

South Dakota Workforce Information Grant Annual Performance Report Program Year 2010



Labor Market Information Center



south dakota department of
**labor and
regulation**

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State of South Dakota
Workforce Information Grant Annual Performance Report
July 1, 2010 through June 30, 2011

A. ACCOMPLISHMENTS

1. Populate the Workforce Information Database with state and local data.

The conversion to Workforce Information Database (WID) Version 2.5 started in PY 2010 and is expected to be completed during PY 2011. All of the required core tables have been populated. The PY 2010 projections deliverables, which include the South Dakota 2008-2018 long-term sub-state projections and 2010-2012 short-term projections, have been populated.

Staff collected 2011 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 WID. 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 2011 2nd edition of the Employer Database. LMIC customers, South Dakota Department of Labor and Regulation (DLR) local office staff and other DLR staff are provided access to the Employer Database through three different levels. The general public is provided access through a link on LMIC's website to the Employer Locator on the Career InfoNet website.

Access to the Employer Database for internal customers and DLR 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 staff to download larger files and do more intensive searches for LMIC customers.

The Employer Database is also populated in the WID. Expenditures related to the WID totaled \$17,376.

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 short-term industry and occupational forecasts for the 2010-2012 period were produced for statewide South Dakota by June 30, 2011.

However, due to staff turnover, a three month extension to complete the production of the statewide long-term sub-state (2008-2018) industry and occupational projections was requested and approved by the Employment and Training Administration (ETA) in May 2011. These deliverables were completed by the extended due date of September

30, 2011. Expenditures related to the production of industry and occupation projections during PY 2010 totaled \$41,622.

3. Conduct and publish relevant economic analyses, special workforce information and/or economic studies determined to be of benefit to the governor and state and local Workforce Investment Boards (WIBs).

LMIC provided 30 special studies to partners and users during PY 2010. The IMPLAN software was used to produce six studies that estimated the economic impact of new or expanding businesses; these studies were conducted at the request of the Governor's Office of Economic Development (GOED).

For general requestors, the Regional Input-Output Model (RIMS II) multipliers are referenced to estimate the economic impact of added workers for a specific industry. These multipliers are produced by the Bureau of Economic Analysis, U.S. Department of Commerce.

LMIC staff also prepared workforce availability reports for some of the DLR local offices. These reports were prepared to provide detailed data regarding the availability of workers for new businesses and proposed business expansions.

Other special workforce information was provided to internal partners, including the Unemployment Insurance (UI) Division regarding declining occupations and targeted high demand occupations. Occupational demand information was also provided to the post-secondary institutes for decision-making regarding proposed training programs.

In follow-up to the provision of "high demand" occupations list for unemployment insurance purposes, an LMIC staff person was asked to testify at two different UI appeals hearings to lend expertise in explaining how the list was derived and explain why certain occupations were not included on the list.

Information on seasonal occupations, taken in part from the Occupational Outlook Handbook, was provided to the director of Unemployment Insurance, upon request for labor market information related to seasonal claims for unemployment insurance.

Expenditures related to conducting and publishing relevant economic analyses, special workforce information and/or economic studies totaled \$28,562.

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. Detailed information regarding the products, information and reports on the Internet are provided below.

The South Dakota Department of Labor underwent a transition during PY 2010, becoming the South Dakota Department of Labor and Regulation and adding several divisions and boards/commissions. All publications and online information had to be rebranded to reflect the new agency name. Despite this added workload, staff also made great strides to make other improvements to publications and products.

Career Products

The *South Dakota Career Peeks* booklet of career activities for kindergarten through second grade children was “revived” during PY 2010. A color version was made available, with new graphics incorporated, a color cover and divider page were created for the black and white version, and the name of the corresponding career cluster was added to each occupational activity. Activities for several new occupations were also added. Career Peeks will be distributed for school use at six workshops for school counselors scheduled for across the state in September 2011. Efforts during PY 2010 were focused on updating the publication in preparation for this fall 2011 in-person distribution, thus saving postage costs.

The *South Dakota Career Aware* booklet for students in grades three through five was also revamped during PY 2010 to better coordinate with South Dakota’s implementation of the 16 career clusters. There is now one pamphlet for each of the 16 clusters, featuring six occupations. The Career Aware pamphlets now sport a more modern design and greater use of color to appeal to youth. For each occupation, students learn briefly what workers do on the job, the level of education or training required and the expected wage range. Each occupation also includes a simple, fun activity related to the occupation. Efforts during PY 2010 were focused on updating the publication in preparation for the fall 2011 in-person distribution, thus saving postage costs.

High growth and high wage occupations distinguished by educational level were published in the *South Dakota Hot Careers* flier, also updated during PY 2010 to reflect the 2008 to 2018 projections and the latest wage data available. This flier shows the state’s projected high demand occupations, which are grouped by the level of education/training/work experience preferred by employers. The flier also shows the highest paying occupations within those same categories.

Bookmarks (updated June 2011) list Internet addresses for helpful, reputable career and labor market information for the United States and South Dakota.

The *Pocket Résumé* 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 Résumé will contain essentially all of the information in a good résumé – only in miniature form so it can be easily folded and carried in a pocket for handy reference at a job site. It also lists tips on preparing for and doing a job interview. The pocket résumé can be downloaded at: http://dlr.sd.gov/lmic/pdfs_and_other_files/pocket_resume.pdf.

The *Bookmarks* and *Pocket Résumés* are widely used and distributed by DLR local offices for workforce development activities. These products remain popular among local office staff when they visit local schools and employers, and are made available in their resource centers. The other principle users of these products are school counselors, teachers and school administrators.

Copies of LMIC's entire career material portfolio were provided, along with an order form, to a school counselor who is an avid advocate of LMIC resources and were included as part of a presentation on "career education on a shoestring budget" at the annual South Dakota Counselor Association conference in April 2011. Those attending the presentation all received a copy of each career resources available from the LMIC, along with an order form to order more for their schools as needed.

From July 1, 2010, through June 30, 2011, a total of 18,762 career publications were distributed to our users, who include students, teachers, counselors, businesses and workforce development professionals.

LMIC staff also produced some ad-hoc publications during PY 2010 which provided further opportunities to promote LMIC resources. One was a *Career Tricks and Treats* flier which promoted career awareness and included fun career-related games and tidbits. It was made available on the website in Adobe.pdf format, and was highlighted in the October 2010 issue of the South Dakota *e-Labor Bulletin*. The flier had a trick-or-treating design and featured career-related activities and fun labor market statistics related to the season. For example, the flier included a word search of careers. The flier also included holiday-related labor market statistics like the number of candy makers in South Dakota and the number of potential trick-or-treaters (children from five to 13 years old) in South Dakota. The flier referred readers to the Career InSite and the *Occupational Outlook Handbook* websites for more information.

Another promotional product was the *Career Destinations* pamphlet, which was updated and customized, upon request, for DLR local offices. In addition to being used by career explorers and decision-makers within those local offices, the pamphlet was given out to students in the Mitchell, Sisseton and Watertown areas prior to attending career fairs in those areas. *Career Destinations* featured the basic steps in the career decision-making process with suggested activities for students to do during the career fair. Again, the pamphlet referred students and other career decision-makers to the Career InSite website 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). Seven 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 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 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. Two pages were devoted to listing projected high-demand occupational options within each of the 16 career clusters. Also included was a promotional article on South Dakota Career InSite, encouraging students to use this application for career exploration, decision-making, and educational planning purposes. The seven pages were included in the booklet at no cost to the LMIC, more proof of the very positive partnership LMIC and DACAC have built over the years in distributing timely and quality career decision-making materials to students across South Dakota.

Another testimony to the good partnerships LMIC has with other state agencies which connect to youth was the development of a "South Dakota Hot Trends in Healthcare." The flyer was developed for use in the South Dakota Department of Health's Health Occupations for Today and Tomorrow (HOTT) initiative. The purpose of the HOTT initiative is to encourage more youth to pursue healthcare careers, helping fill the projected high demand for healthcare providers in the state. The Hot Trends in Healthcare flyer provides labor market information highlights of healthcare industries and occupations.

At the request of the South Dakota Department of Education, LMIC again served as a distribution point for the *South Dakota My Life* magazines to schools in the northeast area of the state. Schools placed orders with DOE, but made arrangements with LMIC to pick up orders from our office. When the version of the magazine distributed during PY 2010 was published, it incorporated employment projections and wage data provided at that time by LMIC. This further demonstrates LMIC's strong partnership with the DOE and their efforts to improve, through the use of labor market information, informed career decision-making in South Dakota.

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. Statistics available on website usage indicate 574 unique users visited the occupational wage menu page within the LMIC website, with a corresponding 1,116 number of page views. In addition, 71 more in-depth requests for occupational wage information were handled by LMIC staff. Occupational wages can be viewed or downloaded at: http://dlr.sd.gov/lmic/menu_occupational_wages.aspx.

Employee Benefits

An employee benefits survey was conducted by LMIC during PY 2010, and results were published in August 2010. Detailed results were published online and made available at: http://dlr.sd.gov/lmic/menu_employee_benefits.aspx.

A brochure, titled *Perks of the Job, Employee Benefits in South Dakota*, was developed to promote the new data and summarize survey results. It was distributed to

approximately 400 users in August 2010. 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. This brochure is also available online at: http://dlr.sd.gov/lmic/pdfs_and_other_files/benefits_brochure_2010.pdf.

During PY 2010, website usage statistics show the benefits data was accessed online by 329 users for a total of 574 page views.

Publication Design Work in Partnership Efforts

As further testimony to the importance of partnership efforts, LMIC staff lent their publication design and development skills to numerous Department of Labor and Regulation projects during PY 2010. One was an “Unlock your career possibilities with free resources from the Department of Labor and Regulation” brochure, featuring career products available from the LMIC. The brochure is used by Department of Labor and Regulation staff in promotional outreach efforts. Another example was a medical fair job poster developed for a Department of Labor and Regulation-sponsored event at Southeast Technical Institute in Sioux Falls, S.D.

A complete list of publication and related design projects completed during PY 2010 as LMIC partnership activities is included as an appendix.

South Dakota e-Labor Bulletin



LMIC staff produced 12 monthly issues of the *South Dakota e-Labor Bulletin*, which was distributed to a wide variety of users. The *e-Labor Bulletin* is available from a button labeled “e Labor Bulletin” on the homepage of the LMIC site at www.sdjobs.org/lmic. When a new issue is published at the end of each month, subscribers receive an e-mail notice, 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. New additions to this publication include maps of labor supply and unemployment rate data, first published in the February 2011 edition. The following timely articles were published in the PY 2010 issues of the *e-Labor Bulletin*:

South Dakota e-Labor Bulletin Articles Published in Program Year 2010

Topic	Published
Job Perks: The Benefits of Employee Benefits	August 2010
South Dakota Industry Trends to 2018	January 2011
South Dakota Nonfarm Worker Trends in 2010	February 2011
2011 Employment Outlook for Youth: National, State and Local Perspectives	May 2011

Based on recommendations from a Workforce Investment Grant Review conducted in July 2010, at a minimum, articles are required to be published in the *e-Labor Bulletin* on a quarterly basis. These special studies are conducted in part to meet deliverable three (conduct and publish relevant economic analyses, special workforce information and/or economic studies).

The subscriber list for the *e-Labor Bulletin* averaged about 1,492 per month during PY 2010. Recipients include employers, educators, economic development organizations, chambers of commerce, as well as DLR local office staff, other divisions of the DLR and partner agency staff.

The PY 2010 website statistics indicate an additional 386 unique users of the *e-Labor Bulletin* experienced 5,806 sessions. In addition, there were 5,915 downloads of the PDF version of the monthly publications. Since going electronic in March 2006, this application has had 6,516 unique users experiencing 40,964 sessions with more than 100,000 page views.

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. The website is also used as the vehicle for three data releases each month. The “What’s New?” page is updated on the first Friday of each month to correlate with the BLS release of national labor force and nonfarm data for the prior month. Highlights are provided on the “What’s New?” page of the LMIC site, with a link to the BLS site for the full release. On the third Wednesday of each month, the “What’s New?” and “Overview” pages of the site are used to make a public release of statewide labor force and nonfarm data for the prior month. Later in the month, substate labor force and nonfarm data, plus additional data such as that on DLR activities in the local offices and unemployment insurance is included in the release of the *e-Labor Bulletin* – normally the fourth Friday of the month.

Part of the statewide data release is an “Economic Snapshot” page which provides a comparison of current month data to prior year for national and state labor force estimates, and statewide nonfarm data by major industry. In addition, the South Dakota level of new hires, another key economic indicator, is provided from the Unemployment Insurance Division’s New Hire Reporting Center and included in the “Economic Snapshot” page.

The “What’s New” page of the LMIC website is also used to announce the availability of revised or new data elsewhere on the website, such as when results of the employee benefits survey are published online. Statistics available on website usage show the LMIC website had 10,295 visitors who experienced 37,742 page views during PY 2010.

Career InSite

[\(http://www.sdjobs.org/careerinsite/\)](http://www.sdjobs.org/careerinsite/)

Career InSite provides a variety of South Dakota specific occupational data (i.e. description, wages, employment estimates and projections, licensing requirements, etc.). In addition, there are two interest surveys that will help match users to occupational areas of interest (a link to the Career InSite interest survey is also included on the DLR homepage). And finally, this site offers a link to training information available, job opportunities in South Dakota and various links to articles and career publications available.

Reality Check, which is incorporated within Career InSite, is an innovative web-based tool designed to demonstrate the important connection between standard of living and the need to acquire the postsecondary education and skill sets to make those lifestyle desires possible.

A rack card is available for the Reality Check module and Career InSite in general to promote the site, and is made available to all the DLR local offices. A Career InSite tutorial is also available, which walks users through both Reality Check and InSite. This tutorial gives the user a birds-eye view of the best practices for utilizing both applications. As another cooperative, joint project with the Department of Education (DOE), LMIC provided a "Reality Check" button for the South Dakota My Life website, which links users of that website directly to the Reality Check portion of Career InSite. The button is available to all students or other South Dakota My Life website users once they choose any of the 16 career clusters to explore.

The training module of Career InSite also provides access to data published by the Dakota Association for College Admissions Counseling (DACAC) to provide current training information for our users.

Programming was completed during PY 2010 to incorporate the DLR website templates into Career InSite's design to conform to agency standards. The redesign ensures the ability to link other applications in a quick and efficient manner and ensures footers will coordinate with the DLR website. In conjunction with the template programming, the graphics features of Career InSite were updated to improve the appearance of pictures and video clips as well as speed up the load time for users.

Statistics available on website usage show as of the end of the program year, Career InSite has had 46,599 unique visitors experiencing more than 1.57 million page views since its launch in March 2005. Specifically during PY 2010, this application had 8,736 unique visitors with more than 144,000 page views.

Community Labor Profiles

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

The Community Labor Profiles (CLP) application is available online for DLR staff, businesses and economic development groups. The DLR staff use the CLPs for meetings with businesses and economic development groups. The interactive website application enhances the quality and availability of labor supply information. The website application allows the user to select a default area configuration based on commuting patterns or 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. 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

LMIC staff personally prepared 13 CLPs for customers during PY 2010. Most LMIC customers use the website application to create CLPs on their own, 716 during PY 2010.

Expenditures related to the posting of products, information and reports on the Internet, as well as other means of distribution, totaled \$109,752.

5. Partner and consult in a continuing basis with workforce investments boards and other key workforce and economic development partners and stakeholders.

South Dakota Workforce Development Council

The LMIC traditionally meets a commitment to be in attendance at the quarterly meetings of the Workforce Development Council (WDC). However, added duties and commitments related to the LMI Improvement Grant prevented staff from attending all of the WDC meetings during PY 2010. Information regarding pertinent LMIC activities was presented at two of the meetings.

LMIC staff was in attendance at the July 8, 2010, meeting of the Workforce Development Council meeting. Information was presented regarding the opportunity to apply for the State Workforce Agencies (SWA) grant to develop the Workforce Data Quality Initiative (WDQI). South Dakota, Wyoming and Nebraska, as a consortium,

applied for this grant. The maximum funding potential for the consortium for this project was \$300,000 covering a three-year period.

The purpose of the grant was to develop or improve the state workforce longitudinal data systems, allowing individual records to be matched to across programs and over time. Although South Dakota was not awarded the grant, LMIC continues to explore funding options to start building a longitudinal database. The database will match workforce data with educational data to track the progression of students through the educational system into the workforce system while safeguarding the privacy of these records.

LMIC staff were unable to attend the meeting held in October 2010, as they were hosting a quarterly meeting of the Rocky Mountain and Northern Plains LMI Improvement Grant partners Rapid City, S.D.

At the January 2011 meeting, Bill Molseed, Workforce Training Administrator, presented an overview of the 2010 Labor Market Information Report. The LMIC Administrator was not able to present the report due to required attendance for a quarterly meeting of the Rocky Mountain and Northern Plains LMI Improvement Grant in Omaha, N.E. Copies of the 2010 Labor Market Report were provided to WDC members during this meeting, as the WIG requires this information be presented to WDC members. A copy of the report was also provided to the governor.

LMIC staff were unable to attend the April 2011 meeting as they were assisting Iowa staff in hosting the Rocky Mountain and Northern Plains Green Jobs conference in Des Moines, Iowa.

Key Workforce and Economic Development Partners and Stakeholders

LMIC staff handled approximately 60 requests from local and state economic development agencies. Thirty requests were handled 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 office, including occupational wage information, covered worker data, IMPLAN economic impact analyses, information from the Bureau of Economic Analysis (BEA), as well as technical assistance regarding other U.S. Department of Labor programs, including prevailing wage rates produced for the Davis Bacon Act.

The remaining requests were from other local economic development agencies, including:

- Absolutely! Aberdeen
- Aberdeen Development Corporation
- Aberdeen Downtown Association
- Focus Watertown
- Lake Preston Economic Development
- Milbank Economic Development Corporation

- Pierre Economic Development Corporation
- Redfield Economic Development
- Sioux Falls Development Foundation
- South Dakota International Business Institute
- Spearfish Economic Development

Internal analysis regarding labor market issues was also provided as needed to our DLR partners. Expenditures related to conducting special studies and economic analysis for PY 2010 totaled \$40,260.

B. CUSTOMER CONSULTATIONS

The LMIC customer satisfaction survey conducted during PY 2010 utilized the Survey Monkey online application. A survey was conducted to gather feedback from the local office managers, to gauge how well LMIC serves these offices, as well as gather feedback regarding how we can improve our services. Summary results indicated a high level of satisfaction:

- 57.1 percent indicated they access LMIC data weekly; 21.4 percent do so daily.
- 96 percent indicated they received the information requested in a timely manner.
- 97 percent indicated they received the information in a user-friendly format.
- 98 percent indicated the staff who handled their request was courteous.
- 85 percent indicated that if LMIC did not have information requested available, LMIC was able to provide an alternate source.

Overall, 85.7 percent of the survey respondents indicated LMIC provided excellent service. The remaining 14.3 percent indicated LMIC provided very good service.

Respondents also had the option to provide additional comments, concerns or suggestions about how LMIC could better serve our customers. Based on these comments, the LMIC Administrator has offered to personally visit each local office as requested to provide an overview of the LMIC and the data and services available. These personal visits will also include one-on-one discussions with local office staff if they have particular concerns or LMI training needs.

Detailed Information about our Customers

Collectively, LMIC provides a large amount of information to many user types. Of the 22,556 requests handled by LMIC staff during PY 2010, 62 percent (13,987) were from the business and industry, chamber of commerce, and other business association user group, which was the largest single requester group.

DLR local office staff are frequent users, with more than 3,200 requests for information. Postsecondary institutes submitted 550 requests for information. The K-12 school systems, including both public and private, had 500 requests for information including the distribution of nearly 8,000 publications.

In addition to the 22,556 requests for information, which included the distribution of more than 31,000 publications (including both electronic and hard copy); the LMIC website also had 14,320 visitors during PY 2010 with approximately 53,700 page views.

Expenditures related to customer service products and activities totaled \$3,067.

C. PARTNERSHIPS AND COLLABORATIONS

State Longitudinal Database System

The Department of Education (DOE) has spent the last several years putting in place the foundational components necessary to successfully build a State Longitudinal Database System (SLDS) for South Dakota, including hiring a consultant to study the current data collection processes and make recommendations on efficiencies and gaps in data being collected. A data governance team, a partnership which includes the DOE (including the Technical Institutes and Career and Technical Education), the Board of Regents (BOR) and the Department of Labor and Regulation (DLR), is focusing on the next steps in developing a SLDS.

The data governance team has combined resources to develop a system to link educational and workforce data to meet the intent of Family Educational Rights and Privacy Act (FERPA). Although sustainability of a SLDS is expected through self-funding of all partners involved, all partners continue to seek out available grant opportunities.

Related to these efforts, the LMIC signed a Memorandum of Understanding (MOU) to conduct wage records research for the South Dakota Board of Regents (BOR) for its Opportunity Scholarship recipients. This research included wage matches with other states that have signed a MOU with South Dakota specifically for the sharing of wage records data, including Iowa, Montana, Nebraska and Wyoming.

Dakota Roots

The mission of Dakota Roots is to recruit individuals and businesses to South Dakota. The Department of Labor and Regulation and the Governor's Office of Economic Development work in partnership on this continuing mission.

As of August 13, 2010, Dakota Roots has:

- 392 business partners
- 57 inquiries regarding business expansions in South Dakota
- 2,417 active registered job seekers
- 1,908 seekers who have entered employment in South Dakota

The combined efforts of this partnership focus on ensuring a qualified workforce to allow for economic growth and to sustain our youth population by providing career

opportunities with high-paying, high-growth jobs. As part of DLR, LMIC serves as an integral partner of Dakota Roots, providing a wide variety of statistics and services to assist this initiative.

Expenditures related to continued partnerships with the South Dakota Workforce Development Council and other key talent development partners and stakeholders for PY 2010 totaled \$4,037.

Health Insurance Survey

One of the key components of the Affordable Care Act is the creation of a health insurance exchange. The federal health care reform act requires each state to have an exchange in place by 2014. The Affordable Care Act gives states the first opportunity to run exchanges. If a state is unwilling or unable to run an exchange, the U.S. Department of Health and Human Services (HHS) will create an exchange to operate in that state.

The federal Affordable Care Act contemplates an exchange to be one-stop shopping place where people can purchase health insurance coverage. Exchanges will allow individuals below certain income levels to obtain financial assistance in the form of tax subsidies and cost-sharing reductions that will make health insurance more affordable. When individuals apply for a plan through the exchange, they will also be screened for Medicaid and Children's Health Insurance Program (CHIP) eligibility.

Small businesses will also be able to purchase insurance for their employees through the exchanges. Individuals and small businesses choosing to purchase a qualified plan through the exchange will be assisted by a navigator and provided information about the quality and cost of the health plans. Individual and small business can also enroll in a health plan via a Web portal or a phone hotline.

South Dakota has received a \$1 million planning grant to assist in determining if it is feasible for South Dakota to have a state-based exchange and outline the pathway for creating an exchange. The LMIC collaborated with the Division of Insurance (DOI) by conducting a survey of South Dakota employers to determine how many provided insurance coverage for their employees. A private researcher was hired to conduct a household survey to gather demographics of the insured and uninsured, reasons for not having insurance coverage, and information regarding household income levels.

Dakota Corp Scholarships

The Dakota Corps Scholarship Program is aimed at encouraging South Dakota high school graduates to obtain their postsecondary education in South Dakota, as well as to remain in South Dakota upon completion of their education, and contribute to the state of South Dakota and its citizens by working in a critical-need occupation.

The methodology to determine critical-need occupations in South Dakota starts with analysis conducted by the LMIC. The first step was to determine which occupations are projected to have a "higher-than-average" annual demand for new workers. Demand

data is the summation of job openings estimated due to employment growth and job openings projected to be created due to replacement need of current workers.

The LMIC also reviews the list of occupations (requiring postsecondary education) for which South Dakota employers are seeking workers through the Foreign Labor Certification (FLC) program, which is administered by the U.S. Department of Labor (DOL). In order to obtain this certification, *“employers must show that there are insufficient qualified U.S. workers available and willing to perform the work at the prevailing wage paid for the occupation. The intent is to ensure that admitting foreign workers does not adversely affect job opportunities, wages and working conditions for Americans.”*

Once a list of high demand, critical need occupations is compiled based on the projected demand for new workers and the FLC data, the data is analyzed by DLR in conjunction with anecdotal information gathered from the field, including conversations with employers and the critical needs they are experiencing. Recurring themes from all data sources are identified and utilized to finalize the list of occupations.

D. RECOMMENDATIONS FOR IMPROVEMENTS/DELIVERABLE CHANGES

LMIC plans to invest remaining PY 2010 funds into upgrading our LMI delivery system. The main goal of LMIC is to incorporate a delivery system which includes mapping and graphing features. Attendance at the LMI Technology Conference, which was hosted by the Workforce Information Council (WIC), proved very helpful in identifying the different Web technologies available.

Appendix

State of South Dakota Workforce Information Grant Annual Performance Report July 1, 2010 through June 30, 2011

Labor Market Information Center Publications and Design Work For Partnership Activities

LMIC Other Design Work PY10

July 2010

- Reality Check Banner Ad – ad promoting Reality Check for SD MyLife website

October 2010

- Career InSite Graphic – new graphic for Career InSite (replaced old logo)
-

LMIC Partnership Activities – Publications and Related Design Activities PY10

South Dakota Department of Labor and Regulation

January 2011

- Workforce Training Wanted Poster – flier about Workforce Training program, created for local offices

February 2011

- Workforce Training Fliers – two fliers promoting workforce training opportunities available through the DLR at South Dakota’s technical institutes

March 2011

- Career Pathways graphic – graphic illustration of an example of a career pathway, designed for the SGA for the Career Pathways Innovation Fund Grants Program
- Medical Job Fair Poster – poster for DLR/Southeast Technical Institute event
- DLR signage – signage for Sioux Falls local DLR office, including large-scale general DLR sign, plus signs for JSAP, SNAP and TANF programs.

April 2011

- DLR logo work for website – adapted new DLR logo to Web pages and online DLR applications as needed

May 2011

- Ads for Sioux Falls Veterans and Spouses Job Fair – ads promoting job fair for veterans and spouses, published in VFW conference booklet and State American Legion Convention Booklet
- Newspaper Shell Ad for Mitchell Local Office – updated newspaper shell ad for Mitchell local office so there would be more space for job listings

Division of Insurance

May 2011

- Newsletter Template – new newsletter template for the Division of Insurance's (DOI) newsletter

June 2011

- Flood insurance icon /button for website
- Open Enrollment for Kids Flier and Website Button – flier promoting open health insurance enrollment for kids and coordinating button for DOI website
- Website button for Patient Protection and Affordable Care Act
- Website button for License Inquiry Service

LMIC Publications PY10

2010 edition

South Dakota Career Aware

Catch the career bug!

CAREER CLUSTERS

Caleb will help you start growing your own "career antennae" to pick up on the thousands of career options in the world. Throughout these Career Aware booklets, he'll show you some career options that may be new to you. Hopefully you'll learn some tips for becoming more aware of the many careers out there for you to choose from someday!

Note to parents: Research shows parents have the biggest influence on youth's career exploration and decision making, even at the high school level. Do you need tips on helping your child with career exploration and eventual decision making? Contact the Labor Market Information Center at 1-800-592-1881 to find out about other free career resources available for students.

sd south dakota department of labor and regulation



Hi! I'm Caleb the career bug!
What's your name?

Just like my antennae make me aware of things around me, I'll help you develop "career antennae" for discovering the thousands of career opportunities in our big world!

Rather than just buzz wildly from one career to another, we will look at a group of careers that have something in common.

Let's go!

Agriculture, Food & Natural Resources

People in the Agriculture, Food & Natural Resources cluster work with the land, water, plants, trees and animals. In many of these jobs, a lot of time is spent outdoors studying nature.

South Dakota Career Aware (grades 3 to 5)

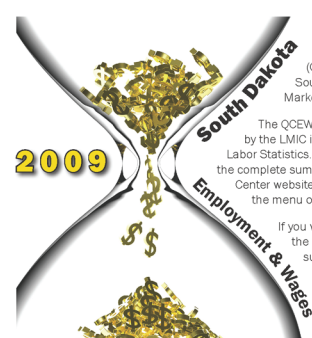
perks of the job



Employee Benefits in South Dakota

How do you measure up?

Perks of the Job - Employee Benefits survey results



2009

South Dakota

Employment & Wages

An analysis of 2009 employment and wage data by industry from the Quarterly Census of Employment and Wages (QCEW) program is now available from the South Dakota Department of Labor's Labor Market Information Center (LMIC).


The QCEW program in South Dakota is conducted by the LMIC in cooperation with the U.S. Bureau of Labor Statistics. Highlights are provided on this flyer. For the complete summary, see the Labor Market Information Center website at www.sdjobs.org/lmic. Simply click on the menu option "Workers by Industry."

If you would like to receive an e-mail notice when the annual summary becomes available each summer, please notify the LMIC by calling 800-592-1881 or by e-mailing SDOLLMIC@state.sd.us. Additional questions may also be directed to this toll-free number.

2009 Highlights at a Glance

- ▲ The number of South Dakota employees covered by unemployment insurance in 2009 was 389,410 workers, down 1.9 percent from 2008 as the national recession took its toll.
- ▲ Despite the recessionary blows dealt to the South Dakota economy in 2009, the Natural Resources and Mining, Education and Health Care, and Government industry sectors noted growth in worker levels over the year.
- ▲ Following national trends, the Manufacturing industry was the hardest hit by the recession in South Dakota. Manufacturing employment in both the state and the nation declined by 11.7 percent from 2008 to 2009.
- ▲ Workers in the Management of Companies and Enterprises had the highest annual pay in 2009 in South Dakota at \$72,778.
- ▲ Lincoln, Shannon and Dewey counties had the largest actual growth in the number of covered workers from 2008 to 2009 at 405, 147 and 116 added workers, respectively. Dewey County had the largest percentage growth at 6.1 percent.

SD Department of Labor
Labor Market Information Center
P.O. Box 4730
Aberdeen, SD 57402-4730
605.626.2314



south dakota
department of labor
Your workforce experts.

South Dakota Employment and Wages 2009 Highlights

Career Tricks & Treats

Did you know?

- ▶ The United States produced more than 931 million pounds of **pumpkins** in 2009.
- ▶ The average American consumed 24.3 pounds of **candy** in 2009.
- ▶ Eight **candy manufacturers** create their sweet treats (chocolate, cocoa and non-confectionery) in South Dakota. Nationwide there were more than 1,700 candy manufacturers in 2008.
- ▶ South Dakota's estimated number of **potential trick or treaters**, ages five to 13 years, was more than 95,000 in 2009. Nationwide, more than 36 million possible children in that age range could be bringing doorbells in their sugary quest.
- ▶ If you're in the mood for a ghoulish Halloween gal, try one (or more) of South Dakota's 127 **party good stores**.
- ▶ Remember to brush your teeth after eating Halloween treats. That way after your next visit to one of South Dakota's 275 **dental offices**, you'll still be all smiles.


Go to the other side for more Halloween activities & treats

... if you dare!

Check out www.sdjobs.org/careerinsite or www.bls.gov/oco for more info.

Halloween flier with activities

LMIC Publications PY10




South Dakota Career Peeks

Career Awareness Activities Integrating Basic Academics

Kindergarten - Second Grade

Take a peek at what you can become!

Labor Market Information Center
South Dakota Department of Labor and Regulation
1.800.592.1881
www.sdjobs.org/lmic



labor and regulation

*Please duplicate as needed for student use.
Answer key & activities available as PDF files (color or black & white) at www.sdjobs.org/lmic*

South Dakota Career Peeks (grades K to 2)



South Dakota Hot Trends in Healthcare

- ✓ South Dakota's healthcare industry is a major source of employment and earnings in South Dakota, accounting for more than 15 percent of all workers in privately owned establishments and more than 19 percent of those employers' payrolls.
- ✓ South Dakota's healthcare industry added more workers than any other industry from 1999 to 2009. This industry added 9,835 workers during that time period, resulting in percentage growth of almost 26 percent.
- ✓ South Dakota's healthcare industry is projected to be among the largest growth industries through 2018; it will add an estimated 8,000 workers to South Dakota's economy. The rate of growth is projected to be 16.2 percent, almost double the 8.8 percent growth projected for all industries.
- ✓ The two healthcare occupational groups (the healthcare practitioners and technical occupational group and the health diagnosing and treating occupational group) are projected to be among the six largest growth occupational groups in South Dakota to 2018.
- ✓ Several healthcare occupations in South Dakota are projected to have higher than average demand for workers in 2018.

Source: Labor Market Information Center, South Dakota Department of Labor and Regulation
www.sdjobs.org/lmic




South Dakota Hot Trends in Healthcare flier

South Dakota's Hot Careers to 2018

Occupations projected to be in highest demand

Careers requiring on-the-job training	Average Annual Demand for Workers	2010 Average Wages
Cashiers	598	\$8.57
Retail Salespersons	572	\$11.10
Waiters & Waitresses	524	\$8.13
Customer Service Representatives	469	\$12.61
Food Preparation & Serving Workers	276	\$8.09
Laborers & Material Movers	256	\$10.80
Counter Attendants, Food Service	236	\$8.58
Janitors & Cleaners	226	\$10.25
Truck Drivers, Heavy & Tractor-Trailer	225	\$17.05
Bookkeeping, Accounting & Auditing Clerks	215	\$13.18
Child Care Workers	210	\$8.97
Receptionists & Information Clerks	191	\$10.82

Careers requiring some postsecondary education (but less than a bachelor's degree)	Average Annual Demand for Workers	2010 Average Wages
Registered Nurses	399	\$26.21
Farmers & Ranchers	170	n/a
Teacher Assistants	140	\$22,660/yr
Carpenters	136	\$15.02
Welders, Cutters, Solderers & Brazers	109	\$14.97
First-Line Supervisors of Retail Sales Workers	101	\$19.51
Licensed Practical Nurses	93	\$16.35
Insurance Sales Agents	91	\$21.79
First-Line Supervisors of Administrative Support Workers	78	\$20.79
Executive Secretaries & Administrative Assistants	71	\$15.94
Automotive Mechanics	71	\$16.39
Maintenance & Repair Workers, General	71	\$14.58

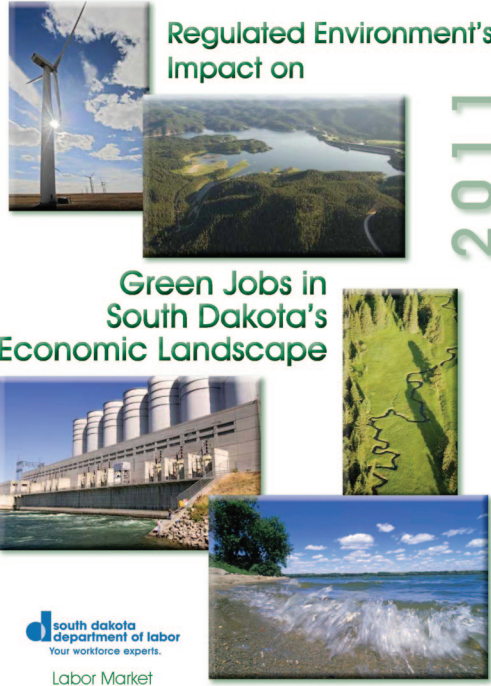
Careers requiring a bachelor's degree	Average Annual Demand for Workers	2010 Average Wages
Accountants & Auditors	146	\$26.14
Elementary School Teachers	131	\$39,074/yr
Secondary School Teachers	123	\$38,784/yr
Residential Advisors	102	\$10.88
Sales Representatives, Technical & Scientific Products	69	\$38.98
Middle School Teachers	53	\$40,078/yr
Child, Family & School Social Workers	50	\$17.57
Public Relations Specialists	41	\$20.60
Preschool Teachers	36	\$12.92
Purchasing Agents	31	\$23.25
Employment & Placement Specialists	29	\$21.13
Compliance Officers	28	\$22.51

South Dakota's Hot Careers flier

Regulated Environment's Impact on

2011

Green Jobs in South Dakota's Economic Landscape



labor and regulation

Labor Market Information Center
Your workforce experts.

Regulated Environment's Impact on Green Jobs in South Dakota's Economic Landscape

LMIC Publications PY10



Unlock Your Career Possibilities - career resources/order form brochure



Considered Going Green - Green Jobs poster

Other LMIC Design Work PY10



The Greening of South Dakota's Economy



Reality Check banner ad for SD MyLife website



New Career InSite graphic

★ WANTED ★

- ★ Are you 18 to 21 years of age AND out of high school?
- ★ Are you unemployed or stuck at a low-paying job?
- ★ Do you have educational or job training needs?

We want you!

Ask us about the Workforce Training Program.

If eligible, possible trainings include:

- ★ GED financial assistance
- ★ On-the-job trainings
- ★ Work experiences to develop job skills and career exploration
- ★ Other educational opportunities

REWARDS

Ask about Workforce Training Now!

* Participants must meet certain eligibility requirements

DL south dakota department of labor and regulation
 Mitchell South Dakota Department of Labor and Regulation
 1321 North Main Street ★ Mitchell, SD 57301-1354
 Phone: 605.995.8060 ★ Fax: 605.995-8070
 www.sdjobs.org

Workforce Training Wanted poster

HELLO my name is Opportunity

We'd like to introduce you ...

to a great opportunity for your future:

Workforce Training Programs
 available from the SD Department of Labor and Regulation

Designed to help you find work
 Individualized for your education and job needs

Opportunities for qualifying youth and adults to:

- identify job skills and aptitudes.
- locate employers willing to provide work-site training.
- gain training in a classroom setting.
- gain new skills to meet present or future job requirements.

How much will it cost you?
 Quite possibly nothing if you're willing to:

- work hard.
- learn.
- stay focused on your goals.

For more information:

- visit your local DLR office.
- visit www.sdjobs.org.

Workforce Training Programs may be perfect for you if you:

- are serious about improving your present circumstances.
- want the skills necessary to find and keep a good job.
- are willing to put in time and effort.

DL south dakota department of labor and regulation

Meet Opportunity - Workforce Training flier

Let us help you unlock your potential

Workforce Training Programs
 available from the SD Department of Labor and Regulation

Individualized for your education and job finding needs

Opportunities for qualifying youth and adults to:

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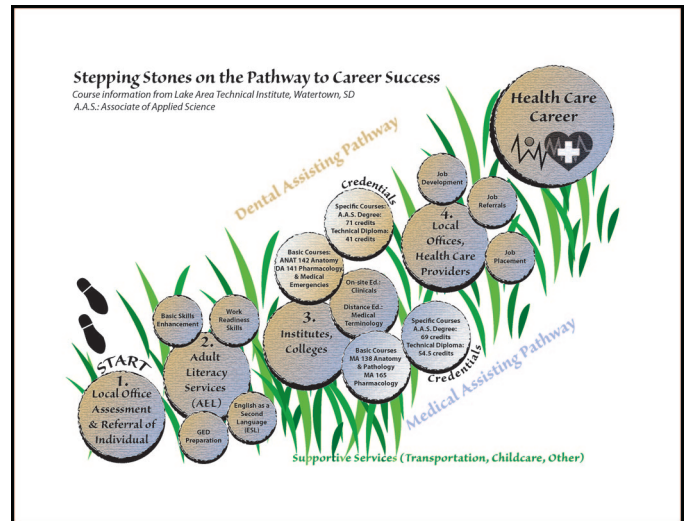
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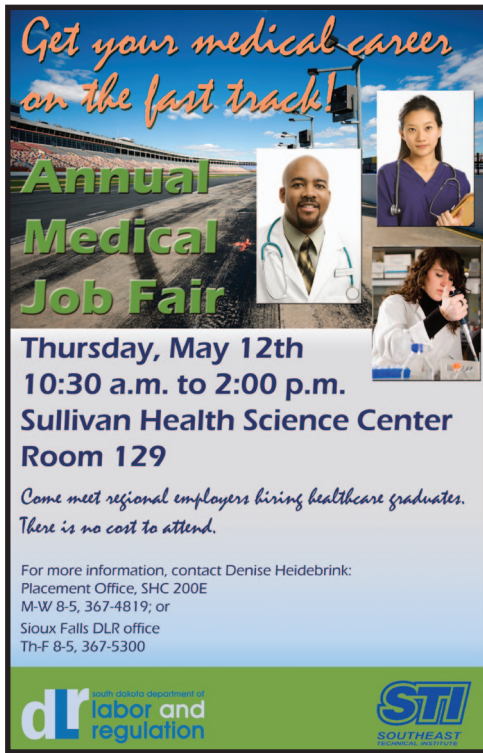
DL south dakota department of labor and regulation

Unlock Your Potential - Workforce Training flier



Career Pathways graphic

LMIC Partnership Publications & Related Design Activities PY10



Medical Jobs Fair poster



Sioux Falls bulletin board sign



Sioux Falls overhead sign



Sioux Falls welcome sign



JSAP sign for Sioux Falls office

LMIC Partnership Publications & Related Design Activities PY10



SNAP sign for Sioux Falls office



TANF sign for Sioux Falls office



Samples of the new Department of Labor and Regulation logo on Web pages and online applications

LMIC Partnership Publications & Related Design Activities PY10

Veterans & Spouses Job Fair

Wednesday, August 17, 2011
10 a.m. to 2 p.m.

VFW Post 628
3601 S. Minnesota Ave.
Sioux Falls, South Dakota



About 40 employers expected to attend

Employers will visit with job seekers about potential employment opportunities in areas including financial services, health care, manufacturing and government.

www.sdjobs.org

dlr south dakota department of labor and regulation
Your workforce experts.

Co-hosted by the South Dakota Department of Labor and Regulation, U.S. Chamber of Commerce, VFW, American Legion, Disabled American Veterans and Paralyzed Veterans of America.

VFW

Veterans & Spouses JOB FAIR

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3601 S. Minnesota Ave.
Sioux Falls, South Dakota



Visit with more than 40 employers about job opportunities in areas including financial services, health care, manufacturing and government.

www.sdjobs.org

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American Legion

Veterans and Spouses Job Fair ads for VFW and American Legion publications

Hundreds of Mitchell-area jobs consistently listed!
Here are a few:

www.sdjobs.org



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605.995.8060

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Check out these opportunities!

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C·A·R·E·E·R·S

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www.sdjobs.org

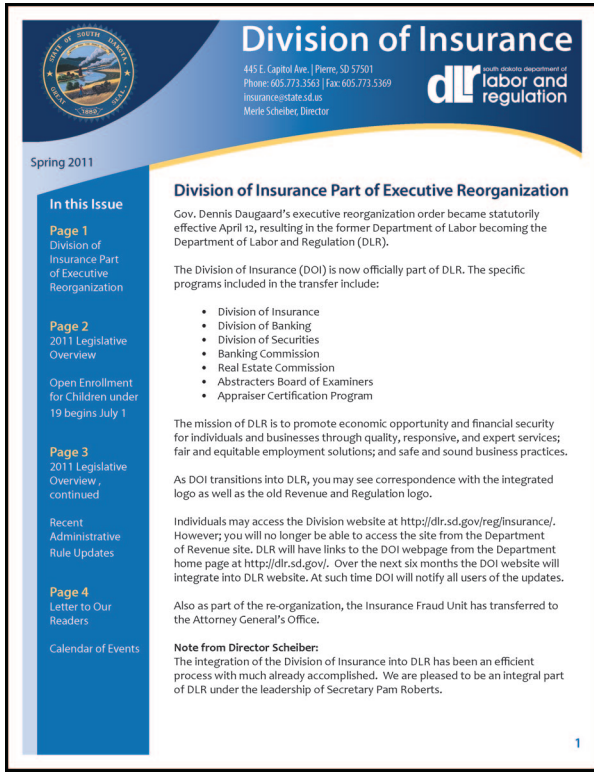


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Newspaper shell ad for Mitchell office (provided four options)

LMIC Partnership Publications & Related Design Activities PY10



Division of Insurance newsletter template



Division of Insurance website buttons



Division of Insurance Open Enrollment for Kids flier and coordinating website button