

# WIA

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**Workforce Investment Act**

**Annual Report**

**Program Year 2009**

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 south dakota  
department of labor

# South Dakota Workforce Investment Act Annual Report Program Year 2009

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## South Dakota's Workforce Development System History

The South Dakota Department of Labor (DOL) has changed significantly since the Wagner-Peyser Act of 1933 created a national network of state employment offices. We have moved from being an unemployment insurance agency and labor exchange to functioning as a comprehensive workforce development agency. Nevertheless, our current mission is quite simple: "... to enhance the South Dakota workforce by providing businesses with employment-related solutions and helping people with job placement and career transition services." Within the department, the Division of Workforce Services is responsible for using the resources available under the Workforce Investment Act (WIA) to fulfill the promise of our mission.

South Dakota has been designated as a single statewide local area with the state board assigned the responsibility to carry out the roles of both local and state Workforce Investment Boards. This state board, the South Dakota Workforce Development Council (WDC), has been the driving force behind workforce development for 16 years. Upon implementation of WIA, the WDC membership was grandfathered in from the Job Training Partnership Act and has since guided workforce development in our state, maintaining momentum for economic development and vitality by better connecting workforce strategies to economic needs. The WDC works to improve the services to employers and their current and future employees by streamlining the delivery of workforce and training services.

The 17-member WDC is comprised of private-sector members who represent the state's employers, labor unions and community leaders, and representatives of five state agencies including the secretaries of Labor, Education, Human Services, Tourism and State Development, and the executive director of the Board of Regents. The close working relationships established among these state agencies have resulted in a level of cooperation we believe to be without equal.

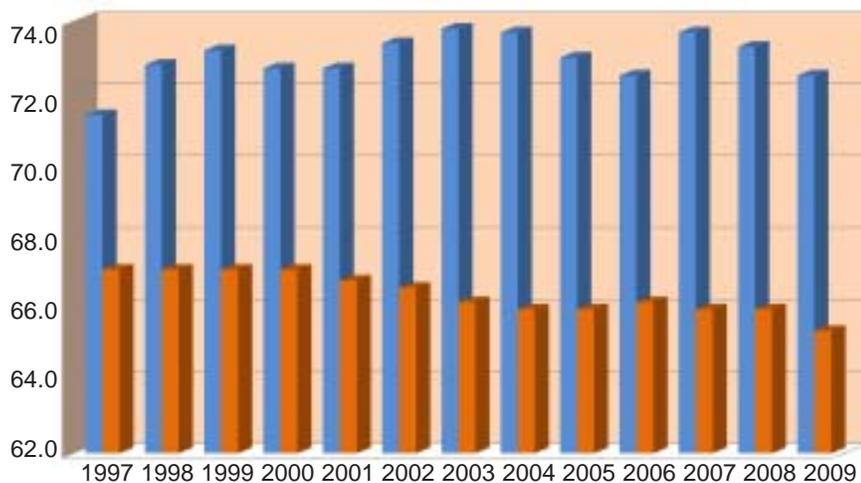
The executive order creating the WDC also assigned the administrative and fiscal responsibilities for the council to DOL, a working relationship that serves the state well. Employment and training programs are provided under the guidance of the WDC and delivered through DOL. Under this structure, key employment and training programs such as WIA, Wagner-Peyser (WP), Trade Act (TAA), Unemployment Insurance (UI), Temporary Assistance to Needy Families (TANF), Adult Education and Literacy (AEL) and Veterans' Employment and Training (VETs) programs are tailored to the interests of economic development, vocational technical education, basic education and vocational rehabilitation.

The WDC continues to provide planning, coordination, monitoring and policy analysis for the state training system as a whole and to advise the governor on policies, goals and standards for the development and implementation of effective programs. Key policy decisions are made at the state level by the WDC. Local involvement comes from the community connections of the WDC members and from the network of DOL local offices. These local offices have strong connections with local business leaders, training providers, community organizations, local government and other interested parties. These local offices deal with a variety of local workforce issues and have regular communications with the state office on how best to address current needs.



### Employment Trends in South Dakota

The residents of South Dakota participate in the labor force at a very high rate (Figure 1). The latest annual Current Population Survey figures show South Dakota's labor force participation rate was 72.5 percent in 2009. In other words, more than 72 percent of all residents age 16 years and older were in the labor force, either working or looking for work. This compares to a 2009 national average of 65.4 percent. Historically, South Dakota has consistently had higher rates of labor force participation compared to the nation.



*Figure 1. Comparison of South Dakota (blue) and US (orange) labor participation rates.*

South Dakota's participation rate of 72.5 percent led the nation. North Dakota and Nebraska followed close behind at 72.4 percent. The youth in South Dakota were also comparatively more active participants in the labor force. In 2009, 55.3 percent of our youth (age 16-19 years) were in the labor force, compared to the national rate of 37.5 percent. Only Iowa exceeded us, with a rate at 58.1 percent. Nebraska ranked third at 55.2 percent, and Wisconsin fourth at 54.5 percent.

Since labor force participation is very high in South Dakota, a relatively low unemployment rate is not unexpected. In 2009, the annual average unemployment rate was 4.8 percent, compared to the national rate of 10.0 percent.

The 2009 annual unemployment rate in South Dakota was a bit high compared to recent years due to the national recession. The worker layoffs in South Dakota significantly affected our rate of unemployment. The National Bureau of Economic Development Research (NBER) determined the nation's recession began in December 2007, but South Dakota's employment levels weathered the nation's economic slide for the first three quarters of 2008. Nationally, the level of employed peaked in November 2007 and has finally started to stabilize after several months of decline. South Dakota's level of employed did not start its decline until the fourth quarter of 2008 as the demand for South Dakota products and services decreased nationwide.

#### Industry Projections\*

The 2006-2016 industry projections expect job growth for all industry sectors in South Dakota. Table 1 highlights the top industries expected to add the most jobs to our state economy.

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The combined job growth of the top four industries sectors, which include Healthcare and Social Assistance; Construction; Finance and Insurance; and Manufacturing, is expected to account for over half of the projected job growth for the entire state. Industries projected to grow at the fastest rate are detailed in Table 2. This list includes the same industry sectors that are expected to add the most jobs; however, when ranked by percentage growth, some different industries top the list.

### Occupational Projections

Occupations with the highest levels of growth have a strong correlation to the industries which expect a high level of growth. Table 3 details the occupations expected to have the fastest growth rates, many of which are occupations common to the construction, manufacturing and healthcare fields.

The occupational demand corresponding to the expected industrial growth in the state indicates that many of the fastest growing occupations will require postsecondary education. In addition to growth, a projected estimate of replacement needs is also calculated for each occupation. Replacement need measures the net result of workers moving in and out of occupations. Some become employed in a different occupation as a result of a promotion, a desire to change careers or the loss of an existing job. Others who leave an occupation stop working altogether because they retire, move, become ill or have another reason for leaving. Individuals who change employers but remain in the same occupation (the sum of which are often referred to as 'turnover') are not included in estimates of replacement needs, because job changes by these individuals have no impact on the number of openings for an occupation. The combined growth and replacement need for workers in an occupation is referred to as the total demand.

With respect to the occupations with the highest levels of demand, there are over 50 occupations that will each require more than 100 workers per year through the year 2016. These occupations lead the list of those occupations projected to need the most workers yearly and which require some postsecondary education:

- Registered Nurses
- Farmers and Ranchers
- Carpenters
- Accountants and Auditors
- Welders, Cutters, Solderers, and Brazers
- Secondary School Teachers, Except Special and Vocational Education
- First-Line Supervisors/Managers of Retail Sales Workers
- General and Operations Managers
- Elementary School Teachers, Except Special Education
- Teacher Assistants
- Executive Secretaries and Administrative Assistants
- Electricians
- First-Line Supervisors/Managers of Office and Administrative Support Workers
- Cement Masons and Concrete Finishers

Occupations requiring some type of postsecondary education are expected to grow at a rate of 15.9 percent, generating over 68,000 job opportunities from 2006-2016. Occupations that require on-the-job training are expected to grow 16.2 percent, generating about 105,000 job opportunities for the same time

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*\*The 2006-2016 industry projections were developed prior to the recession and will not be updated until December 2010. The accuracy of industry and occupational projections is subject to error, of course, due to the many unknown factors which can affect the economy over the projection period, such as the national recession.*

**Table 1 - South Dakota industries with highest projected job growth levels**

<b>Industry</b>	<b>2006 Number of Jobs</b>	<b>2016 Number of Jobs</b>	<b>Job Growth</b>
Total Nonfarm	399,235	470,070	70,835
Healthcare and Social Assistance	51,984	64,829	12,845
Construction	21,832	30,132	8,300
Finance and Insurance	25,899	33,802	7,903
Manufacturing	41,395	49,177	7,782
Accommodation and Food Services	36,022	42,867	6,845
Administrative and Support and Waste Management Services	13,035	18,373	5,338
Retail Trade	49,222	53,842	4,620
Professional, Scientific and Technical Services	9,741	12,846	3,105
Transportation and Warehousing	10,485	12,409	1,924
Other Services (except Public Administration)	15,641	17,415	1,774

*Source: Labor Market Information Center, South Dakota Department of Labor, 2009*

Table 2 - South Dakota industries with highest projected job growth rates

Industry	2006 Number of Jobs	2016 Number of Jobs	Percent Growth
Total Nonfarm	399,235	470,070	17.7%
Administrative and Support and Waste Management Services	13,035	18,373	41.0%
Construction	21,832	30,132	38.0%
Professional, Scientific and Technical Services	9,741	12,846	31.9%
Finance and Insurance	25,899	33,802	30.5%
Healthcare and Social Assistance	51,984	64,829	24.7%
Accommodation and Food Services	36,022	42,867	19.0%
Manufacturing	41,395	49,177	18.8%
Transportation and Warehousing	10,485	12,409	18.4%
Other Services (except Public Administration)	15,641	17,415	11.3%
Retail Trade	49,222	53,842	9.4%

Source: Labor Market Information Center, South Dakota Department of Labor, 2009

Table 3 - South Dakota's projected fastest growing occupations, 2006-2016

Occupation	2006 Number of Jobs	2016 Number of Jobs	Percent Growth
Computer Software Engineers, Applications	605	1,015	67.8%
Welding, Soldering and Brazing Machine Setters, Operators and Tenders	350	555	58.6%
Network Systems and Data Communications Analysts	745	1,155	55.0%
Bill and Account Collectors	4,160	6,340	52.4%
Industrial Engineers	315	470	49.2%
Computer Software Engineers, Systems Software	390	565	44.9%
Industrial Machinery Mechanics	840	1,200	42.9%
Helpers (Pipelayers, Plumbers, Pipefitters and Steamfitters)	300	425	41.7%
Dental Hygienists	380	535	40.8%
Customer Service Representatives	8,970	12,610	40.6%
Helpers (Brickmasons, Blockmasons, Stonemasons, Tile and Marble Setters)	260	365	40.4%
Home Health Aides	840	1,170	39.3%
Medical Assistants	845	1,175	39.1%
Roofers	335	465	38.8%
Dental Assistants	735	1,020	38.8%

*Note: Only those occupations with at least 200 jobs in 2006 were included.*

*Source: Labor Market Information Center, South Dakota Department of Labor, 2009*

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period. Jobs in these occupations tend to be lower paying and experience a high replacement rate as workers think of these jobs as stepping stones to better paying jobs. Many of these jobs are taken by younger workers or workers who want part-time jobs.

The projections data presented thus far provided information regarding industrial job growth as well as occupation growth. The openings listed with the local DOL offices can be used to indicate the immediate staffing needs of employers. Table 4 shows the occupations with more than 900 openings registered with local offices during Program Year (PY) 2009.

Most of the occupations in the local office list of most openings do not require postsecondary education; these occupations typically experience higher turnover and thus require a large number of workers to keep them staffed. Please note the large numbers reflected in this list do not accurately reflect the demand for workers. The actual demand for workers is estimated through the production of occupational projections data, which includes estimates of job growth and replacement needs.

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## Meeting the Challenges of Employment Trends in South Dakota

As the nation and state begin to recover from the effects of the recession, there will be two great challenges with respect to preparing workers for future jobs and meeting the demand for workers. One will be to provide skilled workers for occupations that require postsecondary education. The second challenge will be to ensure an adequate supply of good workers is available to fill jobs that require no postsecondary education, but tend to be entry-level, lower-paying and have higher turnover.

There are basically three factors that will determine whether an adequate number of workers is available for occupations requiring postsecondary education. Making sure there are enough workers trained for these higher-skilled occupations jobs is important, since some of these jobs are critical to the state's economy.

First, there have to be enough students enrolled and graduating from these postsecondary programs. Second, it is important graduates who have to be licensed or certified for their chosen occupations can pass the required licensing test or meet the certification requirements. Third, enough graduates have to remain in the state and take jobs related to their education. Because all three factors affect the supply of workers, the number of enrolled students in and graduates of educational programs will have to be higher than the projected demand for new workers. In some cases, the enrollment and graduate levels have to be substantially more.

The Occupational Supply Demand System (OSDS), developed by the Georgia Career Information Center and Georgia State University for the U. S. Department of Labor, provides information and resources that assist with the analysis and discussion of supply and demand issues. Information is available for all states, including information on program completers and related occupations.

Other factors need to be examined in determining whether an adequate number of workers is available for occupations that do not require postsecondary education. South Dakota's population is relatively slow-growing and getting older, which can have a negative impact on the supply of workers, especially the supply of younger workers. The supply of young workers is also affected by a growing trend of secondary students selecting college after high school instead of employment, regardless of their interest or aptitudes. This

Table 4 - South Dakota occupations with most openings

Occupation	Number of Openings
Laborers and Freight, Stock and Material Movers, Hand	5,801
Customer Service Representatives	2,993
Retail Salespersons	1,674
Maids and Housekeeping Cleaners	1,440
Slaughterers and Meat Packers	1,354
Nursing Aides, Orderlies and Attendants	1,224
Landscaping and Groundskeeping Workers	1,169
Waiters and Waitresses	1,131
Cashiers	1,047
Janitors and Cleaners, except Maids and Housekeeping Cleaners	1,024
Truck Drivers, Heavy and Tractor-Trailer	993
Helpers - Production Workers	983
Construction Laborers	959

*Note: This list includes jobs with most openings registered with local DOL offices.*

*Source: South Dakota Department of Labor, Labor Market Information Center, 2009*

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trend has a negative impact on the supply of workers for certain types of jobs that do not require postsecondary education.

Also related to meeting employment challenges is the fact some occupations face problems with job turnover. Job turnover represents the labor flows into the labor market and also between businesses. The job turnover picture has two perspectives, job entries and job exits. Research data on South Dakota job turnover shows a fairly high level of job turnover in certain business sectors. Job turnover has both a seasonal pattern and a cyclical pattern. Exits rise during the fall and winter quarters as many businesses reduce staff for the winter and students return to their classes. Also, entries increase in the spring and early summer as seasonal businesses ramp up for their busy time of the year. As with other types of demand, job turnover tends to drop during business slow-downs, because the opportunity for a better job has decreased.

Although some of the turnover can be explained by the seasonal nature of business sectors, some of the turnover is related to job mismatches and/or those industries that staff many jobs considered entry-level or stepping stones to better careers.

Thus, it is very important students and other career decision-makers have access to career information, as well as opportunities for valid interest/aptitude assessments, so informed choices can be made regarding occupations they are interested in and have the aptitude for. Career information is essential in helping eliminate career choice mismatches and helping workers progress to their highest potential.

### Workforce 2025

In South Dakota, workforce development is a joint partnership between government, education and business. Together they provide vision, enhance communication and collaboration, and create an attractive education and business environment. By providing a pathway to knowledge and skills, these coordinating entities create and encourage a challenging and entrepreneurial environment for business investment and worker opportunities.

Known as Workforce 2025, an initiative of Governor Michael Rounds, this partnership focuses on ensuring South Dakota has a competent and quality workforce to allow for future economic growth and expansion and to sustain our youth population by establishing meaningful, fulfilling and interesting career opportunities with high-paying, high-growth jobs.

The South Dakota Department of Labor continues to identify ways to enhance the South Dakota workforce through Workforce 2025 in partnership with the Department of Tourism and State Development, Department of Education and the Board of Regents. Five innovative programs have been developed to support the mission of Workforce 2025.

**Dakota Roots** was launched in October 2006 as a worker recruitment tool. The goal of this online program is to connect individuals wanting to make South Dakota their home with employment opportunities with the state's leading businesses. A total of 1,545 participants have entered employment. Dakota Roots can also help businesses interested in starting up or expanding by providing them services through the Governor's Office of Economic Development. Fifty-seven businesses have expressed such interest. Learn more at [www.DakotaRoots.com](http://www.DakotaRoots.com).

**Build Dakota** works to identify and address workforce challenges of targeted industries: energy/communications infrastructure, manufacturing, construction trades, financial services and healthcare. State agencies have worked closely with industry leaders. Learn more under Build Dakota at [www.Workforce2025.com](http://www.Workforce2025.com).

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**Live Dakota** is an effort to retain current South Dakotans in the workforce. The primary goal is to educate Generation Y about the career opportunities available in South Dakota. Target audiences of older workers, dislocated workers and individuals with barriers have been added. Learn more at [www.LiveDakota.org](http://www.LiveDakota.org).

**Dakota Seeds** is working to create 1,000 new internships and assistantships by the 2010-2011 school year in the fields of science, technology, engineering and mathematics. Students will receive valuable hands-on experience, and businesses can receive financial funding assistance if eligible. Eighty-six companies have been awarded funding to support 235 students. DOL has listed over 1,330 internships on [DakotaSeeds.com](http://DakotaSeeds.com) to serve as a one-stop location for students. Dakota Seeds was launched April 2008.

**Grow Dakota** is preparing students to enter tomorrow's workforce. The High School 2025 initiative provides a vision to make the 21<sup>st</sup>-century high school learning experience rigorous and relevant to the real world. The four technical institutes and the Board of Regents offer programs to meet today's workforce needs and prepare students to enter highly skilled positions. Learn more under Grow Dakota at [www.Workforce2025.com](http://www.Workforce2025.com).

An efficient labor market exchange effectively matching worker skills to employer needs is a key component for economic growth. The Workforce 2025 partnership serves as a catalyst for this exchange and for continued economic growth in South Dakota.

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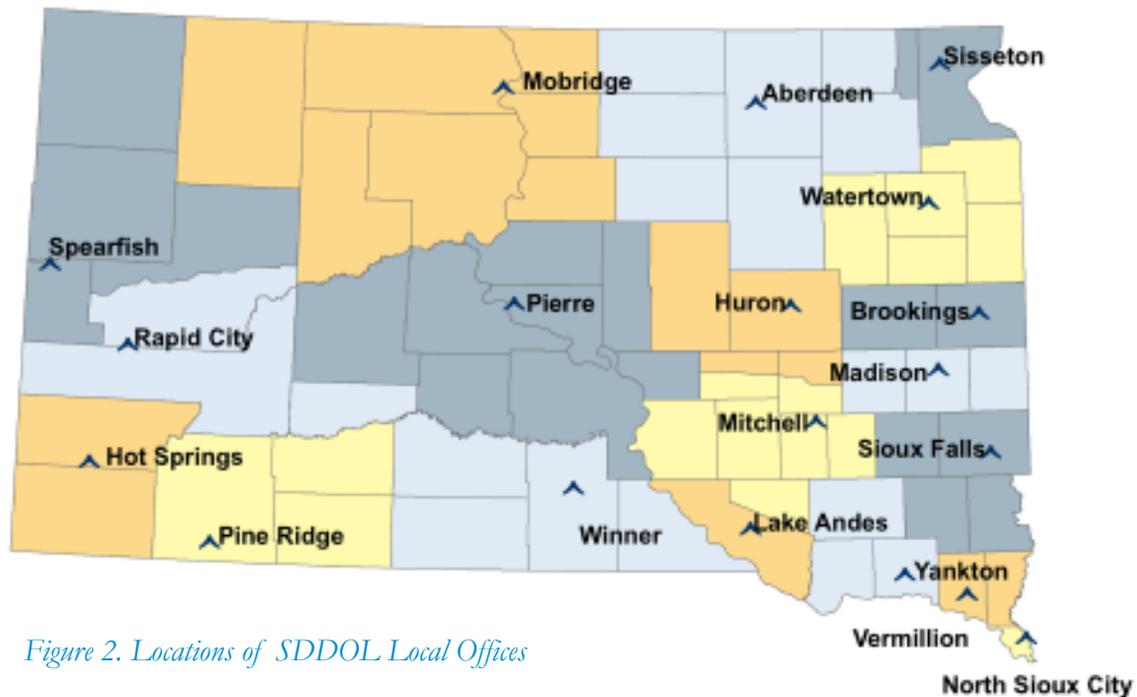
## Working Together – South Dakota Department of Labor Local Offices

The state, through the DOL network of local offices, has developed a customer-oriented system that makes maximum use of current technology to reach the greatest number of customers. Employers and job seekers have direct access through Internet technology, or personal contact with staff, throughout the employment and training process. This system is able to access the expertise and programs of partner entities such as education, rehabilitation, economic development, social services and others as may be appropriate to assist our customers.

South Dakota has excelled in using technology to link related workforce services and bring them to the public. A broad range of information is currently available to customers through Internet access. The general public can self-register for services, access labor market information, use South Dakota's SDWORKS online job search system, check out approved training providers and their levels of performance, and access resume-writing packages and other valuable tools.

Job seekers have ready access to labor market information, employment opportunities, unemployment insurance, training, employment guidance and counseling, as well as a single point of contact for employment and training information. Each local office has a resource room with employer- and job seeker-oriented material, as well as access to computers and the Internet for job search tips and writing resumes. Also available are Teknimedia and other software applications to help build computer literacy skills.

For employers, the system is able to offer relevant labor market information, a ready pool of job applicants, a referral and screening system, training programs, and a single point of contact for pertinent employment and training information. The system is able to respond quickly to the needs of the employer community.



Services and activities are promoted and made available to the various segments of the workforce. Youth, adults, dislocated workers, veterans, disabled individuals and older workers all have the opportunity to fully access WIA through the DOL local offices. Accommodations are easily made to allow any individual to benefit from appropriate services. The following services are available through DOL local offices:

- Adult Education and Literacy
- Adult Training Programs
- Aptitude/Interest/Basic Skill Assessment
- Disability Program Navigator
- Dislocated Worker Retraining
- Foreign Labor Certification
- General Educational Development (GED)
- Job Search Assistance Programs
- Labor Exchange
- Labor Market Information
- National Career Readiness Certificate
- Occupational Skill Training
- Older Worker Training
- Re-employment Services
- Resource Room
- Supplemental Nutrition Assistance Program Employment & Training
- Temporary Assistance for Needy Families
- Unemployment Insurance
- Veterans' Employment Programs
- Vocational Rehabilitation
- Youth Training Programs

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### Service Delivery – Business Services

Employers are critical to the success of South Dakota's career system. Business services are available through the 19 DOL local offices and itinerant sites located throughout the state.

Employer services include:

- Computerized job matching
- Training services including basic skills, re-training and skills upgrading
- Welfare-To-Work and Work Opportunity Tax Credits
- Rapid Response
- Clerical skills testing
- Free access to DOL local offices to recruit, interview and screen applicants
- Resources on labor and employment law
- Veterans' services
- Foreign Labor Certification

Employers can also access employment services through the Internet at [www.sdjobs.org](http://www.sdjobs.org). Employers can list a job opening, search for applicants, and obtain information about issues related to doing business in South Dakota. By entering this site, a customer is able to access:

- Current and historical labor market information
- Unemployment Insurance (UI) information
- New Hire Reporting
- SDWORKS (job posting system)
- Job Central
- America's Career Kit
- Workers' compensation information
- WIA training provider information
- Foreign Labor Certification
- Labor and employment laws

The local office managers and staff are more focused on marketing the programs and services offered by DOL, establishing new business contacts, and maintaining and expanding existing contacts throughout each office's service area. To become better service providers, the DOL local offices created customized Business Outreach Plans for their communities and outlying service areas.

By taking a good working system and transforming it into an optimal system, the Business Outreach Plans are providing a higher quality of services to both businesses and the job seekers of South Dakota. Some of the highlights of effective Business Outreach Plans developed for the DOL local office system include:

- Developing and strengthening existing partnerships with entities engaged in business development and worker supply.
- Actively listening to the needs of employers.
- Providing businesses with resource rooms at the local offices.
- Assisting businesses in filling their staffing needs.
- Emphasizing customer service on a continuous basis.
- Training the workforce for today's business needs.
- Working closely with business to address youth employment issues.

*(continued on page 16)*

## **Turning a Setback into Opportunity**

Carrie Mennis felt she had been very lucky finding good jobs, considering her lack of a four-year college degree. During 13 years in various office/management jobs, she had acquired new skills in addition to learning typical office administrative duties.

That string of good luck came to an end, however, when she learned her current company was closing business. Now she questioned her ability to become employed again, competing against individuals with college degrees in a very tough job market. Would her work history compare favorably when applying for the limited openings in small town Madison, South Dakota?

As she worked through the information provided for dislocated workers by DOL's Rapid Response Team, Carrie began to grasp the possibility that maybe her job loss was really an opportunity to continue her education and finally capture that degree. In-depth discussions with DOL staff assured her the Dislocated Worker Program could help her attain her education goal.

Small as it is, Madison is home to Dakota State University, where Carrie spent a week talking to representatives in the admissions and financial aid departments, as well as several degree areas. Deciding to pursue an associate degree in Business Administration, Carrie suddenly found herself a college student again.

Only two months later, she was offered a full-time job on the campus of South Dakota State University (SDSU) in nearby Brookings. With the encouragement of the career counselors at the DOL office, Carrie found a way to continue her education while accepting an entry-level secretary position in the electrical engineering department.

Noting her dedication to balancing school and work, the staff at SDSU encouraged Carrie to complete a bachelor's degree instead, which she completed this summer through Moorhead State University. Degree in hand, Carrie was promoted to a program coordinator position in the alternative power technologies group at SDSU. Her future plans include a master's degree in industrial management and continued employment at SDSU.

***“... she questioned her ability to become employed again, competing against individuals with college degrees in a very tough job market.”***

## A Long Time Coming

The Huron Local Office has known Rose Kallappa off and on since 2001. Having spent years struggling to find and keep jobs, her history included a drug felony that made it impossible for her to qualify for subsidized housing. Her two small children relied on her completely as she almost never received child support payments. With no car and no driver's license, her mobility was restricted. Adding to the stress, she attempted to help out a relative in potentially violent circumstances.

Finally, last winter while working part-time as a waitress for \$4.50/hour plus tips, she began to realize that she had to make a real change, a lasting change, for herself and for her children. She came back to DOL to talk about possibilities and began her new journey with the new year, taking the assessments and enrolling in the Supplemental Nutrition Assistance Program (SNAP). It was a slow process and she faltered from time to time, neglecting her commitments at the local learning center.

The spring came with bad news; the café where she worked was being sold to a new owner and Rose did not expect to be kept on staff. She hoped at least to earn a bonus promised by the current owner for all employees who remained working until the sale date. Her fears were realized in May. Now unemployed, Rose focused on her job search (required by SNAP) and on preparing to take the National Career Readiness Certificate (NCRC) tests. She completed a Job Search Assistance Program workshop and improved her ability to stick to a schedule at the learning center.

Discussions with DOL staff and Rose's assessment results revealed a strong interest in types of work often considered non-traditional for women. Electrical work, carpentry and welding were all being considered when a new welding course was offered in Huron. Considering her success on her first two NCRC tests and her improved commitment to her future, both the staff at the DOL office and the learning center encouraged her to enroll.

Rose did very well in the welding class and had great attendance. Best of all, before she even completed the course, Trussbilt, a local manufacturer hiring entry-level metal fabricators, hired her as a welder, full-time at \$10/hour. After probation she will qualify for benefits. Money is still very tight and working full-time makes it hard to complete her last NCRC test. Her change was a long time coming, but now Rose has a marketable skill, one she can develop to improve her future and those of her children.

***“... she had to make a real change, a lasting change, for herself and for her children ...”***



*Figure 3. Rose paints over her completed welding.*

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*(continued from page 13)*

These strategies will continue to develop and/or expand as the business communities' needs change. The Business Outreach Plans have re-energized office managers and staff members because the specific details are outlined concisely with a 'road map' of how to accomplish the set goals.

### Service Delivery – Job Seekers

WIA employment and training services are available to our customers through the DOL network of local offices. Once job seekers are assessed as needing occupational or skills training, one or more of the following program options may be available to them:

- WIA Adult Training
- WIA Youth Training
- WIA Dislocated Worker
- TAA Assistance
- Veterans' Training
- Temporary Assistance for Needy Families (TANF)
- Adult Education and Literacy
- State Energy Sector Program grant

Services offered to job seekers through the DOL system include the following:

- Computer access to South Dakota's job bank, Job Central, resume preparation tools and labor market information
- Job referrals
- Veterans' services
- Job search assistance
- Job skills workshops
- Skills testing
- Career counseling
- Connection to educational opportunities
- Vocational assessment
- Job training opportunities
- National Career Readiness Certificate

### WIA Youth, Adult and Dislocated Worker Programs

Non-competitive funds are provided to local offices for their job training and education programs designed to assist individuals seeking employment. Individualized services focus on a thorough assessment and development of an employment plan, allowing for customer choice. Funding for competitive projects is used to contract for services offered by approved service providers, school districts and business partners.

#### *Youth Training Programs*

Youth training programs provide services to low-income youth ages 14 through 21. Programs are designed to prepare youth with serious employment barriers. This includes opportunities for assistance in attainment of a high school education with preparation for further education and occupational exploration, and training for employment. WIA effectively teaches youth the skills needed to balance education, work and family.

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Each local office receives an allocation to provide the following training options:

- **On-the-Job Training (OJT):** Long-term training by an employer for a participant engaged in productive work to develop knowledge and skills essential to job performance and who intends to remain at the workplace.
- **Work Experience Activities:** Designed for the participant to gain knowledge of demands of the work place and good work habits which can assist the participant in obtaining unsubsidized employment. A training plan is developed for both employer and youth, covering the skills to be learned, the length of the work experience and the wages paid.
- **Occupational Skills Training:** Activity is tailored to meet specific needs of the participant based on aptitude, interests and basic skills. It provides an educational program, which leads to higher wages and high-demand occupations. This activity may be long- or short-term occupational training in a classroom environment with a qualified instructor.

The Department of Corrections receives WIA funding to provide occupational assessments with job preparation and retention skills programs for incarcerated youth just prior to returning to their home community. This activity is provided on two residential campuses. Prior to youth returning to their home community, they are encouraged to contact their area local office. At the local level, the DOL offices have a good working relationship with Juvenile Corrections Agents.

### *Adult Training Programs*

Adult training programs provide services to persons age 18 and older with a priority of service given to low-income individuals and recipients of public assistance. These programs lead to increased employment, higher earnings, and reduced welfare dependency.

Adult programs include the following:

- **Intensive Services:** Individuals who are unable to obtain suitable employment after receiving core level services may be referred for intensive services. These are activities designed for the individual to learn about the labor market, receive employment guidance and set a plan leading to suitable employment. Allowable activities include: assessment, employment counseling, employment planning, work experiences, on-the-job training, individualized skill training, pre-vocational services and case management.
- **Post-secondary Individualized Skill Training:** This is formal classroom training provided by the approved training providers leading to higher wages and high demand occupations.

Each local DOL office receives an allocation to provide On-the-Job Training (OJT), Work Experience Activities and Individualized Skills Training as described in the previous section.

### *Dislocated Worker Programs*

Dislocated Worker Programs provide basic readjustment and retraining services for workers unemployed as the result of a business closure or mass layoff. Rapid Response is conducted by the state, which initiates a plan of action in response to worker dislocations. The number of dislocated workers increased dramatically in PY2009 due to the weak economy. Some workers changed careers completely, while others enhanced the skills they already had.

*(continued on page 20)*

## **A New Healthcare Worker**

When the staff at the Spearfish DOL Local Office first met Kelsey Stevens, she was a new student at the local alternative high school in 2008, living with her mom and learning how to cope with attention-deficit disorder. Although she'd had a rough time of late, she wanted to work. Her first job was in a seasonal position at a local ski lift.

Later, the DOL staff determined WIA would be appropriate for Kelsey and began formal and informal assessments, which revealed her interest in healthcare and a high ranking for spatial ability.

To get Kelsey some experience in a healthcare setting, DOL staff searched for a worksite that could accommodate her youth and her limited hours available for work.

The Lead-Deadwood Regional Hospital offered to start her as an office assistant. They were pleased to see that she worked well. Kelsey was able to complete all her high school credits just a few weeks later and was touched when hospital staff held a surprise graduation party for her.

Now, she was really on her way. The work experience was changed to full-time. The staff arranged for her to do job shadows in a couple of departments. Everyone encouraged her to take further training.

Kelsey completed phlebotomist training this spring with good grades, leading to a job at Rapid City Regional Hospital at \$9.75/hour and good benefits. Her next goal is to save her wages until next spring when she will become eligible to take her national certification tests. She wants to cover that cost all by herself and shows every indication of doing so.

***“.. hospital staff held a surprise graduation party for her.”***

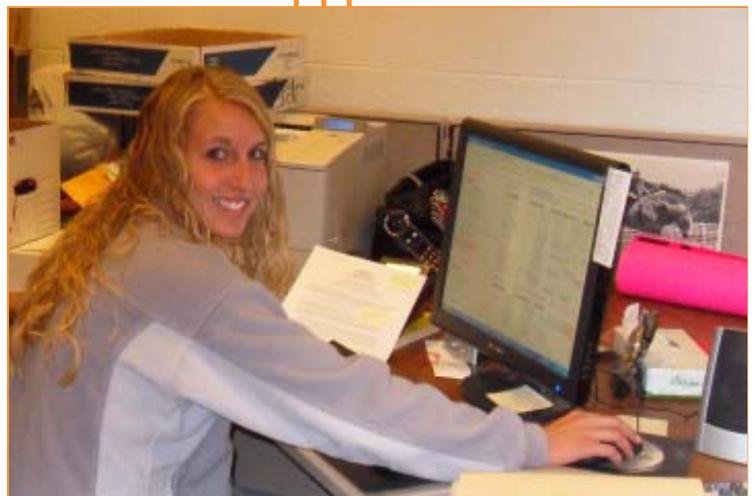
## Youth Discovers Innate Office Talent

Tara Poncelet, age 20, grew up on a horse farm. Deciding that post-secondary education was not a path for her to follow, she wanted to work in an office setting. However, with only seasonal/short-term experiences to outline on job applications, Tara Poncelet was finding that job hunting in the economic downturn offered only limited options. In order to maintain her housing, she was working out her rent by doing repairs on the rental house in rural South Dakota. When the stimulus package offered an opportunity to earn a paycheck, it was good news. When she saw the stimulus package also meant work would include training in an area of interest, the news became great!

Her rural background was just what the Superintendent of Horse Shows for the South Dakota State Fair needed with the start of summer. Despite limited formal computer application knowledge, she seemed to inherently know how to create and track contestants, stall assignments, contests, required veterinary authorizations, etc. Soon she was not only handling incoming calls for the horse division, but other animal divisions as well.

As the summer progressed and others became more stressed with the fast-approaching start of the fair, Tara seemed to become even more confident, able to see what needed to be done and do it. She was recruited to the main office to help answer incoming calls and quickly learned how to use the software application for concert ticket sales as well. All the staff appreciated her communication skills and willingness to ask questions in order to do the job correctly.

Although the 2009 summer stimulus project was ending, state fair staff wanted to keep Tara. She likes working for the state fair office but knows even if there wasn't a job for her, she would have a much better work history and references for the next job search. Much to the relief of Tara and other staff at the fair, the State Fair Board was able to offer Tara a full-time secretarial position at \$9.29/hour with benefits.



*Figure 4. Tara enjoys her work with the South Dakota State Fair.*

*(continued from page 17)*

Several types of dislocation were experienced:

- Plant closure (1,285 workers)
- Permanent layoff (1,225 workers)
- Reduced hours (700 workers)
- Temporary layoff (1,677 workers)

Each local office has access to WIA funds to provide OJT, Work Experience Activities and Individualized Skills Training as described in the previous section, as well as Rapid Response and Basic Readjustment. The latter is assistance in preparing for job transition and includes assessment, provision of labor market information, employment planning and other work-readiness activities.

### Service Delivery – Statewide Workforce Investment Activities

Special project funds are for statewide workforce investment activities authorized in WIA, regardless of whether the funds were allocated through the youth, adult or dislocated worker funding streams. Special project funds are also used for South Dakota Workforce Development Council costs, audits, staff, overhead or other administrative costs.

South Dakota projects include the following:

- **Apprenticeship:** A successful partnership has developed between private-sector business and government through the Apprenticeship Project. Working with the U.S. Department of Labor – Bureau of Apprenticeship and Training, DOL has connected with the business community to help provide related instruction for registered apprentices. The state has worked with nine businesses and associations to provide related instruction to 426 individuals. The project has provided related training for industries as diverse as electrical, sheet metal, plumbing, general contracting, meat packing, computer technology and dental. This project is helping address industry's need to remain competitive by investing in the development and continuous upgrade of the skills of its workforce. This in turn will reduce turnover and the cost of training, ensure availability of related technical instruction, reduce absenteeism and result in recognized certifications. DOL will continue to work with and encourage other areas to consider apprenticeship trainings in the future.
- **Dakota Corps/Teacher Initiative:** These scholarship programs allow students financial access to an outstanding post-secondary education, while encouraging them to remain in the state upon graduation working in critical-need occupations. DOL has designated current critical-need occupations as:
  - Teachers of K-12 music, special education or foreign languages
  - Teachers of high school math or science
  - Licensed practical nurse, registered nurse or in other allied healthcare fieldsThe total number of scholarships awarded during PY2009 was 140.
- **North Eastern Work and Technical Education Center (New Tec):** New Tec, a community-based education center, provides work and technical training to meet the needs of regional employers. Statewide resources helped New Tec to develop a coordination of services with Lake Area Technical Institute to bring specific needed skills training to the community.
- **Construction Career Camps:** In partnership with the SD Department of Education, DOL held its first construction career camps to provide South Dakota high school students and WIA participants a chance to learn about careers by offering them an opportunity to explore and experience various

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industry careers. There were three camps, held at Sioux Falls, Mitchell and Pierre/Ft. Pierre.

Approximately 140 students participated in these day-long events where students/participants hear from a variety of professionals who discuss what they do and how they entered their professions. Participants also have a chance to experience many hands-on activities during the day. Additional construction camps are planned in the fall of 2010 for Aberdeen, Rapid City and Watertown.

### Service Delivery – Supportive Services

The intent of WIA is to assist individuals to overcome barriers to employment. South Dakota recognizes training may not address other issues that can make the road to self-sufficiency difficult. The judicious use of supportive assistance is an integral component of a comprehensive plan of service.

Supportive services may include the following:

- Youth Supportive Services
  - Transportation assistance
  - Healthcare services
  - Child care assistance
  - Training-related clothing
  - Lodging assistance
- Adult and Dislocated Worker Supportive Services
  - Transportation assistance
  - Healthcare services
  - Child care assistance
  - Training-related clothing
  - Lodging assistance
  - Job search allowance
  - Relocation

### Adult Education Programs

DOL is the sponsoring agency for Adult Education and Literacy (AEL) and the GED Testing Program. AEL is an umbrella program for:

- Adult Basic Education
- Adult Secondary Education
- GED preparation
- English as a Second Language
- Family Literacy

AEL is designed to substantially raise the educational level of adults, 18 years and older, in their ability to read, write and speak in English, compute, and solve problem at levels of proficiency necessary to function on the job, in the family of the individual and in society.

#### *Adult Basic Education (ABE)*

ABE includes instruction provided to adult learners reading at 0-8.9 grade-level equivalent as determined by standardized testing. Services include basic-skills and literacy instruction as well as employability and career-readiness skills, such as education and training in:

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- Job readiness
- Basic academic skills
- Life skills
- Parenting skills
- Citizenship
- Job seeking skills
- Job retention activities, including further secondary education and skill training

### *Adult Secondary Education (ASE)*

ASE includes instruction to adult learners functioning at the 9.0 to 12.9 grade-level equivalent as determined by standardized testing. Services include instruction in preparing for the GED test battery (which is a recognized equivalent for a high-school diploma) as well as in employability and career-readiness skills, such as listed for ABE.

### *English as a Second Language (ESL)*

ESL is offered to speakers of other languages looking to improve their English speaking, reading and writing, and math literacy skills. English literacy includes programs of instruction designed to assist adult learners of limited English proficiency achieve competence in the English language. Services include basic-skills and literacy instruction as well as employability and career-readiness skills instruction, such as listed for ABE. Free classes are offered to those adults showing I-9 identification and possessing picture identification. Citizenship classes are offered to all seeking to become U.S citizens. Civics education is included to assist students in understanding and utilizing a variety of systems within western culture.

### *Family Literacy*

Adult Education is a partner with family literacy which embraces intergenerational links to foster literary self-sufficiency. By teaching the parents and grandparents how to increase their academic skills, family literacy allows them to be a child's first teacher.

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## Stimulus

The American Recovery and Reinvestment Act, commonly referred to as the Stimulus Program, is intended to provide jobs, promote economic recovery and assist those most affected by the recession. Key features of the Stimulus Program that have been integrated into the state's activities include:

- Transparency and accountability
- Expedited use of funds
- Emphasis on invigorated service delivery strategies
- Emphasis on services for hard-to-serve populations

It is our expectation the stimulus programs in South Dakota will result in:

- Substantial numbers of customers being served and receiving training
- Investments connected to economic growth
- A dual customer-service focus to include both workers and employers
- Approaches to reach low-income and low-skilled customers

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A large percentage of the unemployed and dislocated workers were those with very limiting entry-level skills. In any recession, this group of workers is typically the first to be laid off and the last to be called back. Recognizing the need to help these workers re-train and/or move to other careers, we partnered with the state's technical institutes to design appropriate training programs. These efforts emphasized immediate access to training for readily available jobs.

Due to the increase in the number of dislocated workers over the last year, additional trainings were established throughout the state. Agreements were written with training providers to provide short-term training opportunities for those who had been affected by the economic downturn in South Dakota. The goal was to shorten the period of time of being unemployed with the addition of skills. These funds were used to provide skills in a variety of areas, with truck driving being the most common. It was one area there was a high demand for employees. Others included:

- Computer basics
- MIG and Stick Welding
- Sales Training
- Facility Maintenance
- Electronics
- CNC Machining

The state continues to experience layoffs and workers are on unemployment insurance for longer periods of time than past years. These workers are facing difficult times and DOL has reached out to provide employment and training assistance. Through the use of unemployment insurance, re-employment services and the WIA stimulus programs, workers have an opportunity to change career paths as needed and prepare for suitable employment.

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## State Energy Sector Partnership Grant (SESP)

DOL was awarded a \$2.5 million green jobs training grant authorized by the American Recovery and Reinvestment Act (ARRA). The grant was submitted as part of the state's Workforce 2025 Initiative. This State Energy Sector Partnership grant (SESP) is designed to teach workers essential skills for emerging industries, including the renewable energy and energy efficiency sectors. This project will result in high-wage occupations in high-growth energy and other green-related jobs.

The SESP grant provided an opportunity for 10 specific training programs to be developed by education/training providers and private-sector business. These sub-grants are building programs relating to biofuels, energy efficiency, wind energy and other energy-related training leading to degrees and industry-recognized certifications. Other resources from the SESP grant offer selected individuals an opportunity for tuition assistance in current and established energy-training programs.

## National Career Readiness Certification

The Department of Labor launched the National Career Readiness Certificate (NCRC) in South Dakota in April 2010. The NCRC is an actual certificate which acts as a portable national credential proving to employers that an individual has foundation skills critical to most jobs and will be able to learn job-specific skills.

The NCRC program was developed by ACT, formerly known as American College Testing, in response to employer needs. ACT has profiled more than 16,000 individual jobs across the country. This profiling was developed to determine what skills are being used and at what level. The individual job seekers skills levels are then assessed, using ACT’s WorkKeys assessment system, and can then be best matched to a specific career field.

Specifically, this certification measures basic employability skills such as Reading for Information, Locating Information, and Applied Mathematics. Once an individual’s skills are assessed in these three areas, they can obtain a Bronze, Silver, Gold or Platinum level certificate, which is a reflection of their results.

There are multiple groups that stand to benefit by using this system. While individual job seekers can use this certification in their job search and application process, the certification can also be used by human resource and hiring personnel as a tool to verify a potential employee’s skills. This universal system gives employers concrete data to help in the selection and placement process when hiring new employees.

Almost 1,300 people in South Dakota have either obtained their NCRC or are in skills-development training to improve their workplace skills. Table 5 illustrates the state’s efforts to provide training and guidance for job seekers are reflected in clearly higher level attainments. Within the WIA client group, this trend is also evident.

**Table 5 - National Career Readiness Certificate achievements**

Certificate Level	Bronze	Silver	Gold	Platinum
WIA Adult	3	12	11	1
WIA Dislocated	0	10	24	1
WIA Youth	1	5	2	0
South Dakota	4%	40%	53%	4%
National	27%	53%	19%	<1%

DOL local offices continue to encourage businesses to list “NCRC-preferred” on all of their job listings. Staff are targeting specific businesses to explain the process, how to implement the NCRC, and its benefits.

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Industries that have been targeted include Manufacturing, Healthcare, Financial Services and Construction Trades. As more businesses list “NCRC-preferred,” more job seekers are asking how they can earn their NCRC.

The NCRC is also a component of the South Dakota Energy Sector Grant project. Some of the 10 grantees are requiring individuals to get their NCRC credential while they attend energy-specific training.

DOL has worked with other state agencies to implement the NCRC.

- DOL job listings with the Bureau of Personnel now include “NCRC-preferred.”
- Vocational Rehabilitation has partnered with DOL to assess their clients. Clients are currently working to increase their employability via skills development.
- The Department of Education’s Technical Institutes are looking into how best to incorporate the NCRC for graduating students. They have expressed interest in testing approximately 100 students twice per school year for a total of 800 students across the state.
- The Board of Regents has asked ACT to create and/or identify a crosswalk between ACT’s Collegiate Assessment of Academic Proficiency Testing and WorkKeys Assessments. The Board of Regents would like to have ACT issue up to 4,500 NCRCs per year to students based on this crosswalk.

In addition, all U.S. Air Force personnel exiting service through Ellsworth Air Force Base are being offered the NCRC as a transition tool verifying their workplace skills.

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## South Dakota’s WIA Performance Indicators

South Dakota has established operating procedures for data collection and handling to ensure the quality and integrity of the data. The WIA data collection and compilation process is automated. Procedural instructions are provided to field staff working with our data collection system.

State staff members verify and validate performance data prior to federal reporting by checking the accuracy of a sample of computerized records, comparing keyed entries against the original source(s). South Dakota is committed to continuous improvement of its information and data system.

State WIA staff members conduct annual desk audits and/or on-site evaluations of workforce investment activities for each program and for each service provider. A comprehensive and thorough review documents effective practices being used by local offices, identifying training and/or technical assistance needs of staff. Evaluations result in establishing and implementing methods for continuous improvement in the efficiency and effectiveness of the statewide workforce investment system in improving employability for job seekers and competitiveness for employers.

The evaluation process includes a self-evaluation by the service provider. A review by state staff of the administrative, procedural, programmatic and financial aspects of the service provider assesses the extent to which the provider is complying with federal regulations and guidelines. State staff members review program data for verification and validation. Program goals and progress toward meeting and/or exceeding performance standards are reviewed.

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State staff members provide an overview of the results/recommendations of the evaluation during an exit meeting with the local program administrator and staff. A written report of deficiencies and a plan for correcting deficiencies is provided within 30 days of the evaluation review. Technical assistance is provided when applicable.

Program Year 2009 was the last year for reporting the original 17 performance indicators for South Dakota. After serious consideration, the WDC requested and received authority for PY2010 to begin reporting using the six common measures system for each of the three funding streams. This will reduce staff time involved in reporting and eliminate errors.

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### Cost of Workforce Investment Activities

DOL delivers workforce training programs to benefit our participants and the business community that employs our program completers. The return on this investment can be measured by our success in placement and retention, as reported in our WIA performance measures. Another factor in the return on investment is evident through the cost per participant (see Table 6). Historically, DOL has been able to provide quality services at a very respectable rate. When considering the cost per participant, we consider the funds expended for direct services for WIA Adults, Youth and Dislocated Workers. These services include staff-assisted core, intensive and training activities. These cost calculations consider only direct client services.

**Table 6 - Costs of WIA Activities**

	<b>Adult</b>	<b>Dislocated Worker</b>	<b>Youth</b>	<b>Total</b>
Program Costs	\$1,201,260.14	\$1,934,026.29	\$1,504,066.83	\$4,639,353.26
Program Enrollments	1,330	1,286	287	2,903
Cost per Participant				\$1,598.12

We recognize the overall effectiveness of WIA programs is much greater than what can be measured by performance and the cost per participant. Individuals and the state both benefit by unsubsidized employment, increase in earnings, reductions in public assistance and increased tax revenues. When our programs are successful, we have helped our citizens with their career goals and helped our state's economy.

### State Evaluation Activities

DOL conducts an on-going appraisal of workforce investment activities for adults, dislocated workers and youth to establish and promote continuous improvement of our methods and techniques. This process includes a review of customer satisfaction surveys and outcome measures, as well as desk audits and on-site reviews. This process identifies best practices that can be replicated and promotes awareness of issues needing attention. The DOL Division of Workforce Services examines these assessments and uses the results to arrange appropriate technical assistance. DOL leadership and the state WDC are kept aware of all findings.

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### Conclusions

Following are statements regarding the cost of workforce investment activities relative to the effect of the activities on the performance of the participants as required in WIA section 136(d)(2)(c):

South Dakota WIA activities have been conducted in a manner that is fully compliant and consistent with our Unified Plan for Workforce Investment. The state's WDC has ensured all funds have been used appropriately and for the stated purpose of WIA for eligible youth, adults and dislocated workers.

Activities have been designed to meet the individual needs of participants. Customer choice is the key principal to program success. At times, customer choice has prompted a greater mix of services to assist the participant in meeting his/her specific educational and occupational goals. As such, the programs have been quite flexible and creative in helping individuals utilize available WIA tools leading them to successful outcomes consistent with their individual service strategy.

The WDC truly believes WIA funds are an investment that need to be carefully weighed for the greatest return to the participant, the community, the state, and ultimately to the nation. In treating these resources as investment capital, we are careful to be prudent but demanding with our ventures. The state exercises great care in delivering high quality services at the most reasonable cost.

The state expects a high level of motivation from participants and service providers alike. This high level of personal energy working together creates a positive environment. This generates a platform for the delivery of core, intensive and training services that are productive.

The WDC utilizes its expertise to allocate funds for activities (see Table N: Cost of Program Activities) with the expectation that all customers, both job seekers and employers, will be served. This methodology also capitalizes on the use of the latest technology and use of effective service providers. A review of WIA performance for the program year suggests the state has invested its resources wisely. The return on the WIA investment in South Dakota has been productive for the program and beneficial to participants and the state.