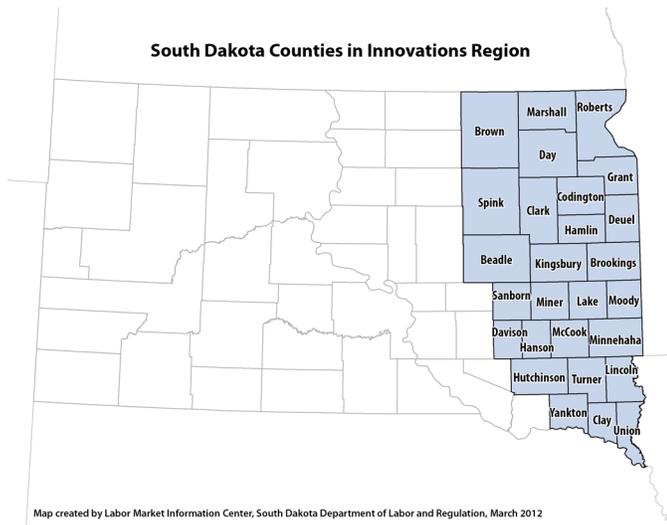
Counties in South Dakota's East Wage Area



south dakota department of labor and regulation

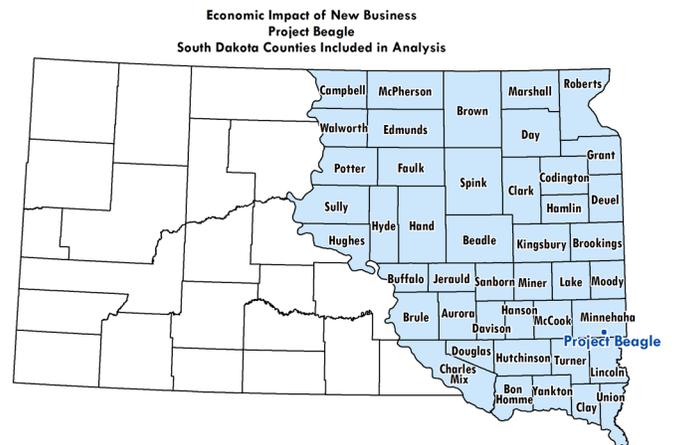
Map created by the Labor Market Information Center, South Dakota Department of Labor and Regulation, February 2012.

Counties along the James River corridor for "Growing Rural South Dakota" presentation



Map created by Labor Market Information Center, South Dakota Department of Labor and Regulation, March 2012

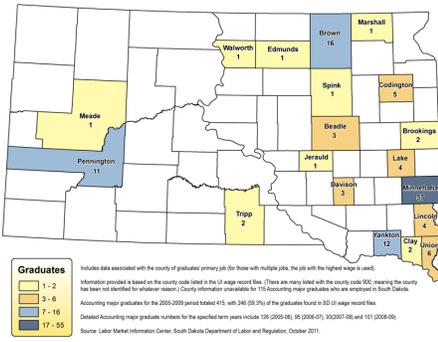
South Dakota counties in Innovations Grant Region



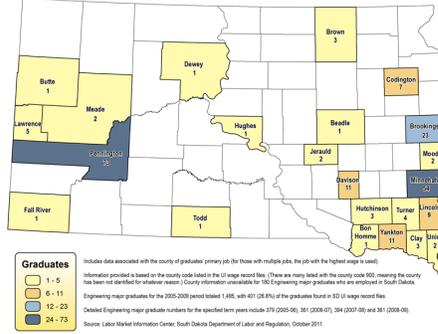
Counties including in the Economic Impact of New Business (Project Beagle) Analysis

Maps Created by LMIC, PY 2011

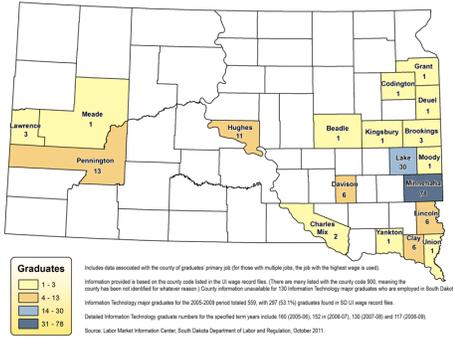
BOR Graduates by Major - Accounting



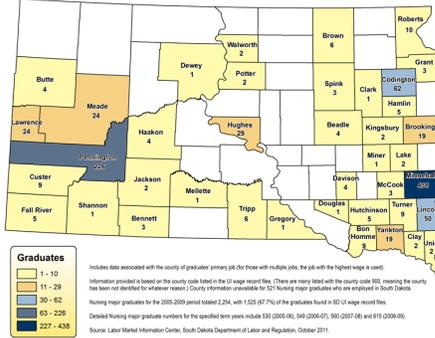
BOR Graduates by Major - Engineering



BOR Graduates by Major - Information Technology

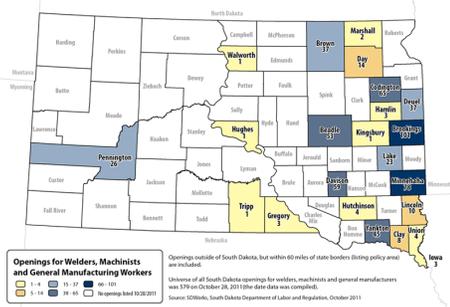


BOR Graduates by Major - Nursing

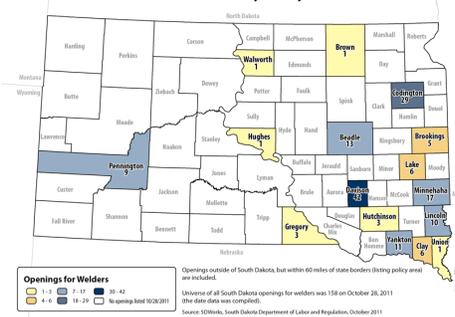


Maps showing the worker count by county for Board of Regents graduates in four major groups: Accounting, Engineering, Information Technology and Nursing

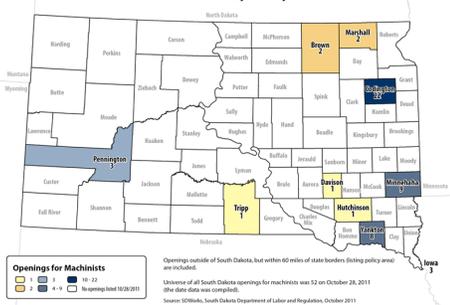
Snapshot of South Dakota Job Openings for Welders, Machinists and General Manufacturing Workers by County



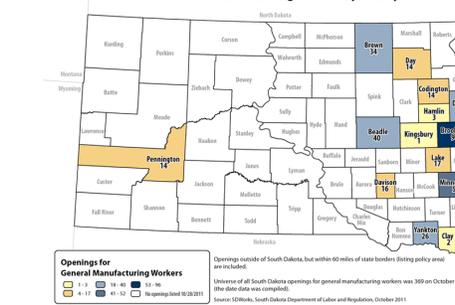
Snapshot of South Dakota Job Openings for Welders by County



Snapshot of South Dakota Job Openings for Machinists by County



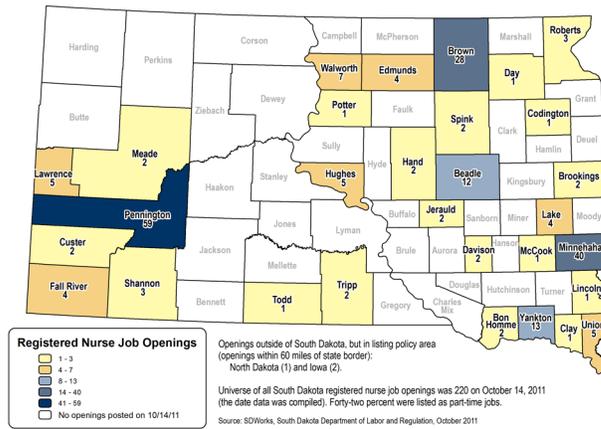
Snapshot of South Dakota Job Openings for General Manufacturing Workers by County



Job openings for machinists, welders and general manufacturing workers.

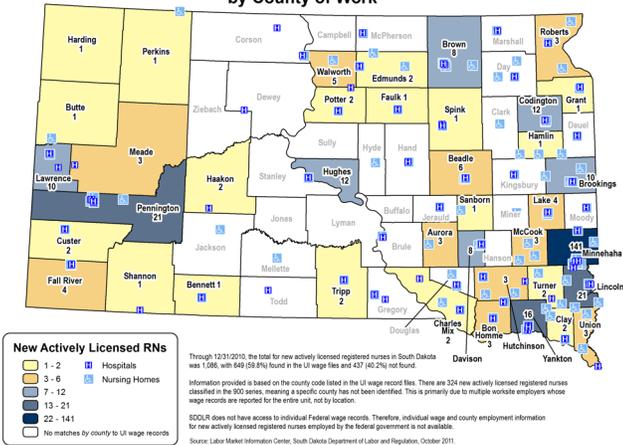
Maps Created by LMIC, PY 2011

Snapshot of South Dakota Registered Nurse Job Openings by County

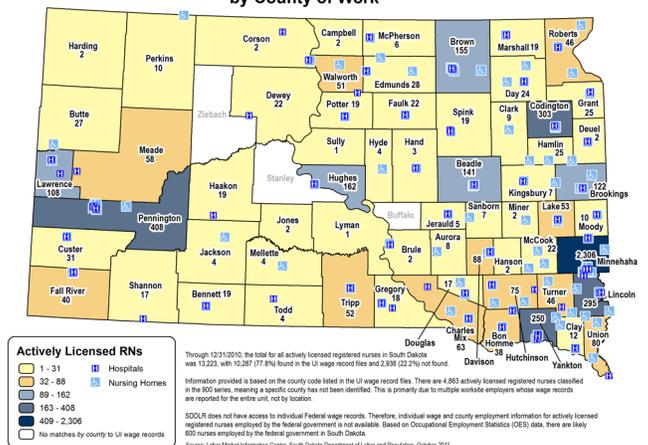


Job openings for registered nurses

New Actively Licensed Registered Nurses in South Dakota, 2010 by County of Work

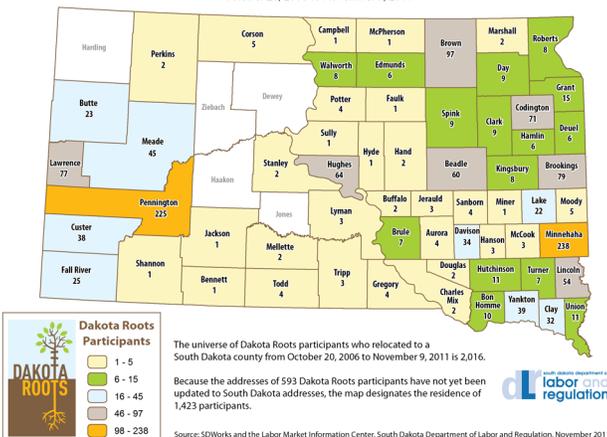


All Actively Licensed Registered Nurses in South Dakota, 2010 by County of Work

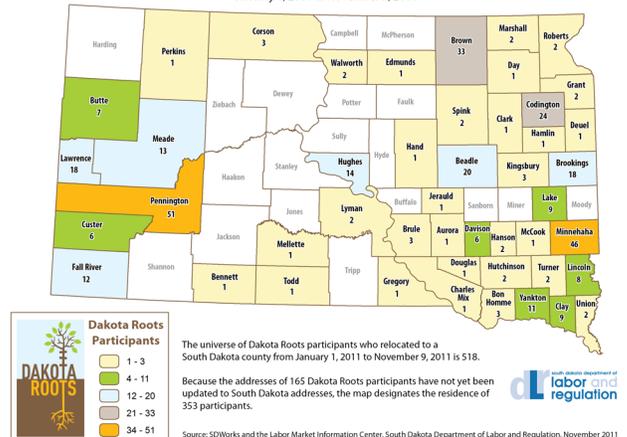


Counties of work for new actively licensed nurses as well as all actively licensed nurses

Dakota Roots Participants' Relocation by South Dakota County
October 20, 2006 to November 9, 2011



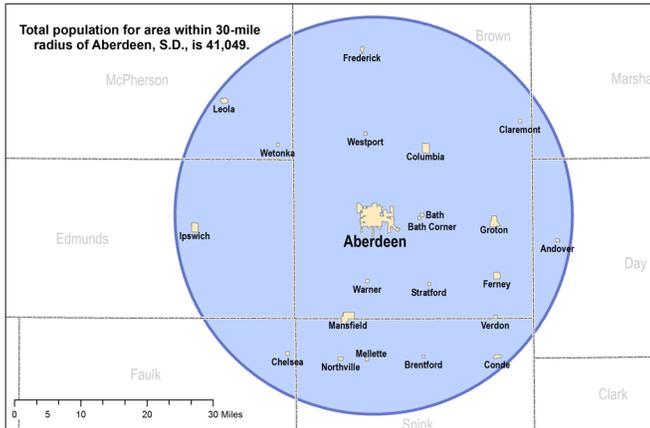
Dakota Roots Participants' Relocation by South Dakota County
January 1, 2011 to November 9, 2011



Dakota Roots participants' relocation by county

Maps Created by LMIC, PY 2011

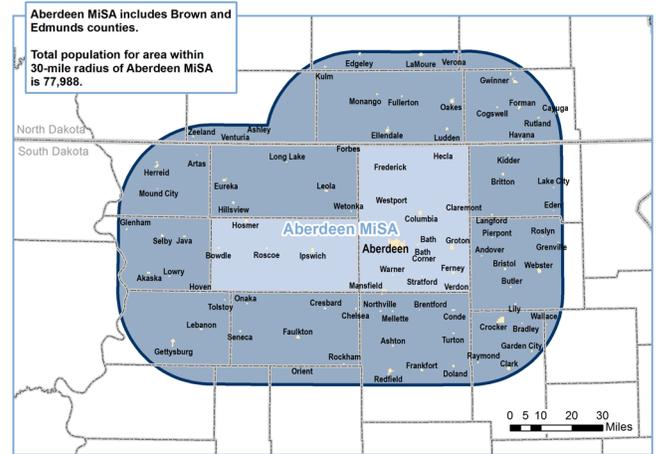
Total Population Count within 30-mile Radius of Aberdeen, S.D.



Radius measured from center of Aberdeen.
 Source: U.S. Census Bureau, 2010 Census. Based on census blocks.
 Prepared by the Labor Market Information Center, South Dakota Department of Labor and Regulation, June 2012

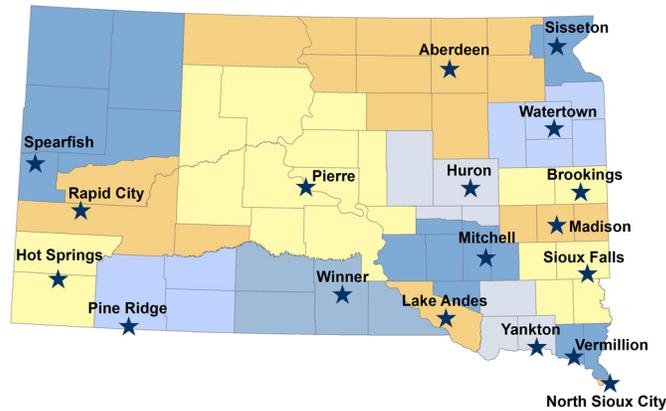
Total population within a 30-mile radius of Aberdeen, S.D.

Total Population Count within 30-mile Radius of Aberdeen MiSA in South Dakota



Aberdeen MiSA includes Brown and Edmunds counties.
 Total population for area within 30-mile radius of Aberdeen MiSA is 77,988.
 Source: U.S. Census Bureau, 2010 Census. Based on census blocks. Radius measured from Brown and Edmunds county borders.
 Prepared by the Labor Market Information Center, South Dakota Department of Labor and Regulation, June 2012.

Total population within a 30-mile radius of Aberdeen MiSA (Brown and Edmunds counties)



Local office map. Reflects closing of Mobridge office and redistribution of counties. (Created during PY 2011, published online in PY 2012).