

**South Dakota
Workforce Information Grant
Progress Report**

Program Year 2007



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Labor Market Information Center

State of South Dakota
Workforce Information Grant Progress Report
July 1, 2007 through June 30, 2008

A. CORE PRODUCTS AND SERVICES

1. Continue to populate the Workforce Information Database with state and national data

Workforce Information Database (WID) Version 2.4. is currently installed. The conversion to version 2.4 started in August 2007 and was completed by February 2008. The core tables have been populated with national, statewide and sub-state data, including the South Dakota statewide long-term 2006-2016 projections and short-term 2007-2009 projections.

Staff collected 2007 licensing information from the state's licensing and certification boards. The licensing data was provided to the National Crosswalk Service Center site and populated in the Workforce Information Database. The licensing information is also a component of the career information available in the Career InSite application.

The Labor Market Information Center (LMIC) currently hosts the 2008 2nd edition of the Employer Database. LMIC customers, local South Dakota Department of Labor (SDDOL) office staff and other SDDOL staff are provided access to the Employer Database through three different levels of access. The general public is provided access through the Employer Locator on the Career InfoNet website.

Access to the Employer Database for internal customers and SDDOL staff is available through a state government Intranet site. This application provides information about selected employers but has limited file download capability. However, the Employer Database is available on the computer hard drive of one LMIC computer, which allows LMIC to download larger files and do more intensive searches for LMIC customers. A link is also available on the LMIC website to provide direct access to the Career InfoNet website. The Employer Database is also populated in the Workforce Information Database. Total expenditures related to the Workforce Information Database totaled \$21,268.

2. Produce and disseminate industry and occupational employment projections

South Dakota used the methodology, software tools and guidelines developed by the Projections Workgroup and the Projections Managing Partnership to produce the projections deliverables. The 2006-2016 long-term industry and occupational projections, as well as the short-term industry and occupational forecasts (3Q2007-2Q2009), were produced for statewide South Dakota.

South Dakota followed the procedures established by the Projects Workgroup and the Projections Managing Partnership for public dissemination of the projections deliverables. Total expenditures related to the production of industry and occupation projections totaled \$42,594.

3. Publish an annual economic analysis report for the Governor and the state WIB

The annual economic analysis report is currently a work in progress, with the project approximately 90 percent complete. South Dakota received an extension on this project, with a deliverable due date of October 15, 2008.

The completed report will include information from internal and external sources of workforce, labor market and economic information, focusing on the workforce needs of the near future. Once complete, this report will be distributed to workforce development policy partners, including the Governor and South Dakota Workforce Development Council members, as well as being posted on the LMIC website. Total expenditures related to the production of the annual economic analysis report during PY2007 totaled \$7,894.

4. Post products, information, and reports on the Internet

Grant-produced products, including workforce publications, surveys and delivery systems, are all published on the LMIC website. In addition, many of these products are also disseminated electronically or in hard copy format.

Career Products

High growth and high wage occupations distinguished by educational level were published in the *South Dakota Hot Careers* brochure. This brochure shows the projected high demand occupations for the state. Occupations are grouped by the level of education/training/work experience preferred by employers. The brochure also shows the highest paying occupations within those same categories. The updated brochure reflecting the 2006-2016 projections is expected to be released in November 2008.

The *South Dakota CareerWise* magazine (updated June 2008) contains more than 40 pages of job market information, including articles on how and where to begin looking for a new job, completing a job application, developing a resume which will get noticed (including completing an electronic resume), how to ask people to be a reference, interviewing techniques, when and how to accept a job, and how to keep a job.

Bookmarks (updated February 2008) list Internet addresses for helpful, reputable career and labor market information for the United States and South Dakota.

The *Pocket Resume* is a small tri-fold pamphlet which provides space for all the personal and career-related information a person needs when completing a job application or going on a job interview. A completed Pocket Resume will contain essentially all of the information in a good resume-only in miniature form so it can be easily folded and carried in a pocket for handy reference at a job site. It also gives brief tips on preparing for and doing a job interview. The pocket resume can be downloaded at:

http://dol.sd.gov/lmic/pdfs_and_other_files/pocket_resume.pdf.

The *Bookmarks* and *Pocket Resumes* are widely used and distributed by local SDDOL offices for workforce development activities. These products are utilized by local office staff when they

visit local schools and employers, and are made available in their Resource Centers. The other principal users of these products are school counselors, teachers and school administrators.

From July 1, 2007, through June 30, 2008, a total of 16,077 career publications were distributed to our users, which include students, teachers, counselors, businesses and workforce development professionals.

LMIC staff also produced some ad-hoc publications during PY2007 which provided further opportunities to promote LMIC resources. One was a *Career Carvings* flier which promoted career awareness and included fun career related games and tidbits which was distributed along with treats at a state government-hosted Halloween event for youth. The flier had a jack-o-lantern design and featured career-related activities and fun labor market statistics related to the season. For example, the flier provided ideas for career-based Halloween costumes, suggestions for carving or decorating a pumpkin into a career-based character such as a chef or taxi driver, and a vocabulary challenge to see how many careers students could list which begin with each of the letters in "Trick or Treat." The flier also included holiday-related labor market statistics like the number of pumpkins produced in the nation and the number of potential stops for trick-or-treaters (number of households) in South Dakota. The flier referred readers to the Career InSite and LMIC website for more related information.

Another promotional product was the *Career Destinations* flier developed and customized for the Watertown Career Expo which was co-hosted by the respective local SDDOL offices. The *Career Destinations* featured the basic steps in the career decision-making process with suggested activities for students to do during the Career Expo. Again, the flier referred students to the Career InSite for more in-depth career planning and decision-making information.

LMIC also contributed to another publication at the invitation of the Dakota Association for College Admission Counseling (DACAC). Six pages of South Dakota career information were designed and provided for inclusion in the *Educational Opportunities in South Dakota* booklet. The booklets are provided to high school counselors and are distributed, at a minimum, to most junior and seniors throughout the state. Upon request, counselors also receive additional booklets to distribute to other grades. The booklets provide very comprehensive information on all of the post-secondary educational institutions in the state and their program offerings, as well as information about scholarships, grants, etc. available in the state. The six pages provided by the LMIC featured lists of South Dakota's "hottest" career opportunities for various educational levels, using those occupations projected to be in the highest demand. Also included was a promotional article on South Dakota Career InSite, encouraging students to use Career InSite for career exploration, decision-making and educational planning purposes. The six pages were included in the booklet at no cost to the LMIC, another testimony of the very positive partnership LMIC and DACAC have built over the years in distributing timely and quality career decision-making materials to school students across South Dakota.

In summary, the majority of users' needs for South Dakota career information are met with the various career publications, the LMIC website and South Dakota Career InSite. LMIC staff also provided responses to approximately 185 more in-depth requests for career information. Approximately 75 such requests originated from SDDOL staff and other state agency staff.

Occupational Wages

Occupational wage data is also published on the LMIC website; promotion of the data is accomplished by sending e-mail notices to customers alerting them when more current wage data is available. The “What’s New” page of the LMIC website also announces each new quarterly release of updated occupational wage data. Statistics available on website usage indicate users visited the LMIC website approximately 1,700 times to access occupational wage information during the program year. In addition, approximately 130 more in-depth requests for occupational wage information were handled by LMIC staff.

Affirmative Action

The Affirmative Action information is provided online to assist employers in the completion of their Affirmative Action Plan (AAP). Specifically, information is provided to allow employers to compare the percentage women and minorities comprised of all employment in their establishment to the percentage of women and minorities with requisite skills in the recruitment area. Information is also provided regarding the percentage of women and minorities in the population and in the labor force. Because the Affirmative Action tables contain a great deal of labor force data by gender and race, employers use it for other needs (in addition to Affirmative Action purposes). Statistics available on website usage show Affirmative Action data was accessed approximately 500 times.

Some of the Affirmative Action information items are available on the website include:

- 2000 Census EEO Data Tool (*Employment by gender, race and occupational group*)
- 2000 Census population and civilian labor force by gender and race
- Affirmative Action information for surrounding states
- Contact information regarding the Census 2000 EEO tabulations
- Information on filing EEO-1 reports, including instructions and contact information

Employee Benefits

Although LMIC staff conducted the Employee Benefits survey during PY2007, survey results were published online on September 2, 2008:

http://dol.sd.gov/lmic/menu_employee_benefits.aspx

A brochure promoting the new data and summarizing the survey results is expected to be disseminated to users in October 2008.

The South Dakota Employee Benefits brochure, *How Do Your Employee Benefits Measure Up?* was published in April 2006. Activity related to this publication during PY2007 included the distribution of 1,361 copies of the brochure. The brochure offers readers a quick, easy-to-read synopsis of some highlights of the benefits data collected, with referrals to the LMIC website for full survey results.

During the 2007 program year, website usage statistics show the benefits data was accessed online more than 500 times. The detailed results published on the website included data on the percent of employers offering benefits and the percent of employees offered benefits, by industry group and employer size class.

South Dakota Labor Bulletin

LMIC staff produced 12 monthly issues of the *South Dakota e-Labor Bulletin* and distributed it to all types of users. The *e-Labor Bulletin* is available from a button labeled "e Labor Bulletin" on the homepage of the LMIC site at <http://dol.sd.gov/lmic/>. When a new issue is published at the end of each month, subscribers receive an e-mail notice when a new issue is available, along with a link to the website. The tables of data included in the *e-Labor Bulletin* are automatically updated through an application which imports the data from existing databases used for the various historical data applications on the LMIC website. As part of the electronic release, a link to a printer-friendly copy (.PDF format) of the entire *e-Labor Bulletin* is included.

The subscriber list for the *e-Labor Bulletin* increased during PY2007, now averaging about 1,000 each month (up from an average of 960 in PY 2006). Recipients include employers, educators, economic development organizations, Chambers of Commerce, as well as staff of the local SDDOL offices, other divisions of the SDDOL and partner agency staff. As of June 2008, website usage statistics show usage of the *e-Labor Bulletin* includes over 3,000 unique users who have experienced almost 18,000 sessions and have hit on the .asp portion of the *e-Labor Bulletin* over 26,000 times.

The increased recipient list is due in part to various promotional efforts made in PY2007 to increase awareness about the *e-Labor Bulletin*. A promotional postcard, which users can return to subscribe, was created and has been distributed at Small Business Workshops conducted jointly by the SDDOL and the South Dakota Department of Revenue, the Small Business Development Center and the Small Business Administration. Local SDDOL offices are also providing the postcards to employers and other potential subscribers within their offices and when making employer visits.

LMIC staff wrote the following timely articles published in the *e-Labor Bulletin*:

South Dakota e-Labor Bulletin Articles Published in Program Year 2007

Topic	Published
Merging Hobbies with Jobs	July 2007
Where are They Now? New Trends in Where Occupations are Found	August 2007
All Things Back to School	September 2007
LMIC: A Whole Lot More Than Alphabet Soup	October 2007
Workplace Fatalities	November 2007
Timely Survey Data Released by U.S. Census Bureau	December 2007
Holiday shopping: What will they think of next?	January 2008
South Dakota Nonfarm Industry Trends in 2007	February 2008
NAICS – A Vision of the Economy	March 2008
Summer Youth Employment Outlook 2008	April 2008
Dynamically LED – Local Employment Dynamics	May 2008
Generational Differences in the Workplace	June 2008

The August 2007 article entitled *Where are They Now? New Trends in Where Occupations are Found* received the honor of being posted on the NASWA ATM. This article examined a few occupations in which workers are finding jobs in industries where there were not formerly any opportunities. The article is posted on the LMIC website at http://dol.sd.gov/lmic/lb/lbartaug07_occupational_staffing.pdf

LMIC Website

(www.sdjobs.org/lmic)

The LMIC website serves as the platform to showcase all of the publications, historical datasets and workforce delivery systems available to our users.

Career InSite

(<http://www.sdjobs.org/careerinsite/>)

Career InSite was designed to provide career information for job seekers and career decision-makers who visit local SDDOL offices, as well as for those who do not take advantage of the services offered by the local offices. This application was developed to provide a career exploration program to all users free of charge, especially targeting the career decision-makers who do not have access to career development information elsewhere.

Career InSite is one of the most comprehensive sites for current South Dakota career information in which users can take a career interest assessment and access the wages, training requirements, workplace examples, working conditions, licensing requirements, skills and interest areas for an occupation. It also includes information on worker trends and job outlook.

The Career InSite website is highly utilized by local SDDOL office staff, their customers and other career decision-makers to easily access free, quality career development information. Statistics available on website usage show as of the end of the program year, Career InSite had nearly 25,617 unique visitors who experienced over 235,000 sessions, hitting on the system almost 914,000 times.

Training Provider System

(<http://apps.sd.gov/applications/LD16P3/PPP/PPPLISTPROVIDERS.asp>)

The South Dakota Training Provider website application is a comprehensive site from which one can obtain information on both public and private educational and training programs. Training providers use this application to request WIA certification. Potential students can compare tuition costs and program availability among various providers to make informed decisions about the education or training which meets their needs. LMIC staff continues to encourage training providers to make annual updates to their programs. During PY2007, the Training Provider System had approximately 2,000 website visits.

Community Labor Profiles

(http://dol.sd.gov/lmic/menu_clp.aspx)

Community Labor Profiles (CLP) are available online for SDDOL staff, businesses and economic development groups. The SDDOL staff use the CLPs for meetings with businesses and economic development groups. The interactive website application enhanced the quality and availability of labor supply information. The website application allows the user to use a default

area configuration based on commuting patterns or the ability to create an area to produce a customized CLP. This option allows for development of regional economic reports, which assists local workforce development efforts in South Dakota.

LMIC staff prepared only five CLPs for customers during PY2007; most LMIC customers used the website application to create approximately 600 CLPs on their own. The profiles provide a wide range of labor market information about the area, including:

- Labor Supply
- Population
- Education Levels
- Commuting Times of Workers
- Nonfarm Wage and Salaried Workers by Industry
- Labor Cost by Industry
- Labor Cost by Occupation
- Resident Labor Force
- Job Seekers

Total expenditures related to the posting of products, information and reports on the Internet, as well as other means of distribution, totaled \$122,171.

5. Partner and consult on a continuing basis with Workforce Investment Boards and Key Talent Development Partners and Stakeholders

South Dakota Workforce Development Council

LMIC staff attended two of the Workforce Development Council (WDC) meetings during PY2006 and plan to attend all future meetings as well. Interaction with the WDC included:

- A presentation was given in July 2007 regarding the *Local Employment Dynamics* (LED) program. South Dakota is in the process of becoming a partner state and in anticipation of the event, provided an overview of what the LED program can provide. A brief overview of *OnTheMap* was also provided.
- A presentation was given in January 2008 presenting the South Dakota 2007 Labor Market Report, the title of the annual economic report which is a deliverable to the Governor and the Workforce Development Council. Copies of the report were provided to all who attended the meeting.

Unfortunately, the quarterly meeting scheduled for October 2007 was cancelled and the meeting held in April 2008 focused on funding issues, therefore LMIC staff did not attend.

LMIC staff will be available at future meetings to provide updates of LMIC activities and to be available as a personal resource as needed. Total expenditures related to partnering and consulting with the WDC totaled \$8,868.

Key Talent Development Partners and Stakeholders

Workforce 2025

In South Dakota, workforce development is a joint partnership involving government, education and business. Government organizations provide the vision and communication/collaboration and create an attractive education and business environment. Educational institutions provide the pathway to knowledge and skills, and create and encourage a challenging and entrepreneurial environment. And businesses provide for investment and opportunity. This collaboration is known as Workforce 2025, an initiative of Governor Rounds.

The mission of Workforce 2025 is to ensure South Dakota has a competent and qualified workforce to allow for economic growth and expansion. The Departments of Labor, Education, Tourism and State Development, and the Board of Regents are working in partnership to deliver the following programs established under this initiative:

- Dakota Roots is an effort to recruit individuals and businesses to South Dakota.
- Live Dakota is an effort to retain current South Dakotans in our workforce.
- Dakota Seeds is an effort to increase the number of internships and assistantships.
- Grow Dakota is an effort to prepare students to enter the workforce.
- Build Dakota is an effort to assess the workforce needs of industries statewide.

The combined efforts of this partnership focus on ensuring a qualified and highly capable workforce to allow for economic growth and expansion and to sustain our youth population by establishing meaningful, fulfilling and interesting career opportunities with high paying, high growth jobs.

As of September 19, 2008, Dakota Roots has accomplished:

- 1,529 active registered job seekers
- 711 seekers who have entered employment in South Dakota
- 321 business partners
- 47 inquires regarding business expansions in South Dakota

With continued positive job trends on the horizon, an efficient labor market exchange which effectively matches worker skills to employer needs is a key component for economic growth. The Workforce 2025 partnership is serving as a catalyst for an efficient labor market exchange and continued economic growth in South Dakota.

As a division of the SDDOL, LMIC serves as an integral partner of Workforce 2025, providing a wide variety of statistics and services to assist this initiative.

A. Conduct special studies and economic analysis.

LMIC provided 50 special studies to our users during PY2007. Half of the economic analysis reports involved the use of IMPLAN software. LMIC provided 25 studies to estimate the economic impact of a new or expanding business. Most of these studies were conducted at the request of the Governor's Office of Economic Development (GOED).

LMIC also provided several economic impact analyses using the Regional Input-Output Model (RIMS II) multipliers, which are produced by the Bureau of Economic Analysis, U.S. Department of Commerce.

LMIC staff also prepared several workforce availability reports for several of the local SDDOL offices throughout the state. These reports were prepared to provide detailed data regarding the availability of workers for new businesses and proposed business expansions. The reports included information regarding unemployment, available labor, wage rates, commuting patterns and seeker information.

Total expenditures related to conducting special studies and economic analysis totaled \$41,629.

B. CUSTOMER SATISFACTION

South Dakota continues to strive to provide excellent customer service and takes pride in all grant services and products produced. All feedback from our customers, whether collected formally or received informally and anecdotally, is vital in identifying what LMIC does well and how LMIC can improve our products and delivery systems.

The LMIC conducted a *South Dakota CareerWise* customer satisfaction survey during PY2007. The survey was mailed out to those who had received bulk orders for the publication (at least 25 copies). Although the response rate was rather low (22 percent), the information gained through the survey provided LMIC staff with valuable input as to how costumers use the publication with their clients, and also with input for possible revisions to the publication.

- The largest portion of respondents use the *CareerWise* as a reference themselves, sharing information with customers/clients.
- The next largest portion provides the magazine directly to customers/clients.
- A minority (44 percent) feel *CareerWise* should contain more labor market data elements (such as occupational projections, wages, etc.).
- The majority (78 percent) like the current format, while 17 percent would prefer separate leaflets, each on a different topic.

Respondents were also asked to rate a list of subject areas/sections in the current issue of *CareerWise* on a scale of 1-5 (with 5 being highest) regarding “Accuracy/Currency” and “Importance of Inclusion”.

- The lowest average rating of the accuracy and currency of the listed subjects in the current edition was 4.0 (for the subject steps to take if re-careering and job hunting online); responses ranged up to 4.6 (for the subject proving yourself on a new job).
- The topic respondents felt was the most important for inclusion in a future edition was interviews, at 4.9, followed by resume writing at 4.7. No topic received a rating lower than 3.7.

Detailed Information about our Customers

In order to quantify what LMIC provides and identify who we provide it to, all information requests received are tracked by a subject code and user code. This is accomplished via an Access database, which includes the ability to run queries and produce reports on the types of information requested and type of requestor. For example, data can be tabulated just for business requests or for workforce development agencies.

Collectively, LMIC provides a large amount of information to many user types. Of the 14,054 requests handled by LMIC staff during PY2007, over 40 percent (5,755) were from businesses and economic development groups. Private business establishments comprised the largest single requester group.

LMIC staff handled over 400 requests from economic development agencies, with approximately 100 specifically for staff from the Governor's Office of Economic Development (GOED). LMIC has maintained a close partnership with GOED for the past several years, providing labor market information as needed to assist in workforce development. A vast array of information has been provided to this agency, including occupational wage information, covered worker data, IMPLAN analyses and information from the Bureau of Economic Analysis (BEA).

LMIC also provides frequent assistance to local economic development groups, responding to over 300 requests for labor market information. Local economic development agencies assisted include:

- Aberdeen Development Corporation
- Eureka Community Development Company
- Focus Watertown
- Greater Huron Development Corporation
- Pierre Economic Development Corporation
- Rapid City Economic Development
- Sioux Falls Development Foundation
- Yankton Office of Economic Development

The local SDDOL office staff are also frequent users, with over 3,200 requests for information. Postsecondary institutes submitted over 700 requests for information, including the distribution of over 3,000 publications. The K-12 schools systems, including both public and private, had 576 requests for information including the distribution of 7,689 publications. As a Workforce 2025 partner, LMIC has handled approximately 20 requests specifically to assist this initiative.

In addition to the 14,054 requests for information and the distribution of almost 25,000 publications, the LMIC website also had over 9,500 visitors during PY2007 with over 15,000 page views.

An Access database is also utilized in order for management to have the ability to more easily and accurately track budget expenses and forecast expenses. This allows for real-time control over the grant monies received and aids decisions as to best serve our customers. Total expenditures related to customer service products and activities totaled \$13,716.

C. CURRENT IMPROVEMENTS

LMIC Website

The Labor Market Information Center developed a new website during PY2007. This was driven in part by a mandate from the South Dakota Bureau of Information and Telecommunications to convert the prior website (which was largely in .html programming language and maintained in part with Microsoft FrontPage) to one utilizing Cascading Style Sheets, and developed and maintained with Dreamweaver software, the new state standard for South Dakota agencies. Concurrently, the South Dakota Department of Labor (SDDOL) realized the need for a website with faster load time, easier, more logical navigation and the use of software which would make maintenance of the site more efficient. The LMIC website was designed to complement the newly designed SDDOL website; however, because LMIC customers are recognized as a specialized audience, latitude was given to the LMIC to forego the right-hand standard menu utilized on all SDDOL website pages and instead use a right-hand menu specific to LMIC information and data. This allowed more Web page width to accommodate the various tabular data available to customers on the LMIC website. The timing of the launch of the new SDDOL and LMIC websites worked very well for publication of the 2008 Employee Benefits survey results as well as the 2007 annual online summary of Quarterly Covered Employment and Wages (QCEW). Since the SDDOL prepared a media release on the launch of their new website, which was released by the Governor's Office, the LMIC also benefited from the promotion of their new website.

D. PLANNED IMPROVEMENTS

Career InSite

The Career InSite application is currently being rewritten in the new state standard .Net. The move to this programming software will enhance the speed, data handling/transfer and enhance browser capability. This rewrite will also allow for more accurate web statistics.

Public features include a more modern look, designed to be more user-friendly. Banners have been tightened up so more content appears on the screen. The help content is improved for surveys, and a new feedback section has been added. Career InSite will sport still pictures and video clips for many occupations; in addition, rotating occupational pictures now appear on the homepage of Career InSite.

FCK editor was added for administrative purposes (data/program handling). FCK is an integrated HTML editor for adding/changing content within the application. Programmers have also developed a tool which allows for easy access to menu additions/deletions and modifications. Updated programming will ensure InSite integrates across several different browsers and tightened security to guard against hacker attacks.

The upgraded Career InSite is expected to launch in November 2008.