

**Annual Performance Report**  
**for Workforce Information Core Products and Services Grant**  
**for South Carolina**  
Period Ending June 30, 2007

**A. Accomplishments** (Outcomes achieved and actions required to accomplish deliverables; extent to which activities have conformed to the deliverables schedule; and aggregate expenditures)

*Major accomplishments during the program year include continued population of the Workforce Information Database, completion of industry and occupational employment projections, completion of the annual report to the governor and SWIB, and continued posting of items to the LMI website. Details for each of these items are listed below.*

**Population of the Workforce Information Database:**

The Labor Market Information (LMI) Department's top priority is to focus on ensuring timely content updates to the Workforce Information Database tables. All designated core tables were populated and maintained. Other tables were maintained and updated on a regular basis with available national, state, and area-specific information. The LMI Department continued to use the Database (Version 2.3) to support the web-based Palmetto Economic Analysis and Research System (PEARS). This system provides detailed state, national and local workforce information to meet the needs of a wide audience of customers. Updates of all required licensing files were submitted to the National Crosswalk Service Center in March 2007.

High priority was also placed on providing workforce information data files to the SC Department of Commerce (DOC) for incorporation into the state Virtual OneStop (VOS) system. A schedule for data transmission and updates was jointly developed to ensure the workforce information data was formatted, transmitted and posted to the VOS system for timely user access to the data. The LMI Department transmitted all data by the required due dates, as specified in the agreement with the DOC. LMI has continued to strengthen the relationship with the DOC by maintaining the data and assisting DOC's programmer as needed. Beyond the required transmittal of data files, LMI staff worked collaboratively throughout the year with the DOC in building, appending and modifying the Workforce Information Look-Up and Crosswalk tables to ensure the successful display of data via the VOS system.

Since the LMI Department's own PEARS data system has been in place and fully operational for a number of years, LMI has been strongly committed over the last few years to assisting DOC with implementation of the workforce information component of the VOS system. In addition to providing the required data deliverables under the OneStop Grant, LMI continues to work closely with DOC Information Technology staff in a joint effort to develop and disseminate workforce data through the VOS System.

During PY06, meetings were held with DOC Information Technology staff to further discuss ways to assist DOC with building, appending and modifying the Workforce Information Look-Up and Crosswalk tables. LMI has assisted the DOC with the following Look-up tables: Geog, Inddir, Ocdir, Cpicode, Incsourc, Incomtyp, Oescode, Perioddid, and Benmark. LMI also assisted DOC with the following Crosswalk and Administrative tables: Matxnaic, Matxsoc, Licxocc, Indcodes, and Occcodes.

With the two agencies working as a team, several data display features were activated in the VOS system, such as the Annual and Hourly Wage Rates by Occupation, Long-Term Occupational Employment Projections, and Projected Annual Openings. The LMI Department provided updates to the data sets for the Consumer Price Index, current employment (4<sup>th</sup> quarter 2006), and labor force figures. The newly released 2004 - 2014 Industry and Occupational Projections, and the 2006 Occupational Employment Statistics Wages were also transmitted to the DOC for incorporation to the VOS system.

**Industry and occupational employment projections:**

During PY06, all methodology, software tools and guidelines provided by the national Projections Managing Partnership and Projections Workgroup, as well as the state Estimates Delivery System (EDS), were used to the fullest extent in the projections development process. The overall projections development system in the state was greatly enhanced during the year. The projections program was incorporated into LMI's Occupational Employment Statistics (OES)/Wages Unit. This increases coordination with the OES/Wages staff and resources, and will facilitate ongoing efficiency and quality in projections development and delivery. During the year, high priority was placed on refinement of the historical industry data series, which is the foundation for projections development. The historical files were closely reviewed, expanded and enhanced during the year which will improve the ongoing development and dissemination of state and area employment projections.

During PY06, statewide and sub-state long-term and short-term employment projections were developed, as required. The appropriate output files were provided to support public dissemination at the national level, as well as for incorporation into the statewide PEARS and VOS system. The sub-state long-term projections files were transmitted as required by the national Projections Managing Partnership and were provided to populate the LMI Department's Workforce Information Database (WID). The short-term projections files are being finalized, and will be transmitted no later than July 10, 2007.

Statewide 2004-2014 industry and occupational employment projections were updated to replace the initial projections completed in June 2006. The updated projections, which were finalized in May 2007, were transmitted for national dissemination and provided for state data delivery systems.

Sub-state 2004-2014 industry and occupational projections for the state's 12 WIA areas were finalized in June 2007. The sub-state projections files were provided internally to populate the state's WID, and to support delivery via PEARS and the LMI website. The files were also provided to the DOC for the VOS system. Other formats for publication and distribution are continually being explored by the LMI Department.

Statewide 2006-2008 short-term projections are being finalized and will be provided for national dissemination as directed by the Projections Managing Partnership no later than July 10, 2007. The short-term projections will also be made available internally to populate the state WID.

**Annual economic analysis report for the governor and the SWIB:**

*"Vital Signs 2007: Economic & Workforce Trends in South Carolina"* was developed by the LMI Department and released on June 15, 2007. Copies of the publication were delivered to Governor Mark Sanford and Patrick Hudson, SWIB Chair. Copies were also provided to the state workforce development office, local workforce administrators, workforce center area directors and other partners. The report was made available in PDF format to other key customers and for the LMI website.

This comprehensive annual report was prepared through collaboration with workforce development partners across the state. Four well-known economists provided valuable input to the report. Dr. Bruce Yandle of Clemson University, Dr. Douglas Woodward of the University of South Carolina, and Dr. Frank Hefner of the College of Charleston all shared their insights and comments, which were included in the report. An economic overview for the year was contributed by Dr. Donald Schunk of Coastal Carolina University, who is a regular contributor to our monthly "South Carolina Employment Trends" magazine.

The report provided an overview of trends in the state's population, labor force, job growth, education, and income. Highlights were presented for other key components of the state's economic picture including industry mix, high demand jobs, international investment, small businesses, and manufacturing layoffs. A brief economic comparison of South Carolina to other southeast states was included. Profiles of each of the state's 12 WIA areas highlighted population, labor force, per capita income, educational attainment, industry composition, and demand occupations within the areas.

“*Vital Signs*” reflected information from a wide variety of data sources. Primary sources outside of the LMI Department were the US Census Bureau, US Bureau of Labor Statistics, US Department of Urban Development, US Bureau of Economic Analysis, Dun & Bradstreet, and SC Department of Commerce. The “South Carolina Statistical Abstract” published by the SC Office of Research and Statistics was a valuable resource.

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

34,449 PEARS hits

42,842 LMI website hits

A new item, *Labor Force Data by Workforce Investment Area*, was added to the LMI website. The newly disseminated data set is a comprehensive view of the labor force, employment, and unemployment rate for each of the twelve Workforce Investment Areas.

WIA profiles were also added to the LMI website. These profiles included the following data items: population, labor force, educational attainment, industry employment, occupational employment, projected occupations, occupational wages and per capita income for each of the twelve Workforce Investment Areas.

A new product, *Layoff and Plant Closure Analysis by the Workforce Investment Areas*, was produced and added to the LMI website. This information will be beneficial to economic developers, researchers, and WIA administrators.

The LMI website now includes Business Employment Dynamics (BED) information and Local Employment Dynamics (LED). The South Carolina Employment Security Commission participates in the national Local Employment Dynamics program, in partnership with the US Census Bureau. As a result, a vast array of local and detailed information about the state’s workforce is available on the LMI website.

Workforce Information data tables were submitted, formatted, and posted to PEARS. Under an agreement with the DOC, the Workforce Information data tables, as well as related look-up and crosswalk tables, were transmitted via the DOC’s ftp site for incorporation into the VOS system.

Data items and publications were posted in an expeditious manner.

**Aggregate Expenditures:**

|   |                               |
|---|-------------------------------|
| Grant Expenditures through May 31, 2007 | \$392,406.01                  |
| Projected June, 2007 Expenditures       | \$55,191.42                   |
| Projected Carry-in Funds to PY’07       | \$63,828.57 (12.48% of Grant) |

Explanation: There was turnover in two key positions funded under this grant during the program year. Due to funding concerns, these two positions were combined into a new position which was filled on May 1, 2007.

**B. Customer Consultations** (Methods used for consulting with customers and customer feedback; Activities undertaken to add customer value to the deliverables)

*Major customers in PY06 included workforce investment boards and educators, along with economic development planners and community groups. Value was added to LMI data with special studies and economic analyses for customers.*

**Consultation with workforce investment boards:**

LMI staff liaisons maintained contact with Workforce Center area directors and local WIA administrators through e-mail and telephone. Local area directors and WIA administrators were informed of new products, such as the *All Good Jobs Don't Require a College Degree* brochure and graphical impact analyses of major plant closures.

Local WIA administrators were contacted on a monthly basis to inform them of new LMI services and to assess their current needs. Examples of needs identified and requests filled include:

- information on occupations in tourism to support a local technical college in adding hospitality courses (in Upper Savannah WIA)
- UI information regarding duration of claims and returns to the workforce to assist a major employer with compensation packages (in Upper Savannah WIA)
- local agricultural data for area research and analysis (in Lower Savannah WIA)
- detailed local data on business and financial occupations (in Catawba WIA)

During the process of developing WIA Profiles, each local WIA administrator was contacted for input on useful data elements.

Two workshops were presented at the 2006 WIA Conference: *Using LMI for Planning and Evaluation* and *An Overview of Occupations in Demand*.

A presentation entitled *Where Are The Jobs Now & Tomorrow?* was given at the Upper Savannah Regional Job Fair which was attended by approximately 2,000 jobseekers. Presentations were also delivered to the Myrtle Beach Hospitality Association and the SC Minority Affairs Conference.

The LMI Department continues to work closely with WIA administrators and local boards to identify and meet their needs. For example, LMI is working with the Pendleton and the Lowcountry WIBs regarding special projects in their respective areas.

**Consultation with Education:**

Seven training sessions were delivered to Career Development Facilitators (CDFs) throughout the state, helping educators to fulfill requirements included in the Education and Economic Development Act (EEDA) of 2005. One presentation was directed toward parents of eighth grade children preparing to choose a high school major. A presentation on local "hot jobs" was delivered via close-circuit television to 400 at-risk high school students.

Presentations on local economies were given to adult education and public school teachers. A presentation of *Preparing Today for a Career Tomorrow* was given at the Jobs for South Carolina Graduates Career Development Conference (sponsored by the DOC) and included 100 participants who are at risk of not graduating from high school.

LMI also participated in numerous career day and job fair functions at public high schools and colleges.

LMI hosts visual information displays at events throughout the state, as often requested by local WIBs or school districts. The display provides information access and publications, in addition to personal contact to answer individual questions. In PY 2006, these job fairs included:

- 6th Annual Fall Employment Expo
- Job Fair at the Palmetto Expo Center in Greenville
- Construction Job Fair sponsored by the SC Department of Transportation
- Benedict College Career Fair
- Chester Regional Job Fair

- Newberry Regional Job Fair
- Florence Career Fair
- Charleston Veterans Job Fair
- Clemson Job Fair
- Upper Savannah Regional Job Fair
- Hampton County Job Fair
- Newberry Job Fair

Work was completed on development of local high-demand occupations for the state's *16 Clusters of Study and Majors*.

**Special studies and economic analyses for customers:**

In PY06, LMI introduced WIA Press Releases, which were provided to each WIA administrator on a monthly basis. The release provides local labor force data for WIA areas and component counties. Each release contains a brief written analysis and data table, as well as a graph depicting local, state, and national labor force trends.

LMI continued to produce the *SC Workforce Trends* on a monthly basis. This publication details labor market information for South Carolina along with feature articles focused on South Carolina's economy.

WIA profiles were completed and sent in PDF format to each area WIA administrator. The profiles include the following data items: population, labor force, educational attainment, industry employment, occupational employment, projected occupations, occupational wages and per capita income. We continue to evaluate feedback concerning the profiles.

Special tables highlighting the top 50 local occupations were developed for presentations in several WIA areas. The tables included the occupations, education level required, percent change in employment, hourly wage, and career cluster information. Focus groups in the local areas analyzed the table, noting it to be a valuable resource.

LMI representatives met with a regional economist from Clemson University to discuss rural economic development. LMI representatives also participated in a series of local workforce forums in the Pendleton and Midlands areas as a follow-up to a regional Southern Growth Policy Board Forum.

The LMI Department initiated a special wage and benefit study for the Lowcountry WIB. This non-traditional project, which may serve as a model for future projects, focuses on information collected at the local worker skill level rather than at the occupational level. LMI also worked with partners in the Pendleton area to discuss development strategies for a localized system of skill standards that incorporates career clusters, Work Keys, DACUM and O\*Net.

PowerPoint presentations highlighting local data on plant closures and layoffs were provided to each WIA administrator for dissemination to their boards. The presentations use DOC data to show job loss due to closure and layoffs, with additional information on the industry and the counties most affected by layoffs and closures.

Work continued on the development of County Profiles. These profiles include the following data items: population, labor force, educational attainment, industry employment, and per capita income.

**C. Recommendations for Improvements or Changes to the Deliverables** *(Recommendations based on accomplishments; recommendations based on customer consultation)*

LMI staff will meet with each WIA Administrators during the July – September timeframe to get input on the updated WIA Area Profiles that will be released in early fall.

A formal workgroup will be put together consisting of LMI staff, state partners and local workforce and economic development representatives to provide input on the development of next year’s Annual Report to the Governor and the SWIB.

LMI will solicit the input from various economists within the state for inclusion in both monthly and annual publications.

LMI will work closely with local economic and workforce professionals on special projects.

LMI will seek new opportunities to leverage resources.

Projections for relevant industry sectors will be made available for review by stakeholders including the SC Division of Research and Statistics, the SC Manufacturers Association, and the USC School of Nursing. Feedback from these groups will be considered for future projections enhancement.

In the coming year, the LMI Department also plans to expand the scope of projections data review to include many WIA, education, government, and economic development partners around the state. With a goal of increasing the quality of and support for state and local data, LMI will set up consultations, focus groups and other communications with partners to solicit input and feedback on state and local employment projections.