

State of South Dakota
Labor Market Information Center (LMIC)
Department of Labor and Regulation (DLR)
Workforce Information Grant Annual Performance Report for Program Year 2015
July 1, 2015 through June 30, 2016

a. Workforce Information Database (WIDb)

All of the required core tables have been populated, including the Employer Database. The conversion to WIDb 2.6 was completed during PY15. The PY15 projections deliverables, as well as the 2014-2024 long term industry and occupational projections are also populated in the WIDb.

b. State and local industry and occupational employment projections

The South Dakota 2014-2024 long-term state industry and occupational projections, as well as the 2015-2017 short-term industry and occupational projections, were completed and published during PY15. South Dakota used the methodology, software and guidelines specified by the Projection Managing Partnership (PMP) to produce all projections data. The projections data was submitted to Projections Central, and are published on the Labor Market Information Center (LMIC) website:

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

c. A statewide annual economic analysis report and other economic analysis and reports

A statewide economic analysis report was not produced this year; however several other economic analyses and reports were produced during PY15. A statewide annual economic analysis report will be produced during PY16.

The LMIC produced several economic analysis reports for our customers, which included the availability of workers for new and proposed business expansions and related occupational wages. Several of these reports included OnTheMap commuting information and graphics, as well industry trend analysis.

IMPLAN software was also used to produce five studies estimating the economic impact of new or expanding businesses. Two of these reports were conducted at the request of the Governor's Office of Economic Development (GOED). In addition, the Labor Market Information Center prepared and provided economic analysis for the Workforce Information and Opportunity Act (WIOA) Unified State Plan, which is included in the appendix of this report.

The following articles were published during PY 2015 in the e-Labor Bulletin:

- Hitting the labor data jackpot: Quarterly Census of Employment and Wages (09/15)
- What is the Annual Refiling Survey and why is it important? (12/15)
- South Dakota worker commuting patterns (03/16)
- Who is in our labor force? (05/16)

d. Customer Consultations

As required, the LMIC conducts a customer satisfaction survey each year to ensure we continue to meet customers' needs. For PY15, the LMIC used Survey Monkey to gather information from DLR local office staff and the South Dakota Department of Education (DOE) to gauge the effectiveness of the Reality Check application (<http://www.sdjobs.org/careerinsite/>).

A summary of the survey results are provided in the appendix of this report.

e. Activities undertaken to meet customer needs.

Grant-produced products, including workforce data and career publications are published on the LMIC website to meet the needs of our customers (www.sdjobs.org/lmic). The LMIC website serves as the platform to showcase this information and all of the publications and data sets (current and historical) available to our users.

LMIC staff handled more than 14,000 information requests during PY15, which included the distribution of 10,591 publications. The LMIC website had 76,727 unique views (99,689 total page views) during PY15. In addition, there were 484,150 hits (or downloads) of electronic (PDF) publications by 86,793 visitors during the year. However, it is important to note individual users may have visited more than once, and downloaded more than one publication. The South Dakota Interest Survey (SDIS), which is housed within the Career InSite application, had the most hits and visitors. A detailed list of the PDF file downloads is included in the appendix, as well as user request reports.

f. New tools and resources

South Dakota signed a contract with Geographic Solutions (GeoSol) during PY14 to develop a Virtual LMI application for South Dakota. Implementation of the system took longer than expected, with a public launch occurring March 8, 2016, coinciding with the publication of the February Labor Bulletin and a news release about the new data system. To make the transition to the Virtual LMI application for our customers, new LMIC web menus were developed to point users to the Virtual LMI data system, creating links deep within the system, linking directly to the data for the area or timeframe of interest. Instructions beside the menu items were provided to guide the user to the particular data sets needed. This extra step paved the way for a smoother transition into the new Virtual LMI data system.

g. Efforts to create and support partnerships and collaborations

The *South Dakota Postsecondary Graduate Employment and Wage Outcomes System* was launched during PY15, providing our customers with a better understanding of the connections between postsecondary education choices and employment outcomes. Providing this information is possible through a joint collaboration between the Department of Labor and Regulation (DLR), Board of Regents (BOR) and the Department of Education Technical Institutes (DOE) and the Bureau of Information and Telecommunications (BIT).

DLR Local Offices

The LMIC handled approximately 2,500 requests for information during PY15 from Local Office staff, which included the distribution of 6,342 LMI products. One of the main services LMIC provides are the Workforce Availability Reports, as requested, which include seeker, occupational wage, career, projections and commuting information.

Governor's Office of Economic Development (GOED)

The LMIC continues to maintain a strong partnership with the GOED related to workforce development efforts. Workforce Availability Reports are produced upon request, and the IMPLAN economic forecasting software was used to develop two economic impact reports specifically for GOED during this program year. The LMIC also continues to provide a wage benchmark tool through LMIC's use of the Local Employment Wage Information System (LEWIS) to help GOED determine eligibility for key incentive programs.

Publication Design Work

LMIC staff lent their publication design and development skills to Department of Labor and Regulation projects this past year. A comprehensive list of publications and related design projects completed for LMIC partners during PY 2015 is included in the appendix.

South Dakota Workforce Development Council (WDC)

The LMIC presented and distributed the PY14 Annual Economic Report and the PY14 Program Performance reports to the South Dakota Workforce Development Council, and presented the results of the required Customer Consultation activity. The Director of Workforce Planning, Policy and Public Affairs, who oversees the activities of the LMIC, attends the WDC meetings on a regular basis.

South Dakota Workforce Initiative (SDWINS) <http://www.southdakotawins.com/>

This initiative brings together government, education and business leaders to capitalize on South Dakota's tremendous potential. This program focuses on the development and attraction of a stronger, better educated workforce, positioning us well to compete in a dynamic global economy. Two LMIC staff continue to serve as members of the SDWINS sub-cabinet.

h. Activities to leverage LMI-WIG funding

Incorporation of the GeoSol Virtual LMI module provides transparency regarding the annual cost of the maintaining our delivery system, providing a much more viable solution for use of the WIG grant funds allotted to South Dakota.

i. Recommendations to ETA for changes and improvements to WIG requirements

As the Workforce Information Grant (WIG) funding levels have remained relatively stable for the past several years, increased funding should be considered to fully fund the activities and tools critical to the successful completion of the WIG deliverables.

Appendix

**State of South Dakota
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Workforce Information Grant Annual Performance Report
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- PY 2015 Special Studies and Economic Reports Web Links
- Publications and Design Work for Partnership
- Customer Satisfaction Survey Results
- Customer Usage Reports

Publications and Design Work including Partnership Activities

July 2015:

- Updated Senior Community Service Employment Program (SCSEP) map to reflect area changes.
- Designed labor market fun fact flier about the 75th Annual Sturgis Motorcycle Rally.

August 2015:

- Created labor market related fun fact feature that tied in with the First Lady Linda Daugard's third annual book walk.
- Created rack card for the South Dakota Postsecondary Graduate Outcomes System.
- Updated LMIC Marketing brochure.
- Created flier to promote Targeted Occupations.

September 2015:

- Created cover page for WIG PY14 Report
- Published PDF online of Employment Projections and Wage Estimates for South Dakota Department of Labor and Regulation Targeted Occupations.
- Published 2014 Labor Market Report.

October 2015

- Published South Dakota Hot Trends in Healthcare.

November 2015

- Created labor market related Veterans fun fact infographic for website.
- Created labor market related Thanksgiving fun fact infographic for website.

December 2015

- Created labor market related Christmas fun fact for Labor Bulletin.

January 2016

- Published updated online version of Career Aware (career awareness classroom activities designed for students in grades three through five).
- Completed redesign and update of bookmarks about state and national labor market information sources.
- Updated Dakota Roots map for the 2015 DLR Annual Report.

February 2016

- Updated publications online order form.
- Updated Senior Community Service Employment Program (SCSEP) map.

Publications and Design Work including Partnership Activities (continued)

March 2016

- Updated Career Resources brochure.
- Updated Targeted Occupation Profiles online.

April 2016

- Updated South Dakota reservations map.
- Developed Customer Service Satisfaction Survey about Reality Check.

May 2016

- Generated analysis and report on Reality Check survey.
- Created Top Five Industry infographic for DLR newsletter.
- Updated and redesigned LMIC Marketing Brochure.

Ongoing PY15

- Began revisions to South Dakota Career Wonders, a publication featuring articles and career information for students in fifth through eighth grade. Updates to be completed in FY16.

PY 2015 Special Studies and Economic Report Web Links

http://dlr.sd.gov/lmic/pdfs_and_other_files/wigpy15/7_14_15_Yankton%20County%20Workforce%20Availability%20Plastic%20Molding.pdf

http://dlr.sd.gov/lmic/pdfs_and_other_files/wigpy15/08_7_15_NEW_LAYOUT_Lawrence_County_Workforce_Availability_Report.pdf

http://dlr.sd.gov/lmic/pdfs_and_other_files/wigpy15/11_10_15_Brookings_Workforce_Availability_Report.pdf

http://dlr.sd.gov/lmic/pdfs_and_other_files/wigpy15/1_20_16_Yankton_City_Workforce_Availability_Report.pdf

http://dlr.sd.gov/lmic/pdfs_and_other_files/wigpy15/3_29_16_Sioux%20Falls%20MSA%20Workforce%20Availability%20Report.pdf

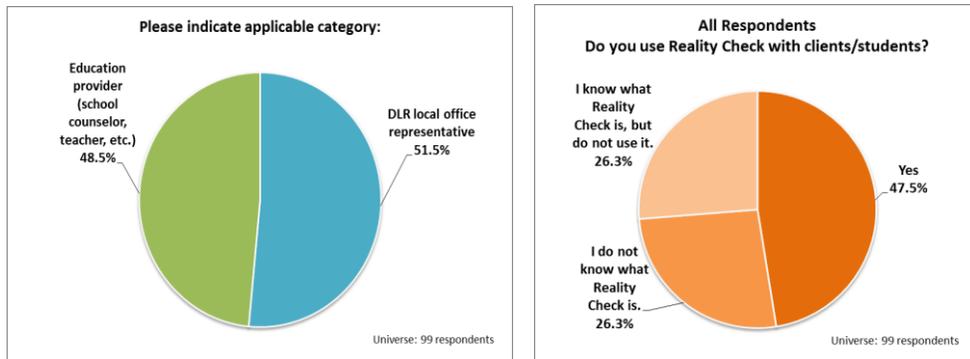
http://dlr.sd.gov/lmic/pdfs_and_other_files/wigpy15/5_13_16_Sturgis_Workforce_Availability_Report.pdf

http://dlr.sd.gov/lmic/pdfs_and_other_files/wigpy15/06_15_16_Brookings_Area_Workforce_Availability_Report.pdf

Survey Results for South Dakota Reality Check Usage Survey

South Dakota Reality Check is an online budgeting tool that provides a look at how career choices and lifestyle affect each other. To help prioritize available funding for the various career development resources and tools, the Labor Market Information Center (LMIC) conducted a survey on South Dakota Reality Check. LMIC invited local office representatives of the South Dakota Department of Labor and Regulation as well as South Dakota’s high school counselors to participate in a survey regarding its usage.

LMIC received 102 responses. Of those responses, three were incomplete and not used in this analysis. Also, two additional respondents indicated they used Reality Check, but did not respond to questions regarding frequency of use or the number of clients/students who used the tool. Respondents broke almost evenly between the two groups.

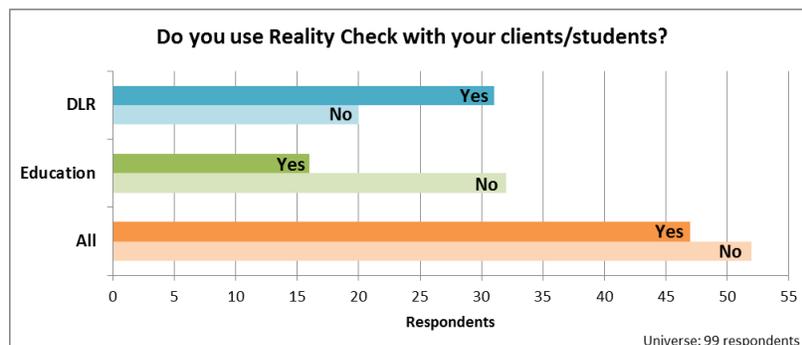


Reality Check Usage – All Respondents

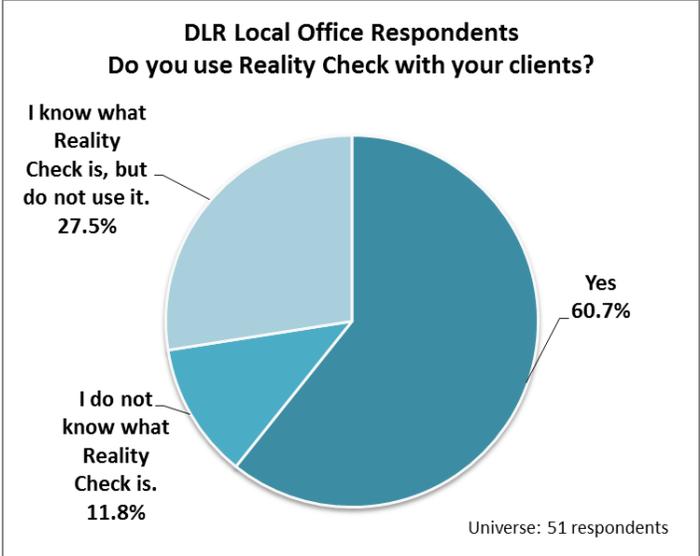
Of the 99 respondents, almost 50 percent said they used with either clients or students. Half of those who said they did not use indicated they were not aware of Reality Check. Of the 73 respondents who knew about South Dakota Reality Check, about 65 percent said they used the tool with clients or students.

Reality Check Usage Breakdown by Respondent Group

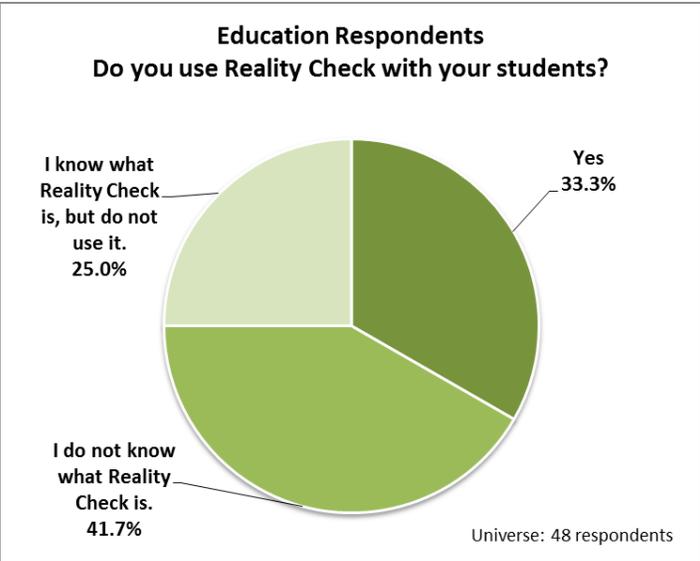
A split of the responses into the two respondent groups shows a majority of DLR local office representatives used Reality Check with their clients (51 respondents). One-third of the counselors indicated they used Reality Check (48 respondents).



Compared to the high school counselors, a much larger percentage of local office representatives used this tool with their clients as opposed to the education users.



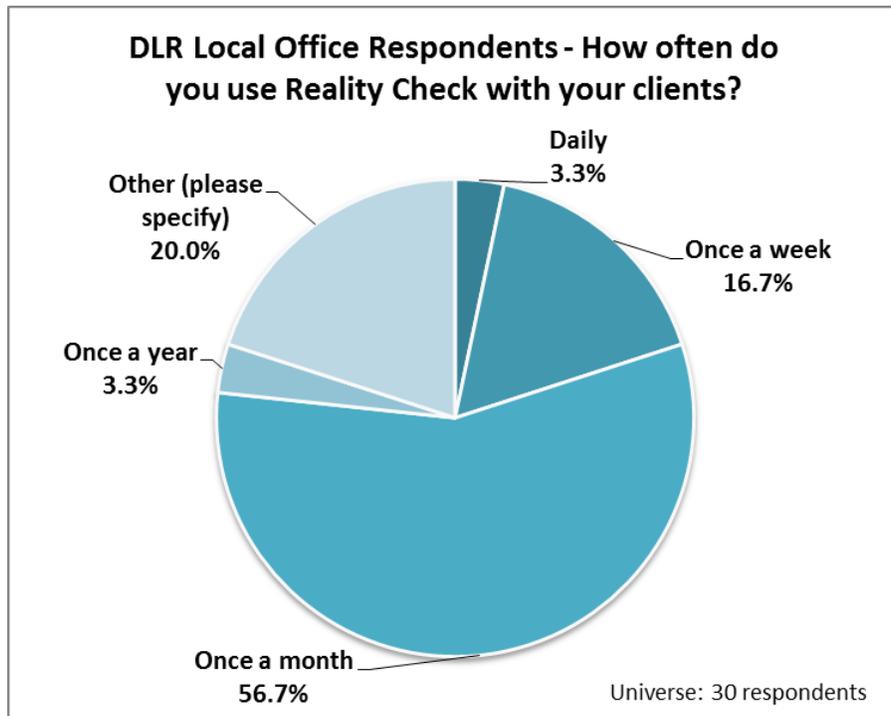
However, more than 40 percent of high school counselors reported they were not aware the Reality Check application was available.



Frequency of Use – DLR Local Office Respondents

(Universe: 30 respondents)

A majority of DLR Local Office respondents indicated they used Reality Check once a month, while an additional 17 percent used it once a week.



“Other” DLR responses:

- As needed
- All my youth WIOA clients
- Average once every two months
- I'd say a couple to three times per year.
- Generally use it with youth participants only.
- At school visits - sometimes 2 times per month

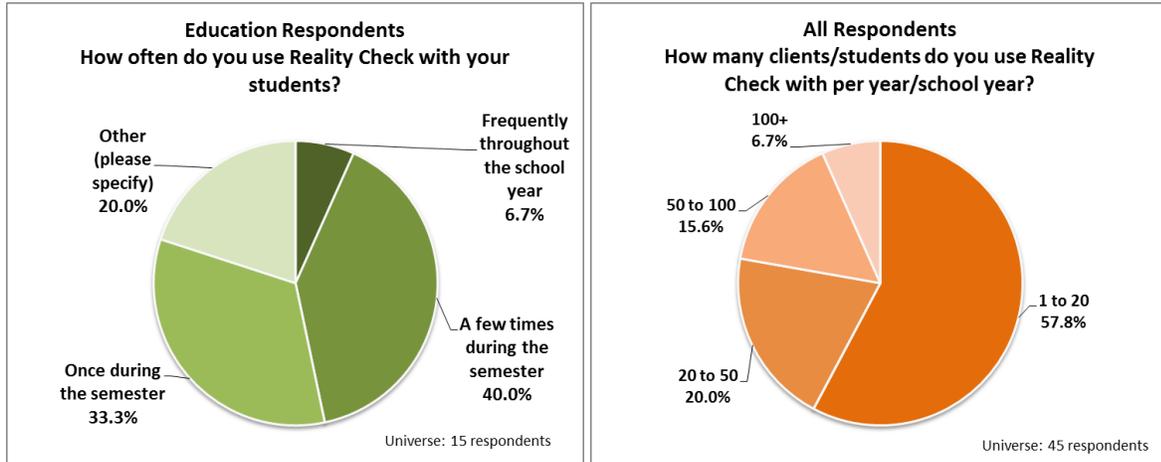
Frequency of Use – High School Counselor Respondents (Universe: 15 respondents)

- Forty percent of the high school counselors said they used a few times during the semester.
- One-third indicated they used once during the semester.

“Other” High School Counselor Respondents:

- I use it during a guidance class at least once a year with all the students in grades 7-12.
- I teach career exploration to grades 8 and 10; each of these classes is a semester in length.
- I use it as part of my presentation to seniors

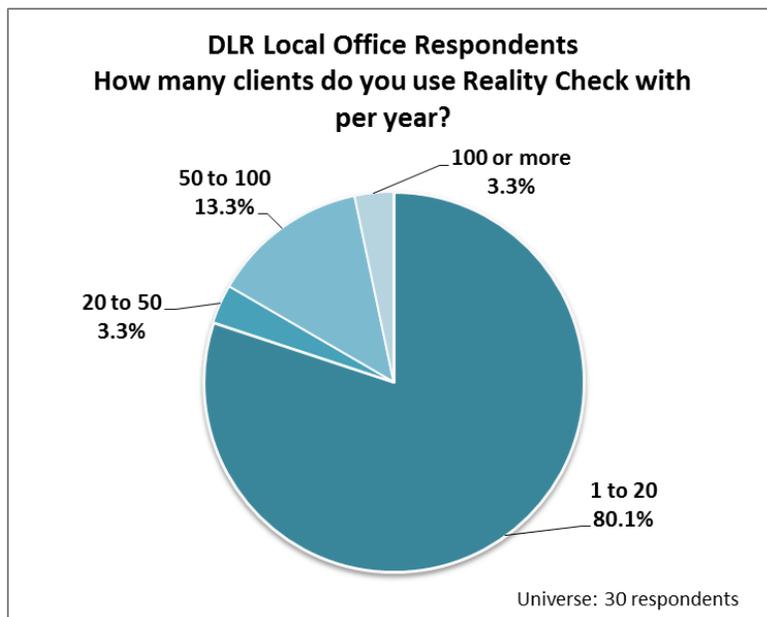
Number of Clients/Students Who Used Reality Check – All Respondents
(Universe: 45 respondents)



More than half of all respondents indicated they use Reality Check with 1 to 20 clients/students per year.

Number of Clients Who Used Reality Check – Breakdown by Respondent Group
(DLR universe: 30 respondents; Education universe: 15 respondents)

A look at the respondent groups individually shows a large majority of local office representatives reported using Reality Check with 1 to 20 clients per year. More than half of the high school counselors reported using it with 20 to 50 students a year, while an additional 20 percent said they used with 50 to 100 students per year.



Summary:

While slightly more than half the respondents don't use South Dakota Reality Check, 50 percent of the non-users indicated they were not aware of the tool. Almost two-thirds of the respondents who were aware of Reality Check used the tool with clients or students.

Percentage wise, the tool is used by more the local office representatives than the high school counselors, while a greater percentage of counselors were not aware of the tool.

More than 50 percent of the local office representatives who used the tool used it once a month. An additional 17 percent used it once a week. Of the counselors who use the tool, almost three-quarters use once or a few times during the semester.

The majority of all respondents used the tool one to 20 times a year. While a large majority of local office representatives indicated they used with one to 20 clients a year, more than 86 percent of high school counselors who used it stated that they used it with more than 20 students each year.