

## **SOUTH DAKOTA PY 2005 Workforce Information Grant Plan**

### **Purpose of Workforce Information Grant**

The SD Workforce Information Grant Plan is designed to help implement the state's workforce development strategies; to meet the workforce information needs of the state and local workforce boards; to provide workforce information to businesses, public sector agencies and individuals; and to determine if customer needs for workforce information are being met. The focus of the grant plan is to provide current and localized information that can be easily used by customers. Every attempt will be made to leverage funds and other resources to deliver workforce information to customers. ACRNs funds and funds from agencies and institutions participating in joint projects will be used to complement the Workforce Information grant.

### **Workforce Development Strategies**

The overarching state strategies for workforce development in South Dakota include (1) increase participation by businesses, employees and individuals in the statewide workforce system, (2) identify industries and occupations that are high growth-high demand and vital to the state economy, (3) assist with the implementation of Governor Rounds' 2010 Initiative, (4) promote collaboration between the public workforce system, education, human services, juvenile justice and other agencies to better serve in-need youth with barriers to employment, and (5) identify and change State laws, policies and regulations that impede the achievement of workforce development goals. Workforce information will be an integral part of those strategies.

Based on the state's economic and labor market analysis, South Dakota's unified plan outlined specific strategies to identify and target industries and occupations within the state that are high growth, high demand, and vital to the state's economy. The state has considered the following to be important:

1. Industries projected to add a substantial number of new jobs to the economy; or
2. Industries that have a significant impact on the overall economy; or
3. Industries that impact the growth of other industries; or
4. Industries that are being transformed by technology and innovation that require new skill sets for workers; or

5. Industries that are new and emerging and are expected to grow.

The Governor has implemented an exciting effort, the 2010 Initiative. This is an ambitious undertaking that is designed, among other related goals, to focus energy and investment:

1. In the creation and development of new business;
2. In the growth and expansion of existing business;
3. In agriculture and natural resource development;
4. In the development of research and technology infrastructure to be commercialized; and
5. To stabilize rural communities.

The challenge has been set by the Governor for the state to identify and target such industries, as listed, for meeting the projected employment opportunities. This requires a system that is grounded in specific skills, educational competencies and work experiences. This system will provide employers with a skilled educated workforce and will provide workers with an opportunity for economic security and self-sufficiency. The workforce will be expected to have sufficient basic academic skills, specific occupational skills, interpersonal skills, and most importantly skills that provide for thinking and creative problem solving. Steps taken by the entities under the Unified Plan will provide workers with the necessary tools to develop and build upon these various skills.

### **South Dakota Workforce Development Issues**

There will be two great challenges with respect to preparing workers for future jobs and meeting the business demand for new workers. One will be to provide trained, skilled workers for occupations that require postsecondary education. The second challenge will be to ensure that an adequate supply of good workers are available to fill jobs that require no post-secondary training, but tend to be entry-level, lower paying and have higher turnover.

There are basically three factors that will determine whether or not an adequate number of workers are 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 post-secondary programs. Second, it is important that 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, apply for and accept jobs related to their education. Because all three factors impact 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 than the occupational demand.

The SD Follow-up Project provides information on the placement outcomes for public educational and training programs. Based on the 2003 graduate report, 78.3% of the public university graduates originating in SD were still found in the state six months after graduation; 39.0 % of the university graduates who were not from SD remained in the state. Just about 87 percent of the diploma degree program completers found jobs, with almost 69 percent of those with jobs finding work related to their training. Over 91 percent of associate degree graduates had a job placement, and almost 64 percent of the grads with jobs found work in occupations related to their education. With respect to graduates of bachelor's degree and higher degree programs, around 83 percent found jobs, and almost 70 percent of those with jobs were in occupations related to their educational program.

To address a previously mentioned challenge, occupations that require only on-the-job training are expected to grow 13.0 percent, generating about 100,000 new jobs from 2002-2012. Jobs in these occupations tend to be lower paying and experience high turnover because workers think of these jobs as stepping stones to better paying jobs. Many of these jobs are taken by younger workers or workers that want part-time jobs.

The state population is relatively slow-growing and is getting older. These factors have a negative impact on the supply of workers, especially the supply of younger workers. The supply of new workers entering the labor market has slowed in the last few years. However, it is very likely a slow-growing economy in recent years has lowered the number of new workers entering the workforce. According to wage record research (using administrative records) conducted in the state, there were about 65,142 new workers appearing on company payrolls in 2004 who were not on payrolls in 2003. Those workers come from many different sources, including workers moving to the state, residents previously unemployed, residents of other states commuting to SD to work, and new entrants and reentrants to the workforce. The

new entrants would include high school students, college students, recent graduates, etc. Workers returning to the work force after absences because of long-term illness, family responsibilities, etc. would make up the reentrant category.

Since the number of residents in the younger worker age group is projected to decline, the supply of younger workers will probably also go down. Besides the declining total pool of younger workers, there is another factor which impacts the number of younger workers available. A large share of young high school students are no longer thinking of jobs right after high school, but are selecting college, regardless of their interest or aptitudes. This trend also has a negative impact on the supply of workers for certain types of jobs that do not require post-secondary education.

In addition to the issue of declining number of younger workers, 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 SD 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 staff down for the winter and students return to their classes. Also, worker entries increase in the spring and early summer as seasonal businesses ramp up for their busy time of the year and students start looking for summer jobs. As with other types of demand, job turnover tends to drop during business slow-downs because the opportunity for a better job has decreased. Job exits peaked in the fourth quarter of 1999, and have continued to drop since then.

Although some of the turnover can be explained by the seasonal nature of the business sector in the state, some of the turnover is related to job mismatches and/or because those industries staff many jobs that are considered entry-level or stepping stones to better careers. Thus, it is very important that students and other career decision-makers have access to career information so they can make informed choices about occupations they are interested in and have the aptitude for.

Related to the importance of career information to helping eliminate career choice mismatches is the use of career ladders to move workers to their highest potential. It is important that workers with the potential for career advancement be given access to education and training which

allows them the move to a higher-level job. For example, a worker hired as a nursing assistant but with the interest and aptitude for a practical nurse career should be provided with that opportunity.

In addition, it is very important that workforce development and economic development be a joint strategy. Economic development efforts should concentrate on businesses whose staffing needs match the demographics, education and skill sets of the South Dakota workforce.

Implementing an effective workforce development strategy will be a primary requirement for continued economic growth in the state. Effectively matching worker skills to employer needs will be a key step in that strategy. Worker mismatches and the resulting turnover are counter-productive during low population and labor force growth. As the economy picks-up and job trends become more positive, the need for an efficient labor market exchange that will match workers to jobs becomes even more critical.

### **Integrating workforce information into planning and decision making**

South Dakota will integrate workforce information into its planning and decision making at the state level in several ways. This integration is made much easier by the fact there is a ready-made conduit to move the workforce information from the employment statistics agency to the WIA agency and to Statewide Workforce Development Council. Both the employment statistics agency and the WIA agency are located within the SD Department of Labor. The Labor Market Information Center (LMIC) is the employment statistics agency that produces the workforce information core products and services in the state. The WIA staff and the LMIC staff meet monthly to discuss workforce information concerns and issues. WIA staff are updated on new products and services produced by the LMIC. In turn, the WIA Administrator and his staff work with LMIC to design and develop products and services that may be needed.

Annually, the Statewide Workforce Development Council will meet with LMIC staff to review the core products and services to be produced and provide input to them on workforce information needs. South Dakota Workforce Development Council meetings provide a forum for the discussion of local issues and provide a venue for businesses, government agencies and individuals to provide input on their needs. As new products are developed, LMIC staff will attend the Statewide Workforce Development

Council and local board meetings to make presentations on the new products. These meetings provide excellent opportunities to identify workforce information that should be integrated into the workforce information system plans. The Career Center managers are members of the local boards and relay customer needs to the state board through the WIA Administrator.

### **Disseminating accurate and timely workforce information**

South Dakota will utilize various methods to deliver workforce information to each of the three principal customer groups. First, the LMIC will provide core products and services directly to customers, such as businesses, schools, teachers, counselors, workforce professionals, individuals, etc. The workforce information is provided either in a hardcopy format, through an electronic information delivery system on the LMIC web site, or through presentations/training sessions.

Customers contact the LMIC directly with information requests or to request publications produced by the LMIC. When publications are completed, they are sent to businesses who have requested them. Workforce information is also delivered to customers through the LMIC website. Most of the hard copy publications are also available on the LMIC website in either pdf format or html files. Economic indicators and trend information can be found on the LMIC website from interactive databases or html files. The great thing about the electronic distribution of workforce information is that even residents in remote rural locations can access it.

In addition to the hardcopy publications and electronic information dissemination, LMIC presentations to business groups are used to provide workforce information to employers. Businesses contact the LMIC directly or through the Career Centers with requests for information. LMIC professionals deliver workforce information through presentations at conferences, training sessions for workforce professionals, other state agencies, local economic development groups, local boards, and local human resources groups. Workforce information is also provided to SD Career Center customers through the resource centers at the offices and through one-on-one meetings with customers.

In addition to the workforce information core products and services developed by the LMIC, the State is able to provide other types of information to residents. The LMIC is an

affiliate of the State Data Center and provides Census information free-of-charge to customers.

### **Aligning core products and services with WIA state plan**

The workforce information core products and services will be used to identify industries and occupations that are high growth-high demand and vital to the state economy. South Dakota LMIC staff will produce and disseminate state and sub-state industry and occupational projections, using the methodology, software tools, and guidelines developed by the Projections Workgroup and the Projections Managing Partnership.

The LMIC will produce statewide and sub-state long-term industry and occupational projections. They will provide sub-state projections for the Sioux Falls MSA, the Rapid City MSA and three Balance of State areas. The LMIC will also work on developing statewide short-term industry and occupational forecasts.

From the long-term industry and occupational projections, workforce information about emerging industries and occupations can be produced. In addition, job trends and job opportunities can be estimated.

The LMIC will use annual openings data from projections to determine occupational demand for workers. The demand information can be used to determine the specific skills and educational competencies needed for a future workforce that will meet the needs of new and expanding businesses. The long-term occupational projections provide demand information that is needed to determine if additional training programs are needed or if training programs should be continued. This is a very important part of the training goals of WIA and workforce development in SD. The demand information will be distributed to students and adults in career magazines and internet applications.

The short-term occupational forecasts can be used by workforce development boards, workforce development staff and educational planners to determine the types of short-term training programs needed to meet the needs of businesses in the state. The short-term occupational forecasts will be used to answer questions related to the need for short-term training and demand for workers in occupations that do not require post-secondary education or training.

Since training is such an important part of workforce development, good information about training and educational outcomes is critical. The SD Department of Labor cooperates with other public agencies to gather information about training and educational program graduates. This cooperative effort is called the SD Follow-up Project. The LMIC has responsibility for the SD Follow-up Project, which includes gathering and reporting job placement by program and institution for public post-secondary education, adult education and WIA training programs. Wage records are used to identify where graduates and completers have found work. SD employers are sent a survey and asked to provide a job title, a start date, starting pay, current pay, work location and benefits provided to the worker. The Follow-up Project placement data has been used to determine job placement and placement wage standards for WIA programs.

Information about training and educational job placements is distributed through the LMIC training provider and program performance system. The training provider and program performance application is the most comprehensive source of training programs in the state. The training provider and program performance application has three purposes. The primary purpose of the training provider and program performance system is to provide a procedure for the certification of WIA training providers. This purpose meets a program operations need. Educational institutions and training providers go into the application and add, delete or change information about themselves and their programs. The onus is on them to keep the data current. Each new or changed provider and/or program is reviewed by LMIC staff before it is approved for publication on the site.

The second purpose is to provide a comprehensive list of training providers and programs to students and adults making decisions about educational and training programs. The information on the site includes training provider name, program name, location, program length, program costs, tuition costs, percent of graduates finding jobs, and placement wages. WIA certified providers and programs are indicated. A majority of the program performance data will come from the SD Follow-up Project.

The third purpose is to provide information about both public and private training providers. This comprehensive list of training providers is also very important for analyzing the need for new or additional training programs in the state, an analysis need of the workforce development system.



The economic indicators and trend information produced by the LMIC website can be used to measure the impact of industries on the overall economy. Industry distribution and trends are available for nonfarm wage and salaried workers and workers covered by unemployment insurance.

The LMIC will conduct research on industry clusters. The results of this work will help identify industries that impact the growth of other industries. The research work will be conducted on a request basis. Included in the industry clusters work will be research on agriculture and natural resources processing plants that will add value to farm products.

One of the workforce information core products that align workforce information with the workforce development strategic plan will be the Community Labor Profiles website application. A key part of the 2010 Initiative is economic development and stabilizing rural communities. Businesses need to know there will be adequate labor to staff new and expanding companies. To meet the need for labor supply information, the LMIC will provide Community Labor Profiles for economic development groups and businesses on a request basis. Customers can either use the website application or request a CLP from LMIC staff. The profiles provide information about the available labor supply by community. The web-based application makes this activity more efficient and timely.

### **Coordination with national electronic workforce information tools**

The national electronic workforce information tools will be integrated into the State workforce information products and tools. The LMIC has integrated those tools into several of their products and tools. Their website has links to many related websites, including national electronic workforce information tools such as America's Career Information Network and Career Voyages. The *Career InSite* website application has incorporated information from the O\*NET Online application. *Career InSite* users can click on an occupation and then go to the O\*NET application for skills information. *Career InSite* is designed to provide career information to student and adult career decision-makers. It is used by students, teacher, counselors and adults.

### **Delivering Core Services to Customers**

Customers contact the LMIC directly with information requests or to request publications produced by the LMIC. When publications are completed, they are sent to businesses

who have requested them. Workforce information is also delivered to customers through the LMIC website. Most of the hard copy publications are also available on the LMIC website in either pdf format or html files. Economic indicators and trend information can be found on the LMIC website from interactive databases or html files. The great thing about the electronic distribution of workforce information is that even residents in remote rural locations can access it.

Workforce information is provided to SD Career Center customers through the resource centers at the offices and through one-on-one meetings with customers.

### **Customer Consultation and Satisfaction Assessment**

We will employ several strategies to determine customer needs and satisfaction with the LMIC workforce information.

First, we will use a LMIC-developed system to collect information on each information request handled by LMIC staff. Each request will be coded by type of user and subject; so we will be able to determine what types of users are asking for which types of information.

Second, we will implement a system to collect information on use of the LMIC web site. We want to be able to determine users by type of information viewed.

Third, we will request input from users when we provide training and make presentations. We have found this strategy to be most helpful, because we can gain more insight than through a survey.

Fourth, we will conduct customer satisfaction surveys for at least two workforce information products: *Career InSite* website and *CareerWays* career magazine. The *Career InSite* survey will be conducted online and the *CareerWays* survey will be a more comprehensive paper questionnaire.

Following is the summary of the results of the customer satisfaction survey completed this past year. This survey was completed by recipients of the wage publication.

### **CUSTOMER SATISFACTION SURVEY**

Survey Year:  
2005

**South Dakota Occupational Wage Publication**  
*Labor Market Information Center*

<b>Total Surveyed:</b>	1077
<b>Minus Returned Mail (not resent):</b>	47
	1030
<b>Total Completed surveys:</b>	<b>326</b>
<b>Response Rate::</b>	<b>31.7%</b>

**1. Please tell us about yourself:**

<u>Count</u>	<u>%</u>	
224	68.7%	Business-Owner, Executive or Manager
and		
5	1.5%	Business-Planner, Market Researcher or Consultant
3	0.9%	Business-Chamber or Association
33	10.1%	Business-Other
9	2.8%	Individual
<b>(Choose all that apply.)</b>		
1	0.3%	Media
6	1.8%	Workforce development
Survey		
0	0.0%	Economic development professional
Tech Notes		
12	3.7%	Government agency (excl.
Area		
34	10.4%	Other
Area		
Area		
<b>2. In general, how do you</b>		
Area		
<b>use the information in the</b>		
Area		
<u>Count</u>	<u>%</u>	
288	88.3%	General information
Definitions		
37	11.3%	Analyzing and understanding

<u>Count</u>	<u>%</u>	
42	12.9%	Business Research
18	5.5%	Other

**3. What sections of the Wage Publication have you used?**

<u>Count</u>	<u>%</u>	
33	10.1%	The Introduction and Methodology and
226	69.3%	The Statewide Wage
76	23.3%	The Rapid City MSA
129	39.6%	The Sioux Falls MSA
73	22.4%	The Northeast Wage
65	19.9%	The Southeast Wage
39	12.0%	The West Wage Area
89	27.3%	The Occupational
4	1.2%	Other

Using a scale of 1-to 10 where 1 means very dissatisfied and 10  
 Avg: 8.  
 means very satisfied what is your overall satisfaction with the SD  
 Occupational Wage Publication?  
 Considering all of the expectations you may have had about the  
 labor market resource, to what extent this publication met your  
 Avg: 7.  
 expectations? 1 now means Falls Short of Your Expectations and  
 10 means Very Close to the Ideal.  
 Now think of the ideal labor market resource. How well do you  
 Avg: 7.  
 think this publication compares with the ideal labor market  
 resource? 1 now means Not very Close to Ideal and 10 means

**INDEX SCORE:**

**77.8**

Have you accessed the electronic version of the SD

106 32.5%

The wage data is updated each quarter on our website, how

215 66.0% just right 4 1.2% not frequent 38 11.7%  
more frequent than

Yes, I'd like the electronic format.

99 30.4%

**Planned Milestones:**

CareerWays customer satisfaction survey results done	12/30/05
2005 level of demand information requests tabulated for WIC	05/30/06
Career InSite survey results tabulated	06/30/06

**Estimated Cost:**

Customer Satisfaction	\$ 3,302
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**Matching and Leveraging of WIG Funds**

The workforce information grant funds are leveraged in several ways. First, our state agency is the America's Career Resource Network (ACRN) agency in the state. The ACRN grant allows the LMIC to develop and distribute a wide range of career products that use the data tabulated by WIG and BLS grant activities, i.e. occupational projections, wages, job opportunities rating, supply, etc.

Second, the LMIC works very closely with WIA state staff on different projects, including the training provider and program performance system. We are able to use a combination of WIA and WIG funds for these joint projects.

Third, the SD Department of Labor is the agency responsible for the SD Follow-up Project. The SD Follow-up Project is funded by the agencies and educational facilities that cooperate on that activity. The LMIC uses the funds from these participants to pay for the collection of completer placement data on public training programs. The Follow-up data provides great information on starting wages for jobs that require post-secondary education, placement results for program and training providers, and a unit of analysis for the connection between training programs (CIP codes) and occupations (O\*NET/SOC codes). It also provides information tabulated by graduates who are residents of the state and those who are not. It allows us to determine which graduates have left the state and which ones have not. The data from this project is invaluable since it provides information that is not available any where else.

Fourth, we will contract with other workforce development partner state agencies to conduct projects that use the specialized skills and knowledge of LMIC staff. In most cases, we also use the results of these projects to meet the needs of other customers.

## **CORE PRODUCTS AND SERVICES**

### **1. Maintain the ALMIS Database**

#### **Description of product or activity:**

Maintain the most current version of the ALMIS Database and populate the core tables in accordance with guidelines issued by the ALMIS Resource Center (ARC). Information and technical support on the ARC website at <http://www.almisdb.org> will be used for guidance. Database table content will be updated in a timely manner to match the state's most recent publications and data releases.

We will populate the following two licensing files: license.dbf and licauth.dbf. Licensing data will be updated each year. We will send the licensing data to the National Crosswalk Service Center (NCSC) for inclusion on the Americas Career Information Network (ACINet) site. The licensing data will be coded in O\*NET/SOC codes. Information and support at <http://www.xwalkcenter.org> will be used for guidance.

#### **Customer Support for Product or Service:**

Since the ALMIS Database is not used directly by customers, there are very few customers who know about or are interested in the ALMIS Database.

#### **Support of WIA/Wagner-Peyser Strategic Plan:**

The ALMIS data base is used for the Training Provider and Program Performance Application which provides information about WIA training providers and programs. As applications are developed, the ALMIS database will be used for easy comparisons of data across geographic borders.

#### **Principal Customers:**

The ALMIS data base is not directly used by any external customers. The primary user of this product will be the LMIC staff. When the ALMIS data base product is expanded to include the information available on the LMIC web sites, the user audience expands to Workforce Development Boards, Career Center system staff and customers, businesses, placement counselors, career counselors, teacher, students, and other individuals.

#### **Projected Outcomes and System Impact:**

All planned milestones will be completed by the end of the grant.

Very few people outside the LMI shop know how the ALMIS data base is used; so there is little impact in that respect. The greatest impact of the ALMIS database is the storage of data to be used in information delivery systems.

**Planned Milestones:**

2005 licensing data sent to the NCSC	04/15/06
2005 licensing data in ALMIS data base	05/05/06
ALMIS database populated with current data	06/30/06

**Estimated Cost:**

ALMIS Database	\$ 7,700
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**2. Produce and disseminate industry and occupational employment projections**

**Description of product or activity:**

South Dakota staff will produce and disseminate state and sub-state industry and occupational projections, using the methodology, software tools, and guidelines developed by the Projections Workgroup and the Projections Managing Partnership. The industry projections will be based on a historical industry series using NAICS-coded industries back to 1980.

We will develop statewide long-term industry and occupational projections for the 2004 to 2014 reference period. We will begin work on the sub-state long-term industry and occupational projections the same reference period. We will develop statewide short-term industry and occupational projections for the 2005 to 2007 time period and start work on the 2004-2014 long-term industry projections. We will begin work on the sub-state short-term occupational projections. Of course, all of these plans are contingent on the Projections Workgroup delivering software that works on time.

One of our goals is to forecast demand for workers to help determine short-term needs, in terms of job opportunities for graduates and completers of those programs that last less than two years. However, the net replacement rates used in the Micro-Matrix (to determine long-term new workers needed yearly) work best to produce data for educational program planners. They do not work as well to indicate job opportunities for graduates or completers, especially for short-term training programs. We will work with the Projections Workgroup to determine the best way to solve

this problem. Hopefully, we will be able to use the Micro-Matrix application to project openings based on gross replacement rates.

The LMIC will produce and disseminate long-term sub-state level industry and occupational projections for statewide South Dakota, the Sioux Falls MSA, the Rapid City MSA and three Balance of State areas.

We will populate the ALMIS Database with the statewide 2005-2007 short-term and 2004-2014 long-term projections data. We will also submit the data for public dissemination, following procedures established by the Projections Workgroup and the Projections Managing Partnership.

**Customer Support for Product or Service:**

The LMIC will use annual openings data from projections to determine occupational demand for workers and to determine high growth occupations. The demand numbers are requested by workforce development workgroup and by businesses. The occupational demand numbers and descriptors are widely used in our career magazines and brochures.

**Support of WIA/Wagner-Peyser Strategic Plan:**

The industry projections can be used to address specific information needs identified in South Dakota's Unified Plan. The Unified Plan places an emphasis on industries that are high growth, high demand, and vital to the state's economy. Occupational projections provide demand information that is needed to determine if additional training programs are needed or if training programs should be continued. This is a very important part of the training goals of WIA and workforce development in SD. The demand information is used to provide career information to students and adults.

The short-term occupational forecasts can be used by workforce development boards, workforce development staff and educational planners to determine the types of short-term training programs needed to meet the needs of businesses in the state.

**Principal customers:**

The principal customers of long-term projections data are businesses, government agencies, placement staff, workforce development professionals, educational program planners, students, counselors, and other individuals.

The biggest direct users of the short-term forecasts will be LMIC staff, workforce development professionals, educational

program planners and businesses. However, there are a much larger number of indirect users.

The short-term occupational forecasts will be used to answer questions related to the need for short-term training and demand for workers in occupations that do not require post-secondary education or training. Workforce development boards and educational planners will be the primary users of the short-term forecasts.

**Projected Outcomes and System Impact:**

Over 90% (14 out of 15) of the planned milestones will be completed by the end of the grant.

The long-term industry and occupational projections have a huge impact because they are a critical part of providing workforce development information. Since the long-term occupational projections indicate the number of new workers needed each year, they are very important for determining future training needs for occupations that require post-secondary education or training.

In SD, there is not much demand for short-term industry and occupational forecasts. However, we hope to develop short-term industry projections and short-term occupational demand information that can be used by customers to plan for their future needs.

**Planned Milestones:**

Completed 2002-12 Substate Occupational Projections	07/29/05
Completed Statewide 1Q05-4Q06 Industry Projections	07/31/05
Work on Statewide 2004-14 Industry Projections started	08/15/05
Finalized 2004-06 Statewide Occupational Projections	08/31/05
Completed 2004-14 Statewide Industry Projections	11/15/05
Started 2004-14 Occupational Projections	01/02/06
Finalized Statewide 2004-14 Occupational Projections	03/31/06
Completed Statewide 1Q06-4Q07 Industry Projections	07/31/06
Finalized 2005-07 Statewide Occupational Projections	08/31/06

**Estimated Costs:**

Industry & Occupational Projections	\$11,295
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### **3. Provide occupational and career information products for public use**

#### **Description of product or activity:**

Funds will be used to produce and disseminate occupational and career information products, incorporating related information such as occupational projections; demand occupations and supply indicators by geographical area; wages and benefits by occupations; career ladder information and skills and education requirements.

A primary activity will be to use research and analysis to transform occupational data into useful occupational and career information. The LMIC will develop career and occupational resources, including products that improve the usefulness of occupational data by connecting occupations with occupational descriptions, work requirements, skills, educational requirements, demand, supply, occupational descriptors, wages and benefits, and training requirements.

Occupational demand will be based on the Statewide 2004-14 Occupational projections. We will determine job opportunities by matching occupational supply and demand. The supply numbers and demand numbers (annual openings from projections) are used to calculate a supply demand index. The supply demand index is one of three indexes used to determine occupational descriptors. The other two ratings are percentage growth in SD and percentage growth in US. We use occupational descriptors to rate job opportunities; these ratings help customers better understand job opportunities. (Most customers have difficulty using percentage growth or annual openings to measure future job opportunities.) A job opportunities rating will be published in the career magazines and on the *Career InSite* web site application.

As part of the ACRN activities, the LMIC will work on career ladder information by developing career majors/paths. We will relate occupations to education requirements and show there are several different ways to get to a specific occupation. In addition, we will show that training programs may prepare the student for opportunities in more than one occupation.

Develop and disseminate career magazines and brochures for use by workforce development system staff, teachers, counselors and students. We will publish and distribute a career magazine for adults called *Careerwise*. The publication contains some of the information used with the Career Center's Job Search Assistance Program. Career Center

managers and staff have indicated this publication is very useful with their customers since it contains pretty much everything needed for a productive job search. The *Careerways* magazine is designed for high school students and contains articles on the career development process and trend, wage and opportunity ratings for over 250 occupations. The *Career Spotlights* brochure highlights high demand and high wage occupations. The brochure lists groups of occupations based on their educational and training requirements. The *Careers Spotlights* and *Careerways* magazine will be published with funds from this grant and these career resources are designed for use by and with high school students and adult career decision-makers. Approximately \$41,839 ACRN grant funds will be used to publish career magazines.

Update/revise the parents booklet (Helping Your Child Win at the Game of LIFE: A Career Planning Guide for Parents) as needed, incorporating the new SD high school graduation requirements and updating contact information and websites provided as additional references. This booklet is used by teachers and counselors for activities involving parents.

Implement a 2005 employee benefits survey and publish the results. (We will continue to distribute the *SD 2004 Employee Benefits* brochure until the 2005 data is published.) The 2005 benefits results will be published in a brochure format designed to appeal to executives. We will also publish a more comprehensive version of the 2005 benefits survey results on our website. The benefits data will include both the frequency of different types of benefits and also benefits costs. Comprehensive benefits information is not available from other sources, and many employers need this type of information.

Publish and disseminate 2005 occupational wages. For the career magazines, the OES occupational wages will be aged to June 2005, using the national Employment Cost Index. We will publish a limited number of hard copy publications for businesses that want hard copies. We provide complimentary copies to employers who participate in the OES survey and to Career Center offices. Other customers will be charged for the hard copy publication.

The wage data will be developed for publication on our Internet website and will be updated (aged) quarterly, using the most recent national ECI. Career Center staff and customers will use the wage information to determine how their current pay matches the average for a specific occupation. BLS funds will be used to pay for the

publication and distribution of occupational wage information.

We will provide statewide and localized occupational analysis and career information to customers on a request basis. We handle approximately 220 requests each year for occupational and career information, in addition to the thousands of requests going to our website. Because the simplest requests go to the website, many of these direct requests are quite involved and take a lot of time and work.

We will collect 2005 summary level and individual licensing information from the 30+ boards and certifying agencies in South Dakota. Then, we will use the licensing information to provide licensing requirements information in our career information products and to help determine residency of graduates for the South Dakota Follow-up Project reports.

Tabulate and publish localized labor force data by gender and race. Employers use the demographic and economic data for affirmative action needs; local and state agencies use the data for community grants and workforce development. The affirmative action data will be published on the LMIC website.

Publish the *South Dakota Labor Bulletin* each month. The Labor Bulletin has a lead article on a wide range of topics, providing insight on economic and workforce trends in the state. Many employers and state agency staff find the Labor Bulletin to be very useful.

**Customer Support for Product or Service:**

Demand for occupational and career products is tremendous; we plan to publish over 119,900 copies of these products. We publish and distribute these products on a request basis; publication levels are demand-driven. Support from the workforce development agencies, other state government agencies, schools, counselors, students and businesses has been excellent.

**Support for WIA/Wagner-Peyser Strategic Plan:**

Career products will provide information about occupations that will help customers make informed decisions about those occupations.

**Principal Customers:**

Occupational and career information is used by a wide range of workforce development professions, career decision-makers and individuals. Users will include Career Center staff and customers, Workforce Development Boards, workforce

development planners, job seekers, students, counselors, employers, and WIA training program participants.

**Outcomes and System Impact:**

We will publish and/or distribute 15,000 copies of *Careers Spotlights*, 10,000 copies of *Careerwise*, 29,000 copies of *Careerways*, 900 copies of the *SD wage publication*, 350 copies of the *Employees Benefits* brochure, 25,000 of the *Bookmarks*, and 5,500 copies of the *Pocket Resume*.

We will answer approximately 200 requests for occupational and career information, in addition to thousands of "hits" on the LMIC Internet web site.

The focus of this activity is to provide information for career choices, fill-in some data gaps and create products for workforce development activities.

**Planned Milestones:**

Work on 2005 Employee Benefits Survey started	08/01/05
Prepared Occupational Wages (2 <sup>nd</sup> Qtr 2004 adj.) estimates	07/29/05
<i>Career Spotlights</i> published	08/26/05
2005-2006 <i>Careerways</i> printed and ready for distribution	08/29/05
Published <i>Career Wonders</i>	09/02/05
Completed distribution of career magazines, <i>Pocket Resumes</i> & <i>Bookmarks</i> to school counselors	09/30/05
Prepared Occupational Wages (3 <sup>rd</sup> Qtr. 2004 adj.) estimates	10/31/05
<i>Careerwise</i> sent to printers	12/20/05
SD Occupational Wage publication printed	12/15/05
Complete distribution of SD Occupational Wage publication to Career Centers	01/20/06
2005 Employee Benefits Survey results published	01/31/06
Prepared Occupational Wages (4th Qtr. 2004 adj.) estimates	01/31/06
Licensing data collected & published	04/15/06
Prepared Occupational Wages (1st Qtr. 2005 adj.) estimates	04/30/06
Provided occupational and career information to requesters	07/31/06

**Estimated Costs:**

Careerwise	\$6,672
Benefits survey	\$10,657
Occupational information requests, dissemination of career resources to Career Centers, pocket resumes, bookmarks, etc.	\$22,610

Licensing by Occupation	\$1,759
Total	\$41,698

**4. Provide workforce information and support  
Workforce Investment Boards**

**Description of product or activity:**

Conduct activities which are consistent with the strategic vision of the SD Workforce Development Council and the needs of local boards, including planning, analysis, policy development and program operations. Based on input from the boards, the primary focus of the LMIC activities will be in the areas of planning, analysis and program operations.

With regard to planning, the LMIC will provide the workforce boards with information on general economic trends. During the writing of the SD Unified Plan, the LMIC provided an assessment of workforce trends. We will continue to provide the workforce boards information on economic trends that they can use in their planning process.

In addition to the usual economic trend information produced in most states, the LMIC will conduct workforce development research, providing additional information to the workforce boards about the characteristics of the workforce, turnover by type of business, age breakout of workers, commuting, work experience and job tenure, etc.

We will provide statewide and localized occupational analysis and career information to workforce development staff, the Workforce Development Council and local workforce investment boards. This type of information is critical for the implementation of Workforce Investment Act projects and activities. Workforce development professionals normally have requests that are quite complex, including analysis of supply and demand for occupations and training programs.

Determining supply estimates has always been a big challenge. However, we have found that counts of new workers from wage records provide a good control number for supply. We can determine a supply number for occupations that require post-secondary education by using graduate numbers from both private and public post-secondary institutions and public post-secondary education placement results.

We use the SD Follow-up Project as the source of public post-secondary graduates. In cooperation with the Departments of Education, Human Services, Social Services, Tourism and State Development, and the Board of Regents, the SD Department of Labor developed and implemented the SD

Follow-up Project to gather follow-up information and evaluate the success of students and job training participants. The SD Follow-up Project is funded by the agencies and institutions participating in the project. The costs are allocated to each agency based on the number of graduates.

The LMIC was given responsibility for the SD Follow-up Project, which includes gathering and reporting job placement by program and institution for public post-secondary education, adult education and WIA training programs. Wage records are used to identify where graduates and completers have found work. SD employers are sent a survey and asked to provide a job title, a start date, starting pay, current pay, work location and benefits provided to the worker.

The LMIC conducts the work and then provides a full set of reports to the participating agency or institution. About \$4,500 in WIG funds are used to pay for the LMIC portion of the project expenses, since the LMIC gets essential data from the SD Follow-up Project. The Tourism and State Development Department is also a participant in this project and provides funding each year. The TSD also receives summary reports to help them make decisions about funding training and training-related activities from the SD Futures Fund.

The Follow-up Project provides very useful information on the percentage of graduates finding jobs, including the type of job the graduate found, starting wage for many occupations, how long it took to find a job, the training-relatedness of the job to the education or training. The relationship between the placement occupations and the training program is critical when trying to determine supply by occupation.

The Follow-up Project placement data has been used to determine job placement and placement wage standards for WIA programs. The placement data will be published in the Training Provider and Program Performance (P3) website application for use by WIA participants (and other career decision-makers) to help them determine which educational programs would be best for them. The P3 website can be found at <http://www.sdjobs.org/lmic/menutrainingproviders.htm/> This year, the P3 application will be enhanced to include three years of SD Follow-up Project program performance information.

We will conduct a survey of private post-secondary institutions to collect graduate data by program; this data is needed to estimate the number of post-secondary graduates. The SD Follow-up Project data will complete the picture for the public post-secondary institutions. We will use post-secondary graduate data to allocate the supply for occupations that require post-secondary education. Career Center system active applicant data by occupation will be used to allocate the supply for occupations that do not require post-secondary education.

Each LMIC professional staff will conduct a minimum of one individual research project during the year. In addition to topics already mentioned, research topics will focus on industry clusters, seasonality of industries, high tech industries, teacher occupations, mass layoff and outsourcing, summer jobs, and many others.

Some of these research projects will include the use of wage records. These records provide an important source of localized information on the labor supply and trends. Wage records can be used to better explain the labor market and to fill a data gap.

Labor turnover, job flows and stocks are an area of special interest since our state has low population growth and low unemployment. We will work with regional states on these research projects, since those states use the same methodology; thus the results will be comparable.

We will also be investigating the use of LED to provide workforce indicators.

Since a focus of the PY2005 grant is to provide localized workforce information with additional analysis and insight to the workforce boards, we will conduct several activities using GIS software. The idea will be to provide workforce information needed for planning and analysis purposes in a more visual format. The GIS software will allow us to do that.

We will complete three projects using GIS data. The three projects will use mapping software to locate where the greatest distribution of UI Claimants, quarterly earnings for covered workers, and labor supply job seekers.

The LMIC will also provide supply demand analysis for occupations on a request basis for the Workforce Development Council and WIA staff. In addition, the LMIC will analyze the supply and demand for health care occupations, which is

the focus of a joint Labor-Education-Health Department taskforce. We will provide information that will be used by taskforce members making decisions about new or expanded training programs in the health care area. In addition, the LMIC will work with the Board of Regents staff to determine what health care program changes need to be made at the public post-secondary institutions in the state. The LMIC will develop tools to help task force members and educational program planners make decisions about training programs.

As mentioned earlier during the review of the SD Unified Plan, a great deal of attention is given to the area of training and training provider certification. We will provide information and support to the State Workforce Development Council and local WIBs by producing workforce information products and services for them, for businesses and for individuals.

The LMIC will continue to work with WIA staff on the training provider and program performance system. The training provider and program performance application is the most comprehensive source of training programs in the state. Educational institutions and training providers go into the application and add, delete or maintain information about themselves and their programs. The onus is on them to keep the data current. Each new or changed provider and/or program is reviewed by LMIC staff before it is approved for publication on the site.

The information on the site includes training provider name, program name, location, program length, program costs, tuition costs, percent of graduates finding jobs, and placement wages. WIA certified providers and programs are indicated. A majority of the program performance data will come from the SD Follow-up Project.

The training provider and program performance application has three purposes. The first purpose meets a program operations need and the third meets an analysis need of the workforce development system.

The primary purpose of the training provider and program performance system is to provide a procedure for the certification of WIA training providers. The second is to provide a comprehensive list of training providers and programs to students and adults making decisions about educational and training programs. The third purpose is to provide information about both public and private training providers. This comprehensive list of training providers is



also very important for analyzing the need for new or additional training programs in the state.

We will implement additional enhancements to the South Dakota Training Provider and Program Performance (P3) system. Users and WIA staff have provided a list of enhancements, and those changes will be made this year.

Another activity conducted in support of the workforce development system relates to program operations. We will provide access to the ALMIS Employer Database through three different means. The general public will be provided access through the Employer Locator on the Career InfoNet website. The Career InfoNet website provides information about all employers, but with no download capability.

We will provide Career Center system staff and customers access to the ALMIS Employer Database through a state government Intranet site. The application on the Intranet site will provide additional information about each employer and electronic file download capability. We will continue to use the ALMIS Employer Database to provide list of business to Career Centers as they develop their Business Outreach plans.

We also have the ALMIS Employer Database on a LMIC staff person's computer hard drive. This allows the analyst to download bigger files, conduct more intensive searches, and meet the special request needs of Career Center staff.

Another program operations activity will be to tabulate and disseminate information on job applicants and job openings. We maintain a database with that information. The data is extracted from the Career Center's management and operations system called SDWORKS. We provide the job applicant and job openings data to Career Center staff. The data is also used in the Community Labor Profiles application.

In addition to providing support to the workforce boards, we also provide a wide range of statewide and localized economic trends information to workforce development professionals, government agencies, businesses and individuals.

As mentioned during the review of the Governor's strategic plan, economic development is a large part of workforce development in South Dakota. Businesses need to know there will be adequate labor to staff new and expanding companies. To meet the need for labor supply information, we will provide Community Labor Profiles for economic development

groups and businesses on a request basis. Customers can either use the website application or by requesting a CLP from LMIC staff. The profiles provide information about the available labor supply by community. The web-based application makes this activity more efficient and timely. In addition, the website application has reduced costs by about 70% while maintaining the same level of customer service.

**Customer Support for Product or Service:**

The activities performed support the planning, analysis and program operations needs of the SD Workforce Development Council and the local workforce boards.

**Support for WIA/Wagner-Peyser Strategic Plan:**

This activity will include products and services that will provide information to the Workforce Development Council and to the local workforce investment boards. The products will help with economic development efforts to create jobs that match the skills of the SD workforce. It will also support efforts to develop a workforce with skills that match future job needs.

The products and services provided enable workforce development staff to perform their duties and enhance the program operations of the workforce development system. For example, Career Center staff use the ALMIS Employer Database for career exploration, job development and job search purposes.

**Principal Customers:**

The primary users will be the state and local workforce development boards and staff. In addition, businesses, workforce development professionals, economic development groups, LMIC staff, job seekers, counselors, teachers, students and other individuals making decisions about training possibilities are all users of this products and services.

**Outcomes and System Impact:**

The primary focus of this core product and service is to meet the needs of the SD Workforce Development Council and local workforce boards. Those boards make important decisions about workforce development, especially in the training program and economic development areas. In addition, other local groups such as economic development groups need the product and service. Also, individual businesses request a wide range of economic indicator and trend information. In most cases, we are the only source of this information and/or the best source of this information.

Staff will conduct workforce development research and produce 12 articles to be published in the **SD Labor Bulletin**. We will publish the monthly SD Labor Bulletin by stated due date each month. Community Labor Profiles will be completed for approximately 50 different communities. The LMIC will provide workforce development information to customers within one day, unless a different completion data has been agreed upon.

With the exception of occupational and career information (where schools are the biggest customers), one-half of the information requests handled by the LMIC will be from workforce development system and business customers.

LMIC staff will provide information to the local workforce investment boards on a request basis. In many communities, the local boards are not called workforce investment boards; they may function through an existing Chamber of Commerce, economic development or human resources group. We will provide information to at least five of these local groups during the year.

We will seek input from workforce investment boards and other stakeholders to determine unmet labor market information needs. We will also use the South Dakota Career Council (part of ACRN state grant activities) to provide input on workforce development needs. We will develop a strategy for meeting those needs and then implement a plan to produce products and services. Much of the unmet needs are for localized labor market information.

An updated version of ALMIS Employer database software will be installed within 30 days of receipt from vendor.

**Planned Milestones:**

Counts of New Workers in 2004 Tabulated from Wage Records	07/13/05
2005 public post-secondary completer data tabulated	07/14/05
Information system updated with FY2005 applicants and openings data	07/18/05
New occupational wage data incorporated into CLPs	08/01/05
2002-04 Follow-up Project placement results in P3	09/20/05
Distribute new <i>Career Spotlights</i> to Career Centers	10/21/05
Distribute 2005-2006 <i>Careerways</i> to Career Centers	10/21/05
New occupational wage data incorporated into CLPs	11/01/05
Newest version of Employer DB installed	11/15/05

Location of UI Claimants mapped (GIS)	12/31/05
Distribute SD Occupational Wage publication to Career Centers	01/13/06
Information system updated with CY2005 applicants and openings data	01/20/06
New occupational wage data incorporated into CLPs	02/01/06
2005 private post-secondary completer data tabulated	03/19/06
Distribution of Quarterly Earnings mapped (GIS)	03/31/06
Newest version of Employer DB installed	04/15/06
New occupational wage data incorporated into CLPs	05/01/06
Supply calculated & job opportunities rating done	05/14/06
All P3 provider and program data updated	06/20/06
13 Research Projects completed	06/30/06
Location of Labor Supply mapped (GIS)	08/31/06

**Estimated Costs:**

Trng. Provider & Program Performance System (P3)	\$19,188
Labor Bulletin	\$11,133
Job Opportunities Ratings by Occupation	\$3,584
GIS applications	\$3,916
Workforce information requests	\$35,508
Workforce development research	\$22,579
Community Labor Profiles	\$12,647
Workforce development planning	\$8,549
ALMIS Employer Database	\$2,068
Total	\$119,172

**5. State workforce information delivery systems**

**Description of product or activity:**

The Workforce Information grant will be used to support the continued improvement and deployment of publicly accessible state workforce information delivery systems. We will cooperate with efforts to develop applications that facilitate customer access to information across multiple states and for interstate labor market areas.

In past years, the general LMIC website has been revamped to be more interactive and useful. The website can be found at: <http://www.sdjobs.org/lmic/>. We will populate the general LMIC website with additional workforce information and perform maintenance work on the LMIC workforce information delivery systems. A lot of the work in this area is related to putting new data on the website as it becomes available.

One of the applications found on the general LMIC website is *Career InSite*. Since Career Center system staff, WIA

training program participants, Career Center customers and adult career decision-makers need information on careers and workforce development, we will use WIG funds to maintain the current *Career InSite* website and to make enhancements to the site. It is a career information delivery system that allows access 24/7. The website can be found at <http://www.sdjobs.org/careerinsite/>. The application can be used both by students and adults as a source of career information. Users can take interest surveys; then learn about occupations that match their interests. For each occupation of interest, career explorers can learn what workers do on the job, the working conditions, the level and type of education required, skill requirements, projected outlook, wage data and more. *Career InSite* customers are able to search for O\*NET skills information after determining an occupation of interest, since the *Career InSite* website provides a quick link to the O\*NET skills data.

The *Career InSite* web application was implemented in February, 2005. Development and maintenance of the website will be accomplished using both WIG and ACRN funds. Through the use of ACRN funds, we can leverage the Workforce Information Grant funds to produce high quality occupational and career information. (Approximately \$1,585 in ACRN funds will be used for this project.)

Additional enhancements requested by users will be made to the *Career InSite* application 2006. We want to build a connection to the training provider and program performance database, because of the wealth of information available there.

A new workforce information delivery system will be developed this year. A basic system (Phase one) is in the basic planning stages but is scheduled to be completed by June 30, 2006. The application will provide information on public post-secondary enrollment and graduates. The application will produce custom reports, showing summary level data by age, ethnicity, gender, university (or technical institute), and educational program.

**Customer Support for Product or Service:**

The general LMIC website and *Career InSite* provide workforce development information, career information, current economic measures and economic trend information to a wide range of customers. The website applications allow customers access to commonly-requested data when they need or want the information. The new website application with

graduate and enrollment data was requested by higher-education staff working on management information.

**Support for WIA/Wegner-Peyser Strategic Plan:**

The web site is used by workforce development staff to provide career and occupational information to their customers. In addition, the website allows customers access to career development and career planning information when the local Career Center is not open for business.

**Principal customers:**

A wide range of customers will use the newly implemented or upgraded workforce information delivery systems. Users will include Career Center staff and customers, WIA staff, Workforce Development Boards, WIA training providers, workforce development planners, job seekers, students, counselors, teachers, employers, and WIA training program participants.

**Outcomes and System Impact:**

The LMIC website will have 100% functionality by end of grant period and will meet or exceed standards for private-vendor career information software. It will be available for customer use 24/7.

Career Insite will have 90% functionality by end of grant period and will meet or exceed standards for private-vendor career information software.

Current labor force and economic measures will be available the same day they are released to the public in other format.

**Planned Milestones:**

Published Occupational Wages (2 <sup>nd</sup> Qtr 2004 adj.) on LMIC website	08/01/05
Published 1 <sup>st</sup> Qtr. 2005 QCEW data on LMIC website	09/23/05
Published Occupational Wages (3 <sup>rd</sup> Qtr. 2004 adj.) on LMIC website	11/01/05
Published 2nd Qtr. 2005 QCEW data on LMIC website	12/23/05
2005 Employee Benefits data published on LMIC website	01/31/06
Career InSite (Phase II) implemented on LMIC website	01/31/06
Published Occupational Wages (4th Qtr. 2004 adj.) on LMIC website	02/01/06
Published 3rd Qtr. 2005 QCEW data on LMIC website	03/28/06
Published Occupational Wages (1st Qtr. 2005 adj.) on LMIC website	05/01/06
Published 4th Qtr. 2005 QCEW data on LMIC website	06/23/06

New Enrollment and graduate website (phase 1)  
implemented on LMIC website

06/30/06

**Estimated Costs:**

Career Insite	\$48,849
LMIC website	\$76,288
Total	\$125,137

**6. State workforce information training**

**Description of product or activity:**

The LMIC will provide two levels of training for workforce development staff. The first level of training will consist of presentations by LMIC staff to Career Center staff and other workforce development professionals. The training will emphasize how to use labor market information and career information and attempt to help workforce development professionals better understand labor market trends. We plan to conduct formal presentations at the annual Statewide WIA/Workforce Development Conference, Career Center Manager's meetings and other workforce development meetings.

However, a majority of the training sessions and presentations are on a request basis. We will contact each Career Center and ask them to schedule a time and a date for LMIC staff to conduct a presentation at their location. The meetings will include a short presentation to all staff and then small group meetings with Career Center staff needing more guidance.

In addition, LMIC staff will conduct presentations on labor market and career information to businesses and workforce professional staff at conferences, noon luncheons, Chamber of Commerce meetings, local Human Resources group meetings, etc. on a request basis. Three sessions of a LMI User's Conference have been planned for Rapid City, Sioux Falls and Aberdeen.

The second level of training will be professional development training in the area of career development facilitation. These training sessions will be conducted in conjunction with professional development training for school counselors and teachers. Again, ACRN funds will be used to leverage WIG training funds.

LMIC staff will attend training to improve their skills and knowledge, to learn best state practices, and to learn about program changes related to workforce information

development. Staff will attend educational programs and training to enhance their ability to analyze and explain economic trends, determine the impact of business closings (including military base closings), make labor market presentations, conduct workforce information training workshops, and distribute quality workforce information products. The LMIC will use WIG funds to support Labor Market Training Institute programs. Three new staff will attend the basic analyst level training and experienced staff will attend higher level analyst training to learn specialized skills and to interact with other LMI professionals. Two staff members will be attending Frontpage computer software training. One staff person will attend Advanced IMPLAN training on how to determine the impact of business expansions.

**Customer Support for Product or Service:**

A majority of the training for workforce development professions are on a request basis. Many of the Career Centers are developing business outreach strategies. Since labor market information is an important core product, the Career Center staff will need to be knowledgeable about labor and career information. We will attempt to tailor the training to the unique needs of the specific audience.

**Support for WIA/Wagner-Peyser Strategic Plan:**

We will work with SD Department of Labor managers to determine training needs of Career Center staff. We will jointly implement the needed training.

We will attempt to provide training to Career Center staff on all new products. We will also present workforce development information at WIA staff, Career Center, and partner agency conferences and meetings. This training should provide the skills to better serve their customers to professional workforce development staff.

In order to implement training in support of the strategic plan, LMIC staff will need the skills and knowledge to provide the training. So, LMIC staff will attend training sessions to learn specific skills and gain specific knowledge.

**Principal customers:**

The primary users of training conducted by LMIC staff will be state and local workforce development boards and staff and Career Center staff. The principal customers for the LMI User's Conference will be workforce development professionals, state agency staff, human resources



professionals, economic development staff, and business owners and managers.

Since LMIC staff will also attend professional development training, they are also important customers of this product and service.

**Outcomes and system impact:**

Training is a critical product and service. Since the world is changing and since the way labor market information has to be delivered is changing, training staff is a critical step.

LMIC Staff will attend a minimum of ten professional-level training sessions, including at least four ALMIS analyst training sessions. The LMIC will support the LMI Training Institute and their program offerings.

LMIC Staff will conduct a minimum of 5 presentations and training sessions for workforce development system staff and business groups. The presentations will include on-site training for Career Center staff on LMIC applications and resources. The exact locations and dated for the on-site training are yet to be determined, but training will occur in at least 25 percent of the Career Center offices.

**Planned Milestones:**

LMI User's Conference in Rapid City completed	07/13/05
PICD training in Mitchell completed	07/14/05
PICD training in Sioux Falls completed	07/27/05
LMI User's Conference in Sioux Falls completed	07/27/05
Career InSite presentation at ABE-Adult Learning Program Conference in Pierre	08/02/05
Career InSite presentation at SDACTE Conference in Brookings	08/11/05
Presentation at New Counselor's Workshop in Sioux Falls	08/16/05
Making Connections: ALMIS Database Seminar 2005 attended in San Diego	08/17/05
LMI User's Conference in Aberdeen completed	08/25/05
NASWA LMI Directors Conference in Kansas City attended	08/25/05
NASWA National Conference in Rapid City attended	09/15/05
LMI Forum in Norfolk, VA attended	10/27/05
Real Games Training Academy held	10/31/05
SD Tech Prep conference presentation	12/31/05
Conduct Career Center staff training at five Offices	06/30/06

**Estimated Costs:**

Career Center staff & LMI professional staff training	\$34,623
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**Strategy for Customer Consultation and Satisfaction**

We will employ several strategies to determine customer needs and satisfaction with the LMIC workforce information.

First, we will use a LMIC-developed system to collect information on each information request handled by LMIC staff. Each request will be coded by type of user and subject; so we will be able to determine what types of users are asking for which types of information.

Second, we will implement a system to collect information on use of the LMIC web site. We want to be able to determine users by type of information viewed.

Third, we will request input from users when we provide training and make presentations. We have found this strategy to be most helpful, because we can gain more insight than through a survey.

Fourth, we will conduct customer satisfaction surveys for at least two workforce information products: *Career InSite* website and *CareerWays* career magazine. The *Career InSite* survey will be conducted online and the *CareerWays* survey will be a more comprehensive paper questionnaire.