

**PY 05**  
**South Carolina's Workforce Information System**

The Employment Security Commission's Labor Market Information (LMI) Department is the designated entity for management of the statewide workforce information system. Ongoing strategies are being maintained and enhanced for collaboration with the state and local WIBs, as well as other primary workforce development customers, to strengthen the employment statistics system. Customer support operations within the LMI Department are continually being enhanced to provide better information support and services to the WIBs and other customers.

The LMI Department works with the State WIA Administrative Department (SWIAD) to ensure that ongoing information products and services support the five-year strategic plan for state and local workforce development. LMI collaborates with SWIAD on data delivery via SC Virtual One-Stop, the statewide WIA operational and tracking system.

The official point of communication between the LMI Department and the state Workforce Investment Board is the state Policy, Planning and Coordination Committee. Reports on the status of LMI products and services are submitted to the committee on a regular basis for review, discussion and transmittal to the full State WIB, as appropriate. The LMI director, assistant director, and/or designated staff attend and make presentations at meetings of the committee and full board, as appropriate.

Ongoing communication with local WIBs is maintained through local visits and attendance and presentations at local WIB meetings. Workshops are also conducted regularly at annual state Workforce Development conferences, which are widely attended by administrative, state and local workforce development staff and partners. Announcements of new or updated products and services are made as those products and services are ready.

Information product and service delivery to business customers, individuals/job seekers, and workforce development partners is facilitated through a wide range of printed publications and brochures and a comprehensive LMI website. The use of LMI products and services in the state's One-Stop service delivery system is facilitated through liaisons in the LMI Department for each One-Stop Workforce Center. These liaisons maintain regular contact with One-Stop Center directors to provide products and services as needed for each center's operations.

During this program year, South Carolina's LMI Department, on average each month, has:

- distributed around 8,000 publications, brochures, or releases;
- had over 5,000 hits on its website or its PEARS site;
- handled around 60 specific phone or email requests from customers;
- conducted 25 customer satisfaction follow-ups.

In addition, this year LMI staff have initiated a redesign of LMI's website, participation in the national Local Employment Dynamics program, and a new employment projections process.

As noted above, the LMI Department maintains regular contact with local WIBs and One-Stop Workforce Centers through visits and liaisons. Among other purposes, this contact provides regular consultation with this key customer group. In addition, the LMI Department, by phone

or mail contact, regularly follows up with a sample of its various customers to assess satisfaction with the products or services they received from LMI.

Responses to our customer satisfaction follow-ups over the past year were quite positive. Specifically, feedback received from customers almost unanimously classified our information, services, support, and their overall experience with the LMI department as “good” or, in most cases, “excellent.” Customers overwhelmingly preferred information and products listing occupational projections and our wage data. These items continue to top the list of most-requested products and information. Based upon customer feedback, department staff re-tooled the series of projections brochures to create one comprehensive brochure to better meet the needs of customers – the *South Carolina Job Outlook* brochure. The monthly *South Carolina Workforce Trends* publication was redesigned as a marketing tool for the workforce development system especially targeted toward the business customer, and its distribution was expanded. The new design reflects a compilation of customer suggestions and a collaborative effort by staff to make the publication more relevant to all customers. Follow-up surveys and conversations with customers, including job seekers, government, businesses, and one-stop staff, demonstrated the consensus that customers are pleased with our products and services and with our responsiveness to their requests for information.

State workforce information system communications will continue through formal and informal contacts with business, education, economic development, and local workforce development representatives. The goal of this communication effort is to provide input and feedback to help the LMI Department improve responsiveness to customers through enhanced products, services, and dissemination.

A continuing point of emphasis in PY05 will be providing more localized products and services better meeting the needs of workforce information customers. The LMI Department will explore new data sources and more effective utilization of current sources such as unemployment insurance data. Development of new or improved products and services will be done in consultation with customers, including state and local workforce board members and staff, so as to be targeted to their needs. There will be continued emphasis on the development of customized products for the state's One-Stop Workforce Centers.

To further enhance South Carolina's workforce information system, the LMI Department will pursue opportunities to obtain leveraged funds or services. The LMI Department will continue to offer its Employment Tracking and Occupational Data system on a fee basis to educational institutions and others. Leveraging will also be pursued through in-kind services.

**PY 05**  
**Core Products and Services**

**1) Continue to populate the ALMIS Database with state data:** Work will continue on populating and updating the ALMIS Database in PY 05. The database will be populated/maintained to the fullest extent possible, including all specified core data tables. The database update will continue as new versions are released.

Ongoing coordination will be maintained for data delivery via the SC Virtual One-Stop system. Workforce information from the database will be accessed for integration and display via various components of this system. The system will serve as another means of information access for program staff, partners, and customers. Further opportunities for use of the state's ALMIS Database for information sharing, analysis, and delivery will be explored in PY 05. Specifically, efforts will be made internally to establish appropriate database access for LMI analysts working on research projects and customer requests.

All available resources and tools to enhance database work and information delivery will be utilized in PY 05. A major emphasis will be evaluating and improving services to customers, and the ALMIS Database will be used as a primary resource. All other opportunities for training and information sharing will also be fully utilized throughout the year.

South Carolina will continue to participate as a member of the ALMIS Resource Center Workgroup, and will continue to coordinate national education and communication activities related to the database.

**2) Produce and disseminate industry and occupational employment projections:** Work will continue in producing state and sub-state industry and occupational employment projections using the methodology and tools provided by the Projections Workgroup and the Projections Managing Partnership. State and local projections data will be disseminated in a number of products and formats, to be developed in collaboration with state and local WIA partners, and other customers.

During PY05, work will begin on the next round of long-term employment projections (2004-2014). This will incorporate the latest enhancements to the projections system. Work will also be initiated on skills-based projections using a new national system. It is anticipated that new projections data will be released in late 2006. WIA area projections will be completed after validation through an extensive process of review and collaboration with partners in each of the local areas.

**3) Provide occupational and career information products for public use:** Continued emphasis will be on the development of customer-focused occupational and career information products. Information brochures highlighting demand occupations, wages, educational requirements, and licensing requirements will be produced and widely disseminated. Brochures based on new statewide and sub-state employment projections will be developed and disseminated as those data are available.

Customized area brochures and posters highlighting occupational information and projections, with associated wages and educational requirements, will be produced and made available for use in One-Stop Career Centers and other customer service settings. Other products will be explored and developed in consultation with local WIBs and other stakeholders. Efforts will be increased to incorporate skills-based information into occupational analysis products, using O\*NET and other resources. Occupational analysis products will be delivered via a combination of printed and electronic media, as deemed appropriate through coordination with local WIBs and other LMI customers. All products will be O\*NET/SOC-based.

Ideas for new or enhanced products will also be explored, in collaboration with state and local customers. LMI's Employment Tracking and Occupational Data system will be continued for education and other customers. A statewide benefits survey will be completed and results disseminated in PY05.

The LMI Department will continue to focus on providing excellent customer service in PY 05. Information requests and responses will continue to be monitored, documented and evaluated to assess customer information needs, as well as their satisfaction with existing products and services. Customer satisfaction surveys will continue via mail and electronic means. Additionally, telephone calls will be randomly made to customers after information requests have been filled to determine their opinions of the information and service received. Follow-up calls (and possibly personal visits) will be made, as needed, to ensure customer satisfaction and to foster relationships. Customer visits to the LMI homepage and PEARS will continue to be tracked to determine volume of access, as well as information components accessed most frequently.

All customer contact information will be kept in a database for review and evaluation. Customer satisfaction information will be reviewed at least monthly. Continuing strategies will be implemented to ensure improvements in areas of deficiencies, as noted by customers, throughout the satisfaction assessment process. Ongoing improvements will be made to the consultation, assessment and evaluation process, based on experiences and information gleaned.

**4) Ensure that workforce information and support required by state and local workforce investment boards are provided:** Ongoing communication with local WIBs, WIA staff, partners, and other stakeholders will be maintained to assess their needs for workforce information and services. The LMI Department will take an active role in meeting with local WIA administrators and boards to discuss their planning and policy development activities, and associated information requirements. More formal statewide communication and strategic planning will take place through coordination with the Policy, Planning and Coordination Committee of the State WIB, as well as staff of the State WIA Administrative Department (SWIAD).

Local Employment Dynamics (LED) data will continue to be produced and made available as a rich source of local workforce data. New products and services using LED data will be explored with local WIA staff and others. Local analysis tools using maps will be developed by LMI staff in consultation with local WIA staff and others. WIA Area Profiles will be revised to better meet local needs, with updates disseminated via the LMI website to facilitate ongoing availability of

information for planning. Additional information projects and products will be initiated as requested to meet the needs of the individual WIA areas. Collaborative efforts and fee-for-service projects will be explored to better fulfill the workforce information needs within the WIA areas. LMI Department staff will continue as liaisons for individual areas of the state, providing more streamlined and responsive service.

Ongoing coordination will be maintained with the agency's Communications/Media Department to ensure that labor market information is promoted as one of the premier SCESC services available to customers. Work will continue on joint agency promotional projects such as job fairs, business/education expositions, management presentations, and marketing materials. These will include projects such as *Carolina Works* with state ETV.

The monthly *Workforce Trends* newsletter will continue to serve as the primary published document for delivery of comprehensive workforce information to meet the needs of a broad range of customers. LMI will continue to use the *Trends* to promote workforce investment activities and services.

Other initiatives to improve services to field staff and One-Stop Workforce Centers around the state will be continued and strengthened in PY 05. As part of the local customer-service effort, several LMI staff will continue as the points of contact for multi-county areas around the state. They will be responsible for communications and awareness of the economies and workforce needs of their local areas, in order to provide better service by functioning somewhat like in-house "area analysts."

LMI will continue to support Business Solutions Centers in their two existing locations, and explore establishment of centers in other areas of the state.

**5) Maintain and enhance electronic state workforce information delivery systems:**

Working with ESC Information Technology staff, LMI staff will complete a redesign of the LMI website in PY05. This redesign will incorporate PEARS into the LMI website, providing customers one point of access for the most comprehensive source of workforce information for the state. This system will provide public electronic access to information in the SC ALMIS Database. Training and technical assistance for system users will be ongoing throughout the year. Collaborative efforts will be maintained for the integration of LMI into the state's web-based WIA operational and tracking system, SC Virtual One-Stop.

Emphasis for the LMI website will be more streamlined information access for various customer groups, incorporating universal access and customer choice as key components. LMI staff will continue to work closely with the agency's web development staff to ensure that LMI web delivery is compatible with other agency operational and information systems. Technologies for data sharing with other states will also be explored.

**6) Support state workforce information training activities:** Ongoing collaborative efforts will be maintained with other agency departments, as well as state and local WIA staff/partners, to provide workforce information training for staff and customers. The basic "LMI Resources" curriculum that has been developed will be continually enhanced and

customized for use in training various customer groups. In addition to a basic overview of workforce information resources, the training includes modules on accessing information, national information resources (Career OneStop and O\*NET) and PEARS, as well as case studies that illustrate the use of information in workforce development settings. Training will be provided on new (e.g. LED) or enhanced (e.g. LMI website) LMI products and services as needed. Information and resources available through the LMI Training Institute, ALMIS Resource Center, and other sources will be continually added to LMI training provided to customers, staff, and partners.

Presentations and training for customers will be ongoing throughout the year. Workshops will be provided at agency-sponsored and other conferences, including the annual Workforce Development Partnership Conference and the Education and Business Summit. Other venues for promoting the availability and use of workforce information will be explored. Ongoing LMI staff development will be emphasized through participation in training offered by the LMI Training Institute and other providers, as funding allows. The LMI Department will continue to support the LMI Training Institute by serving on the Institute board and providing funding to the Institute.

**PY 05**  
**Customer Consultation and Satisfaction Assessment**

The LMI Department will continue to focus on providing excellent customer service in PY 05. The Marketing and Workforce Statistics Unit within the LMI Department has primary responsibility for handling customer relations, customer service, electronic dissemination, and marketing of available information products and services. Customer-service operations include a toll-free telephone line for enhanced access. Information requests and responses are continually monitored, documented and evaluated to assess customer information needs, as well as their satisfaction with existing products and services.

The LMI Department will maintain regular contact with local WIBs and One-Stop Workforce Centers through visits, calls and liaisons. As new or improved products or services are developed or completed, the LMI Department will inform and collaborate with local WIB and One-Stop Center staff. These activities will ensure regular consultation with this key customer group so as to best meet their workforce information needs.

Customer Service Satisfaction Survey cards will continue to be distributed to customers. An electronic customer survey will be maintained on the LMI homepage. Additionally, telephone calls will be randomly made to customers after information requests have been filled to determine their opinions of the information and service received. Follow-up calls (and possibly personal visits) will be made, as needed, to ensure customer satisfaction and to foster relationships. Customer visits to the LMI homepage and PEARS will continue to be monitored to determine volume of access, as well as information components accessed most frequently.

All customer contact information will be kept in a database for review and evaluation. Continuing strategies will be implemented to ensure improvements in areas of deficiencies, as noted by customers, throughout the satisfaction assessment process. Ongoing improvements will be made to the consultation, assessment and evaluation process, based on experiences and information gleaned.

**Core Products and Services  
PY 05**

<b>Products/Services</b>	<b>Schedule</b>	<b>Principal Customers</b>	<b>Measurable Outcomes</b>	<b>Estimated Costs</b>
ALMIS Database	Database population requirements to be completed in PY05; updates ongoing	Local workforce centers, education officials, WIA state/local planners, one-stop staff, economic developers, employers, WIA staff, general public	% of total database population completed; timeliness of data updates; timeliness of file updates in website; customer satisfaction	\$86,383
Industry and Occupational Employment Projections	Statewide 2004-2014 long-term and statewide short-term 2005-2007 to be completed by June 30, 2006	WIA and educational planners, economic developers, local workforce center staff, career counselors, general public	Timeliness of projections completion/transmittal; timeliness of projections data dissemination; quality of data; extent of partner collaboration; customer satisfaction	\$108,083
Occupational and Career Information Products	Ongoing enhancement/ dissemination in PY05; WIA area 2002-2012 projections published in brochures, posters and/or other formats by September 30, 2005; statewide 2004-2014 projections products published by September 30, 2006; benefits survey report by March 1, 2006	Local workforce center, education officials, career counselors, students, WIA staff, employers, jobseekers, general public	Timeliness of dissemination; volume of dissemination / number of requests; customer satisfaction	\$56,677
Support to State and Local WIBs; Other Information Products/Services	Support to/coordination with state/local WIBs ongoing; collaboration with other agency departments/partners ongoing; customer service/marketing enhancement ongoing; feedback/input from customers ongoing; Local Employment Dynamics data maintained and distributed; "Workforce Trends" published monthly; other product development /dissemination ongoing; staff liaisons with local boards maintained	State/local WIA planners, partners and staff; State and local WIBs; business community; education groups; economic development groups	Timeliness of data delivery/technical assistance; quality of products/services; timeliness of response/ support; development of new or revised products and services; customer feedback	\$188,974



**Core Products and Services  
PY 05**

<b>Products/Services</b>	<b>Schedule</b>	<b>Principal Customers</b>	<b>Measurable Outcomes</b>	<b>Estimated Costs</b>
Electronic Workforce Information Delivery Systems	website enhancement/marketing ongoing; collaboration on Virtual One-Stop ongoing; customer training/technical assistance ongoing; collaboration/ exploration of new applications ongoing	Economic developers/planners, businesses, researchers, local workforce centers, one-stop customers/staff, WIA planners/staff, State and Local WIBs, general public	website access; inputs to Virtual One-Stop; customer satisfaction	\$94,487
Workforce Information Training Activities	Training for WIA partners/one-stop staff/workforce centers/other front-line staff upon request; training/presentations for customers ongoing; LMI and other agency staff training ongoing; revise training curriculum	WIA planners/staff/partners; workforce center and central office staff, career counselors, educators, businesses, general public, labor market analysts	Number of sessions; training participant feedback; quality of training curriculum/materials; customer satisfaction	\$47,179