

## Workforce Availability Analysis Select Cities in South Dakota

### Overview

A company is interested in opening a call center in South Dakota and considering the cities of Aberdeen (Brown County), Mitchell (Davison County), and Yankton (Yankton County) as possible site locations.

### Estimated Labor Availability (April 2012)

- The current labor supply estimate for Brown County is 3,295 persons.
- The current labor supply estimate for Davison County is 1,950 persons.
- The current labor supply estimate for Yankton County is 1,970 persons.

The South Dakota Department of Labor and Regulation (DLR) offers workforce training programs to assist in creating a quality workforce. To learn more, visit [www.sdjobs.org](http://www.sdjobs.org).

### Executive Report

Unemployment rates across the nation have started to decline as the recovery from the recession continues. South Dakota's current (April 2012) not seasonally adjusted unemployment rate is 4.3 percent, compared to the national rate of 7.7 percent. The unemployment rates for the counties being considered are all lower than the statewide rate:

- 3.6 percent in Brown County
- 3.3 percent in Davison County
- 3.9 percent in Yankton County

The unemployment rate alone does not provide an accurate indication of the available workforce. Estimates of available workers are heavily influenced by the willingness of workers to change jobs. That decision is usually related to wages, fringe benefits, hours and working conditions. Most workers in this group could be referred to as the underemployed. The underemployed includes persons working full-time or part-time jobs below their earning capacity or level of competence. Underemployment has also been defined as "involuntary part-time" employment or employment of a person on a part-time basis when full-time work is desired.

Labor supply estimates published by DLR provide a general reference of the available workforce.

- Brown County total labor supply estimate is 3,295, with 2,450 underemployed.
- Davison County total labor supply estimate is 1,950, with 1,500 underemployed.
- Yankton County total labor supply estimate is 1,970, with 1,435 underemployed.

Despite low unemployment rates, these counties do have labor available to fill new jobs. The labor availability is reflected in the number of active seekers registered with our local offices. The table below includes the number of seekers for occupations needed for the planned business.

**South Dakota Local Office Data  
Number of Seekers for Select Occupations**

<b>SOC Code</b>	<b>Standard Occupational Classification (SOC) Title</b>	<b>Aberdeen Area</b>	<b>Mitchell Area</b>	<b>Yankton Area</b>	<b>Total</b>
11-1021	General and Operations Managers	41	34	50	125
11-2022	Sales Managers	15	18	8	41
11-2031	Public Relations Managers	11	2	2	15
11-3011	Administrative Services Managers	27	16	13	56
11-3031	Financial Managers	13	3	5	21
11-3121	Human Resources Managers	22	17	8	47
13-1141	Compensation, Benefits, and Job Analysis Specialists	4	0	1	5
13-1161	Market Research Analysts	3	1	4	8
13-1151	Training and Development Specialists	3	4	3	10
13-1199	Business Operations Specialists, All Other	16	12	8	36
13-2011	Accountants and Auditors	19	14	3	36
13-2041	Credit Analysts	6	3	2	11
15-1121	Computer Systems Analysts	7	0	6	13
15-1133	Computer Software Engineers, Systems Software	1	0	1	2
15-1141	Database Administrators	1	2	5	8
15-1142	Network and Computer Systems Administrators	5	9	1	15
27-1024	Graphic Designers	16	14	8	38
27-3031	Public Relations Specialists	3	6	2	11
33-9021	Private Detectives and Investigators	0	4	3	7
43-1011	First-Line Supervisors/Managers of Office and Administrative Support Workers	33	0	15	48
43-3011	Bill and Account Collectors	50	20	11	81
43-3051	Payroll and Timekeeping Clerks	14	14	10	38
43-4051	Customer Service Representatives	114	69	87	270
43-4111	Interviewers, Except Eligibility and Loan	0	1	3	4
43-4161	Human Resources Assistants, Except Payroll and Timekeeping	24	0	15	39
43-4171	Receptionists and Information Clerks	104	70	81	255
43-4181	Reservation and Transportation Ticket Agents and Travel Clerks	17	0	2	19
43-5061	Production, Planning, and Expediting Clerks	5	1	1	7
43-6011	Executive Secretaries and Administrative Assistants	51	0	52	103
43-9061	Office Clerks, General	163	86	113	362

Note: Active Seekers have been on the systems and actively seeking work in the past 90 days. Additional registered seekers data that are residents of other states is available if needed.

The following table includes the occupational wage data for the East Area of South Dakota, which includes the cities of Aberdeen, Mitchell and Yankton.

**South Dakota Occupational Wage Data for Select Occupations  
East Area of South Dakota**

<b>SOC Code</b>	<b>Standard Occupational Classification (SOC) Title</b>	<b>Number of Workers</b>	<b>Mean Wage</b>	<b>Median Wage</b>
11-1021	General and Operations Managers	1,110	\$50.46	\$46.63
11-2022	Sales Managers	70	\$52.12	\$49.13
11-2031	Public Relations Managers	10	\$45.53	\$44.85
11-3011	Administrative Services Managers	90	\$36.77	\$36.12
11-3031	Financial Managers	220	\$53.14	\$51.24
11-3121	Human Resources Managers	70	\$39.51	\$35.60
13-1141	Compensation, Benefits, and Job Analysis Specialists	160	\$22.36	\$21.96
13-1161	Market Research Analysts	60	\$23.40	\$20.73
13-1151	Training and Development Specialists	200	\$20.61	\$19.01
13-1199	Business Operations Specialists, All Other	200	\$33.00	\$30.71
13-2011	Accountants and Auditors	1,190	\$26.31	\$24.90
13-2041	Credit Analysts	140	\$25.01	\$23.46
15-1121	Computer Systems Analysts	110	\$33.72	\$30.91
15-1141	Database Administrators	10	\$29.99	\$28.52
15-1142	Network and Computer Systems Administrators	400	\$26.66	\$26.00
27-1024	Graphic Designers	160	\$15.33	\$14.67
27-3031	Public Relations Specialists	300	\$19.93	\$17.60
43-1011	First-Line Supervisors/Managers of Office and Administrative Support Workers	550	\$20.98	\$20.50
43-3051	Payroll and Timekeeping Clerks	180	\$15.19	\$14.85
43-4051	Customer Service Representatives	1,990	\$12.57	\$11.82
43-4111	Interviewers, Except Eligibility and Loan	180	\$11.95	\$11.63
43-4161	Human Resources Assistants, Except Payroll and Timekeeping	120	\$14.87	\$14.51
43-4171	Receptionists and Information Clerks	1,360	\$11.04	\$10.93
43-5061	Production, Planning, and Expediting Clerks	250	\$17.44	\$16.81
43-6011	Executive Secretaries and Administrative Assistants	660	\$16.17	\$16.06
43-9061	Office Clerks, General	1,070	\$10.14	\$9.87

Note: The East Area includes the counties of Beadle, Bon Homme, Brookings, Brown, Clark, Clay, Codington, Davison, Day, Deuel, Grant, Hamlin, Hanson, Hutchinson, Kingsbury, Lake, Marshall, Miner, Moody, Roberts, Sanborn, Spink, Union and Yankton.

Source: May 2011 wage data, updated to reflect labor cost increases through March 2012.

Prepared by the Labor Market Information Center, South Dakota Department of Labor and Regulation

The model used to create the labor supply estimate factors in those without jobs, as well as workers who live in the area and persons who commute into the area to work. According to 2010 data from the Census Bureau's Local Employment Dynamics (LED) program, 73.4 percent of the Aberdeen workers reside in Brown; the remaining workers commute in from other areas. The rate for Mitchell City is 60.1 percent and 62.6 percent for Yankton City. Most of these commuters live

in other counties in South Dakota, but some live in Nebraska, Iowa and other select states. More detail is provided in the table below.

### 2010 Labor Shed for Select Cities

<b>Counties in which Aberdeen Workers Live</b>	<b>Count</b>	<b>Share</b>
Brown County, South Dakota	12,788	73.4%
Minnehaha County, South Dakota	468	2.7%
Edmunds County, South Dakota	440	2.5%
Spink County, South Dakota	311	1.8%
Pennington County, South Dakota	271	1.6%
Beadle County, South Dakota	192	1.1%
Brookings County, South Dakota	180	1.0%
Day County, South Dakota	179	1.0%
Codington County, South Dakota	149	0.9%
McPherson County, South Dakota	144	0.8%
All Other Locations	2,311	13.3%
<b>Total All Jobs</b>	<b>17,433</b>	<b>100.0%</b>

<b>Counties in which Mitchell Workers Live</b>	<b>Count</b>	<b>Share</b>
Davison County, South Dakota	6,048	60.1%
Hanson County, South Dakota	532	5.3%
Minnehaha County, South Dakota	418	4.2%
Hutchinson County, South Dakota	294	2.9%
Sanborn County, South Dakota	278	2.8%
Beadle County, South Dakota	221	2.2%
Brown County, South Dakota	195	1.9%
Aurora County, South Dakota	191	1.9%
Brookings County, South Dakota	140	1.4%
Codington County, South Dakota	129	1.3%
All Other Locations	1,618	16.1%
<b>Total All Jobs</b>	<b>10,064</b>	<b>100.0%</b>

<b>Counties in which Yankton Workers Live</b>	<b>Count</b>	<b>Share</b>
Yankton County, South Dakota	5,219	62.6%
Cedar County, Nebraska	395	4.7%
Minnehaha County, South Dakota	370	4.4%
Bon Homme County, South Dakota	357	4.3%
Clay County, South Dakota	292	3.5%
Knox County, Nebraska	246	2.9%
Lincoln County, South Dakota	140	1.7%
Davison County, South Dakota	117	1.4%
Hutchinson County, South Dakota	89	1.1%
Turner County, South Dakota	74	0.9%
All Other Locations	1,040	12.5%
<b>Total All Jobs</b>	<b>8,339</b>	<b>100.0%</b>

Source: US Census Bureau, LED Origin-Destination Database

The availability of jobs with competitive wages and benefits should draw a significant number of applicants for these employment opportunities. There are a considerable number of persons seeking employment specifically for the occupations which will be hired by this company, as well as a considerable number of experienced workers in the area, and workers in the area who consider themselves underemployed. South Dakota also is attracting workers through Dakota Roots.

### **Dakota Roots**

Dakota Roots is growing the South Dakota workforce by connecting individuals to in-state career opportunities. This is a great program for out-of-state residents who wish to grow personally and professionally in South Dakota. Since its launch in October 2006, over 11,800 people have indicated they would move to South Dakota given the right career opportunity. Undoubtedly, the great quality of life is a big draw.

Dakota Roots has been especially helpful for hard-to-fill positions. The additional pool of out-of-state applicants can be tapped when businesses have not been able to find the right person in the current South Dakota workforce. There are currently 2,927 active job seekers looking for the right career opportunity.

To date, Dakota Roots has made the dream of living and working in South Dakota a reality for 2,272 job seekers and their families. These people have entered a broad range of occupations from engineers to registered nurses to welders to support staff. For more information, visit [www.DakotaRoots.com](http://www.DakotaRoots.com).