

WIA



Workforce Investment Act Annual Report Program Year 2010

dlr south dakota department of
labor and
regulation

South Dakota Workforce Investment Act Annual Report Program Year 2010



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South Dakota's Workforce Development System History

The South Dakota Department of Labor and Regulation (DLR) has changed significantly since the Wagner-Peyser Act of 1933 created a national network of state employment offices. We have moved from being an unemployment insurance agency and labor exchange to functioning as a comprehensive workforce development agency. Nevertheless, our current mission is quite simple: "To promote economic opportunity and financial security for individuals and businesses through quality, responsive and expert services; fair and equitable employment solutions; and safe and sound business practices." Within the department, the Division of Workforce Services is responsible for using the resources available under the Workforce Investment Act (WIA) to fulfill the promise of our mission.

South Dakota has been designated as a single statewide local area with the state board assigned the responsibility to carry out the roles of both local and state Workforce Investment Boards. This state board, the South Dakota Workforce Development Council (WDC), has been the driving force behind workforce development for 17 years. Upon implementation of WIA, the WDC membership was grandfathered in from the Job Training Partnership Act and has since guided workforce development in our state, maintaining momentum for economic development and vitality by better connecting workforce strategies to economic needs. The WDC works to improve the services to employers and their current and future employees by streamlining the delivery of workforce and training services.

The 17-member WDC is comprised of private-sector members who represent the state's employers, labor unions and community leaders, and representatives of five state agencies including the secretaries of Labor and Regulation, Education, Human Services, the commissioner of the Governor's Office of Economic Development, and the executive director of the Board of Regents. The close working relationships established among these state agencies have resulted in a level of cooperation we believe to be without equal.

The executive order creating the WDC also assigned the administrative and fiscal responsibilities for the council to DLR, a working relationship that serves the state well. Employment and training programs are provided under the guidance of the WDC and delivered through DLR. Under this structure, key employment and training programs such as WIA, Wagner-Peyser (WP), Trade Act (TAA), Unemployment Insurance (UI), Temporary Assistance for Needy Families (TANF), Adult Education and Literacy (AEL) and Veterans' Employment and Training (VETs) programs are tailored to the interests of economic development, vocational technical education, basic education and vocational rehabilitation.

The WDC continues to provide planning, coordination, monitoring and policy analysis for the state training system as a whole and to advise the governor on policies, goals and standards for the development and implementation of effective programs. Key policy decisions are made at the state level by the WDC. Local involvement comes from the community connections of the WDC members and from the network of DLR local offices. These local offices have strong connections with local business leaders, training providers, community organizations, local government and other interested parties. These local offices deal with a variety of local workforce issues and have regular communications with the state office on how best to address current needs.

Employment Trends in South Dakota

The residents of South Dakota participate in the labor force at a very high rate. The most current annual Current Population Survey figures show South Dakota's labor force participation rate was 70.9 percent in 2010. In other words, more than 70 percent of all residents age 16 years and older were in the labor force, either working or looking for work. This compares to a 2010 national average of 64.7 percent. Historically, South Dakota has consistently had higher rates of labor force participation compared to the nation.

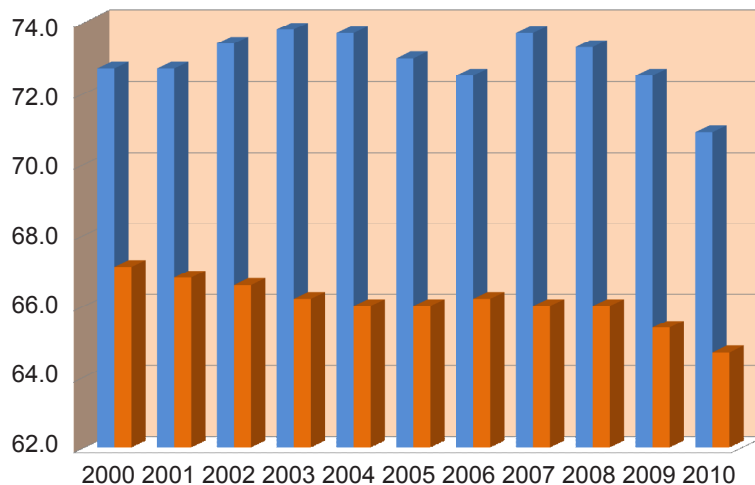


Figure 1. Comparison of South Dakota (blue) and US (orange) labor participation rates.

South Dakota's participation rate of 70.9 percent tied with Nebraska as the third-highest rate of all states. North Dakota had the highest rate at 73.0 percent, followed by Minnesota at 71.4 percent.

Youth in South Dakota were also more active than those in all but three other states as participants in the labor force. In 2010, 50.1 percent of the state's youth (age 16 to 19 years) were in the labor force, compared to the national rate of 34.9 percent. Iowa had the highest rate at 53.0 percent, followed by North Dakota at 51.8 and Minnesota at 51.3 percent. Nebraska ranked fifth with 49.5 percent.

Since labor force participation is very high in South Dakota, a low unemployment rate is not unexpected. In 2010, the annual average unemployment rate was 4.8 percent, compared to the national rate of 9.6 percent.

The National Bureau of Economic Development Research (NBER) determined the nation's recession began in December 2007. The national business cycle trough occurred in June 2009, identifying the end of this recessionary period. South Dakota's employment levels weathered the nation's economic slide for the first three quarters of 2008 and only started to decline during the fourth quarter of 2008 as the demand for South Dakota products and services decreased nationwide. Worker layoffs in South Dakota significantly impacted the state's rate of unemployment.

Taking into account the lingering effects of the national recession and continuing recovery, the 2010 annual unemployment rate in South Dakota is high. Although there has been job growth nationally and in South Dakota, there are concerns regarding the possibility of another recessionary period occurring soon after the last one, known as a "double-dip" recession.

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Industry Projections

The 2008-2018 projections data indicate a statewide job growth rate of 8.8 percent for the 2008-2018 period. Table 1 highlights the industries projected to add the most jobs (with the highest levels of job growth), which are expected to account for 35 percent of the projected job growth for the state. Table 2 highlights the industries with the highest projected growth rates (with the highest rate of job growth).

Occupational Projections

The occupational demand corresponding to the expected industrial growth in the state indicates many of the fastest growing occupations will require post-secondary education. Table 3 highlights the occupations expected to have the fastest growth rates (25 percent or higher), many of which are occupations common to the manufacturing, healthcare, engineering, and maintenance and service fields.

In addition to growth, a projected estimate of replacement needs is also calculated for each occupation. Replacement need measures the net result of workers moving in and out of occupations. Some become employed in a different occupation as a result of a promotion, a desire to change careers or the loss of an existing job. Others who leave an occupation stop working altogether because they retire, move, become ill or have another reason for leaving. The combined growth and replacement need for workers in an occupation is referred to as total demand.

With respect to the occupations projected to have the highest levels of demand, there are more than 30 occupations that will require more than 100 workers per year through the year 2018. The following nine occupations lead the list of those occupations projected to need the most workers yearly and which require some postsecondary education.

- Registered Nurses
- Accountants and Auditors
- Teacher Assistants
- Carpenters
- Elementary School Teachers, except Special Education
- Secondary School Teachers, except Special Education
- Welders, Cutters, Solderers and Brazers
- Residential Advisors
- First-Line Supervisors/Managers of Retail Sales Workers

Occupations requiring some type of post-secondary education are expected to grow at a rate of 12.6 percent, generating more than 19,000 job opportunities from 2008 to 2018. Occupations requiring on-the-job education are expected to grow 9.7 percent, generating about 29,000 job opportunities for the same period. Jobs in these occupations tend to be lower paying and experience a high replacement rate as workers think of these jobs as stepping stones to better-paying jobs. Many of these jobs are taken by younger workers or workers who want part-time jobs.

The projection data presented thus far provide information regarding industrial job growth and corresponding occupation growth. The openings listed with the DLR local offices can be used to indicate the immediate staffing needs of employers. Table 4 shows the occupations with more than 900 openings registered with local offices during Program Year 2010.

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Table 1 - South Dakota industries with highest projected job growth levels

Industry Code*	Industry	2008 Number of Jobs	2018 Number of Jobs	Job Growth
	Total Employment, All Jobs	468,635	510,070	41,365
561	Administrative and Support Services	11,597	15,750	4,153
722	Food Services and Drinking Places	28,436	32,234	3,798
621	Ambulatory Health Care Services	14,397	17,454	3,057
622	Hospitals	21,883	24,931	3,048
611	Educational Services	40,831	43,024	2,193
541	Professional, Scientific and Technical Services	10,998	13,189	2,191
634	Social Assistance	8,408	10,451	2,043
238	Specialty Trade Contractors	11,711	13,664	1,953
623	Nursing and Residential Care Facilities	13,116	15,033	1,917
721	Accommodation	8,016	9,297	1,281
236	Construction of Buildings	5,595	6,778	1,183
333	Machinery Manufacturing	5,231	6,364	1,133
339	Miscellaneous Manufacturing	5,046	5,907	861
423	Merchant Wholesalers, Durable Goods	7,780	8,602	822
524	Insurance Carriers and Related Activities	7,135	7,948	813

*Based on North American Industry Classification System (NAICS)

Source: Labor Market Information Center, South Dakota Department of Labor and Regulation, 2011

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Table 2 - South Dakota industries with highest projected job growth rates

Industry Code*	Industry	2008 Base Number	2018 Projected # of Jobs	Percent Change
	Total Employment, All Jobs	468,635	510,000	8.8%
561	Administrative and Support Services	11,595	15,750	35.8%
425	Wholesale Electronic Markets, Agents and Brokers	1,435	1,905	32.8%
493	Warehousing and Storage	640	845	32.0%
488	Support Activities for Transportation	785	1,030	31.2%
481	Air Transportation	215	280	30.2%
327	Nonmetallic Mineral Product Manufacturing	1,485	1,895	27.6%
442	Furniture and Home Furnishing Stores	1,335	1,700	27.3%
312	Beverage and Tobacco Product Manufacturing	240	305	27.1%
446	Health and Personal Care Stores	2,030	2,570	26.6%
711	Performing Arts, Spectator Sports Related Industries	920	1,155	25.5%
624	Social Assistance	8,410	10,450	24.3%
517	Telecommunications	3,095	3,780	22.1%
333	Machinery Manufacturing	5,230	6,365	21.7%
621	Ambulatory Health Care Services	14,395	17,455	21.3%
236	Construction of Buildings	5,595	6,780	21.2%

*Based on North American Industry Classification System (NAICS)

Source: Labor Market Information Center, South Dakota Department of Labor and Regulation, 2011

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Table 3 - South Dakota's projected fastest growing occupations

SOC Code*	Occupation	2008 Number of Jobs	2018 Number of Jobs	Percent Growth
19-1042	Medical Scientists (except epidemiologists)	210	300	42.9%
15-1081	Network Systems and Data Communications Analysts	800	1,090	36.3%
21-1014	Mental Health Counselors	260	345	32.7%
29-2052	Pharmacy Technicians	1,150	1,515	31.7%
51-9023	Mixing and Blending Machine Setters, Operators, Tenders	285	375	31.6%
39-9021	Personal and Home Care Aides	1,635	2,150	31.5%
47-3012	Carpenter Helpers	430	560	30.2%
53-3021	Bus Drivers, Transit and Intercity	355	460	29.6%
15-1031	Computer Software Engineers, Applications	675	870	28.9%
43-4111	Interviewers (except eligibility and loan)	580	745	28.4%
13-1051	Cost Estimators	585	750	28.2%
13-2052	Personal Finance Advisors	215	275	27.9%
29-1071	Physician Assistants	435	555	27.6%
51-9022	Hand Grinding and Polishing Workers	205	260	26.8%
39-3011	Gaming Dealers	430	545	26.7%

*Standard Occupational Classification

Source: Labor Market Information Center, South Dakota Department of Labor and Regulation, 2011

Table 4 - South Dakota occupations with most job openings

Occupation	Number of Openings
Laborers and Freight, Stock and Material Movers, Hand	6,301
Customer Service Representatives	3,526
Retail Salespersons	2,070
Maids and Housekeeping Cleaners	1,702
Construction Laborers	1,612
Nursing Aides, Orderlies and Attendants	1,342
Truck Drivers, Heavy and Tractor-Trailer	1,272
Slaughterers and Meat Packers	1,246
Cashiers	1,153
Landscaping and Groundskeeping Workers	1,078
Waiters and Waitresses	1,070
Janitors and Cleaners, except Maids and Housekeeping Cleaners	1,023
Registered Nurses	954

Note: This list includes jobs with most openings registered with local DLR offices.

Source: Labor Market Information Center, South Dakota Department of Labor and Regulation, 2011

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Most of these occupations do not require post-secondary education; these occupations typically experience higher turnover and thus require a large number of workers to keep them staffed. Please note the large numbers reflected in this list do not accurately reflect the demand for workers. The actual demand for workers is estimated through the production of occupational projections data, which includes estimates of job growth and replacement needs.

Meeting the Challenges of Employment Trends in South Dakota

There are two great challenges with respect to preparing workers for future jobs and meeting the demand for workers. One is to provide skilled workers for occupations requiring post-secondary education and the second challenge is to ensure an adequate supply of qualified workers available to fill jobs that do not require postsecondary education, which tend to be entry-level, lower-paying and have higher turnover.

There are basically three factors determining whether an adequate number of workers are available for occupations requiring post-secondary training, an important consideration as some of these jobs are critical to the state's economy.

First, there must be enough students enrolled and graduating from post-secondary programs. Second, graduates who must be licensed or certified for their chosen occupations must be able to meet all requirements. Third, enough graduates must remain in the state and take jobs related to their education. Because all three factors affect the supply of workers, the number of enrolled students and graduates of educational programs needs to be greater than the projected demand for new workers. In some cases, the enrollment and graduate levels need to be substantially greater.

A good resource to analyze supply and demand data is the [Occupational Supply Demand System \(OSDS\)](#), developed by the Georgia Career Information Center and Georgia State University for the U. S. Department of Labor. This application provides information and resources that assist with the analysis and discussion of supply and demand issues. Information is available for all states, including information on program completers and related occupations.

A different set of factors will determine whether an adequate number of workers are available for occupations that do not require post-secondary education. South Dakota's population is relatively slow-growing and getting older, which has a negative impact on the supply of workers, especially younger workers. The supply of young workers is also affected by a growing trend for secondary students to select college after high school instead of employment, regardless of their interests or aptitudes. This trend has a negative impact on the supply of workers for certain types of jobs that do not require post-secondary education.

Some occupations also face problems with job turnover. Job turnover represents the labor flow into the labor market as well as between businesses. The job turnover picture has two perspectives — job entries and job exits. Research data on South Dakota's job turnover shows a high level of job turnover in certain business sectors. Job turnover has both a seasonal and a cyclical pattern. Exits rise during the fall and winter quarters as many businesses reduce staff for the winter and

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students return to their classes. Entries increase in the spring and early summer as seasonal businesses prepare for their busy time of the year. As with other types of demand, job turnover tends to decrease during business slow-downs and times of recession, because the opportunity for a better job has diminished. Job turnover increases because of job mismatches and the number of industries providing entry-level jobs or positions workers use as stepping stones to better careers.

It is important for students and other career decision-makers to have access to career information and opportunities for valid interest/aptitude assessments. Career information is essential to making informed choices regarding occupations in which they have an interest and for which they have an aptitude. This helps eliminate career-choice mismatches and helps workers progress to their highest potential.

The [Career InSite](#) application assists users in making appropriate career choices, with two interest surveys that help match occupational areas of interest. Career InSite also provides a variety of South Dakota-specific occupational data (e.g. descriptions, wages, employment estimates and projections, licensing requirements, etc.). In addition, links provide access to training information, job opportunities in South Dakota, and to articles and available career publications.

Reality Check, 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 Career InSite tutorial walks users through Reality Check and InSite. This tutorial gives the user a birds-eye view of the best practices for utilizing both applications. 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 users.

These applications provide the career information essential to making informed choices, and help eliminate career-choice mismatches as workers advance to their highest potential.

Workforce 2025

In South Dakota, workforce development is a joint partnership between government, education and business. Together they provide vision, enhance communication and collaboration, and create an attractive education and business environment. By providing a pathway to knowledge and skills, these coordinating entities create and encourage a challenging and entrepreneurial environment for business investment and worker opportunities.

The Workforce 2025 initiative focuses on ensuring South Dakota has a competent and quality workforce to allow for future economic growth and expansion, and to sustain our youth population by establishing meaningful, fulfilling and interesting career opportunities with high-paying, high-growth jobs.

Dakota Roots was launched in October 2006 as a worker recruitment tool for South Dakota. The goal of this online program is to connect individuals wanting to make South Dakota their home with employment opportunities with the state's leading businesses. A total of 1,956 participants have entered employment. Dakota Roots can also help businesses interested in starting up or expanding by providing them services through the Governor's Office of Economic Development. Fifty-eight businesses have expressed such interest. Learn more at www.DakotaRoots.com.

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Live Dakota is an effort to retain current South Dakotans in the workforce. The primary goal is to educate Generation Y about the career opportunities available in South Dakota. Target audiences of older workers, dislocated workers and individuals with employment barriers have been added. Learn more at www.LiveDakota.org.

Dakota Seeds is working to create internships and assistantships in the fields of science, technology, engineering and mathematics. Students will receive valuable hands-on experience, and businesses can receive financial funding assistance if eligible. Forty-two companies have been awarded funding to support 86 students. DLR has listed 459 internships on DakotaSeeds.com to serve as a one-stop location for students.

An efficient labor market exchange effectively matching worker skills to employer needs is a key component for economic growth. The Workforce 2025 partnership serves as a catalyst for this exchange and for continued economic growth in South Dakota.

Working Together – Department of Labor and Regulation Local Offices

The state, through the DLR network of local offices (Figure 2), has developed a customer-oriented system that makes maximum use of current technology to reach the greatest number of customers. Employers and job seekers have direct access through Internet technology, or personal contact with staff, throughout the employment and training process. This system is able to access the expertise

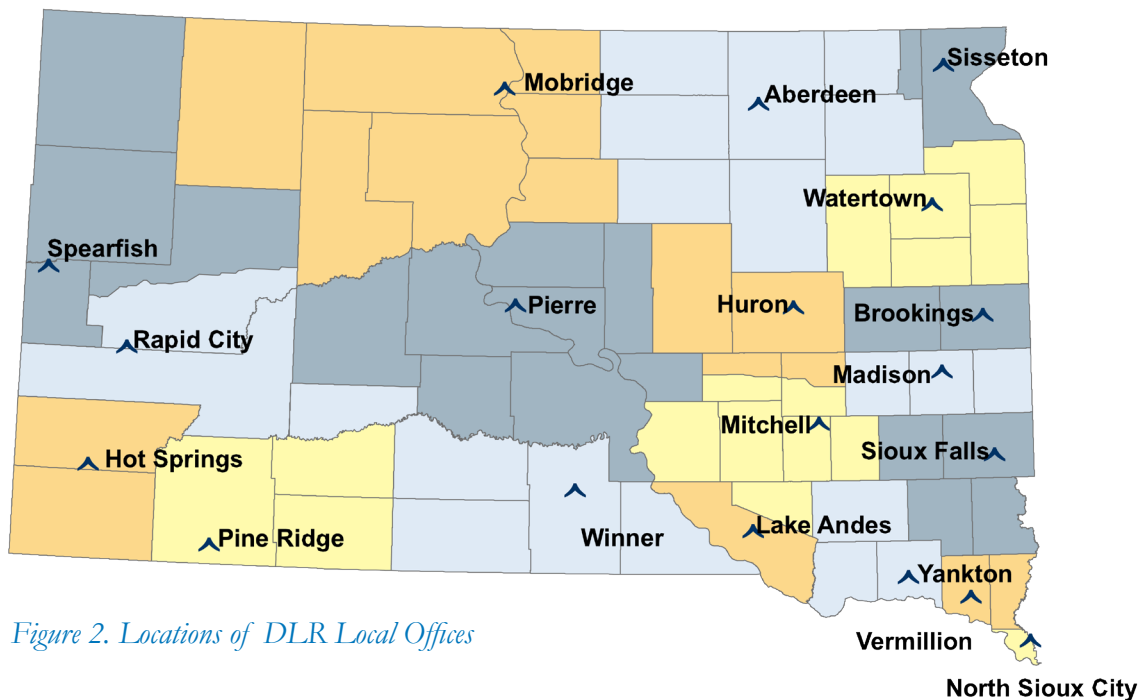


Figure 2. Locations of DLR Local Offices

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and programs of partner entities such as education, rehabilitation, economic development, social services and others as may be appropriate to assist our customers.

South Dakota has excelled in using technology to link related workforce services and bring them to the public. A broad range of information is currently available to customers through Internet access. The general public can self-register for services, access labor market information, use South Dakota's SDWORKS online job search system, check out approved training providers and their levels of performance, and access resume-writing packages and other valuable tools.

Job seekers have ready access to labor market information, employment opportunities, unemployment insurance, training, employment guidance and counseling, as well as a single point of contact for employment and training information. Each local office has a resource room with employer- and job seeker-oriented material, as well as access to computers and the Internet for job search tips and writing resumes. Also available are Teknimedia and other software applications to help build computer literacy skills.

For employers, the system is able to offer relevant labor market information, a ready pool of job applicants, a referral and screening system, training programs, and a single point of contact for pertinent employment and training information. The system is able to respond quickly to the needs of the employer community.

Services and activities are promoted and made available to the various segments of the workforce. Youth, adults, dislocated workers, veterans, disabled individuals and older workers all have the opportunity to fully access WIA through the DLR local offices. Accommodations are easily made to allow any individual to benefit from appropriate services. The following services are available through DLR local offices:

- Adult Education and Literacy
- Adult Training Programs
- Aptitude/Interest/Basic Skill Assessment
- Disability Program Navigator
- Dislocated Worker Retraining
- Foreign Labor Certification
- General Educational Development (GED)
- Job Search Assistance Programs
- Labor Exchange
- Labor Market Information
- National Career Readiness Certificate
- Occupational Skill Training
- Older Worker Training
- Re-employment Services
- Resource Room
- Supplemental Nutrition Assistance Program Employment & Training
- Temporary Assistance for Needy Families
- Unemployment Insurance
- Veterans' Employment Programs
- Vocational Rehabilitation
- Youth Training Programs

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Service Delivery – Business Services

Employers are critical to the success of South Dakota's career system. Business services are available through the 19 DLR local offices and itinerant sites located throughout the state. Employer services include:

- Computerized job posting and job matching
- Training services including basic skills, re-training and skills upgrading
- Work Opportunity Tax Credits
- Rapid Response
- Clerical skills testing
- Free access to DLR local offices to recruit, interview and screen applicants
- Resources on labor and employment law
- Veterans' services
- Foreign Labor Certification

Employers can also access employment services through the Internet at www.sdjobs.org. Employers can list a job opening, search for applicants, and obtain information about issues related to doing business in South Dakota. By entering this site, a customer is able to access:

- Current and historical labor market information
- Unemployment Insurance (UI) information
- New Hire Reporting
- SDWORKS (job posting system)
- Job Central
- America's Career Kit
- Workers' compensation information
- WIA training provider information
- Foreign Labor Certification
- Labor and employment laws

The local office managers and staff are focused on marketing the programs and services offered by DLR, establishing new business contacts, and maintaining and expanding existing contacts throughout each office's service area. To become better service providers, the DLR local offices created customized Business Outreach Plans for their communities and outlying service areas.

By taking a good working system and transforming it into an optimal system, the Business Outreach Plans are providing a higher quality of services to both businesses and the job seekers of South Dakota. Some of the highlights of effective Business Outreach Plans developed for the DLR local office system include:

- Developing and strengthening existing partnerships with entities engaged in business development and worker supply.
- Actively listening to the needs of employers.
- Providing businesses with resource rooms at the local offices.
- Assisting businesses in filling their staffing needs.
- Emphasizing customer service on a continuous basis.
- Training the workforce for today's business needs.
- Working closely with business to address youth employment issues.

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These strategies will continue to develop and/or expand as the business communities' needs change. The Business Outreach Plans have re-energized office managers and staff members because the specific details are outlined concisely with a 'road map' of how to accomplish the set goals.

Service Delivery – Job Seekers

WIA employment and training services are available to our customers through the DLR network of local offices. Once job seekers are assessed as needing occupational or skills training, one or more of the following program options may be available to them:

- WIA Adult Training
- WIA Youth Training
- WIA Dislocated Worker
- TAA Assistance
- Veterans' Training
- Temporary Assistance for Needy Families (TANF)
- Adult Education and Literacy
- State Energy Sector Program grant
- Re-employment Services
- Experience Works

Services offered to job seekers through the DLR system include the following:

- Computer access to South Dakota's job bank, Job Central, resume preparation tools and labor market information
- Job referrals
- Veterans' services
- Job search assistance
- Job skills workshops
- Skills testing
- Career counseling
- Connection to educational opportunities
- Vocational assessment
- Job training opportunities
- National Career Readiness Certificate

WIA Youth, Adult and Dislocated Worker Programs

Non-competitive funds are provided to local offices for their job training and education programs designed to assist individuals seeking employment. Individualized services focus on a thorough assessment and development of an employment plan, allowing for customer choice. Funding for competitive projects is used to contract for services offered by approved service providers, school districts and business partners.

Youth Training Programs

Youth training programs provide services to low-income youth ages 14 through 21. Programs are designed to prepare youth with serious employment barriers. This includes opportunities for assistance in attainment of a high school education with preparation for further education and

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occupational exploration, and training for employment. WIA effectively teaches youth the skills needed to balance education, work and family.

Each local office receives an allocation to provide the following training options:

- On-the-Job Training (OJT): Long-term training by an employer for a participant engaged in productive work to develop knowledge and skills essential to job performance and who intends to remain at the workplace.
- Work Experience Activities: Designed for the participant to gain knowledge of demands of the work place and good work habits which can assist the participant in obtaining unsubsidized employment. A training plan is developed for both employer and youth, covering the skills to be learned, the length of the work experience and the wages paid.
- Occupational Skills Training: Activity is tailored to meet specific needs of the participant based on aptitude, interests and basic skills. It provides an educational program, which leads to higher wages and high-demand occupations. This activity may be long- or short-term occupational training in a classroom environment with a qualified instructor.

The Department of Corrections receives WIA funding to provide occupational assessments with job preparation and retention skills programs for incarcerated youth just prior to returning to their home community. This activity is provided on two residential campuses. Prior to youth returning to their home community, they are encouraged to contact their area local office. At the local level, the DLR offices have a good working relationship with juvenile-corrections agents.

Adult Training Programs

Adult training programs provide services to persons age 18 and older with a priority of service given to low-income individuals and recipients of public assistance. These programs lead to increased employment, higher earnings, and reduced welfare dependency.

Adult programs include the following:

- Intensive Services: Individuals who are unable to obtain suitable employment after receiving core-level services may be referred for intensive services. These are activities designed for the individual to learn about the labor market, receive employment guidance and set a plan leading to suitable employment. Allowable activities include: assessment, employment counseling, employment planning, work experiences, on-the-job training, individualized skill training, pre-vocational services and case management.
- Post-secondary Individualized Skill Training: This is formal classroom training provided by the approved training providers leading to higher wages and high demand occupations.

Each DLR local office receives an allocation to provide On-the-Job Training (OJT), Work Experience Activities and Individualized Skills Training as described in the previous section.

The waiver allowing for transfer of funds between the Adult and Dislocated Worker programs allows DLR to maximize service delivery for those most in need.

(continued on page 19)

Youth Success: Sweet!

Julia is a 19-year-old single mother of a one-year-old son. She was very interested in obtaining full-time summer employment through the work experience program. Placed at the Wheeler Farms Candy Company, she had the opportunity to work in the retail store, obtaining experience in cashiering and customer service by helping customers. She also learned about getting products ready to ship and receiving products for the store.

Her employers, Trina and Charlie Wheeler, also have a property management business and involved Julia in this by introducing her to the homeowners and renters. She cleaned the properties and got them ready to rent again. She was even involved in filing a police report when one of the properties was broken into. In both these businesses, Julia was involved in office work, operating equipment, filing and keeping customer records.

The Wheeler's third enterprise is a catering business. Julia was involved in all aspects of this business from cooking, serving, packing up and cleaning up. Trina and Charlie enjoyed teaching Julia about their businesses and said they learned just as much from Julia as she learned from them!

“... they learned just as much from Julia as she learned from them!”



Figure 3. Julia at work in the candy store.

Adult Success: Repairing Her Dream

Toni Kuntz is a single parent of two youngsters. She loves them and she loves working on cars. Even as a teenager, she knew the auto repair industry was of special interest for her but doubted she could succeed in it. Years later when her youngest child began school full-time, she decided to at least explore local education opportunities. Having held only entry-level jobs and being unemployed at the time, she was concerned about the cost and the commitment of returning to school.

With support from DLR's WIA program, she examined the programs at Western Dakota Technical Institute and met Wayne, her future instructor. He was encouraging and said she should try the first-semester program (welding, rust repair and metal fabrication). If she was not satisfied, they would explore another similar program. By semester end, she knew she loved the work and, to her surprise, was quite good at it.

So good, in fact, that she attended the Skills USA Collision Repair Competition and captured first place as a first-year student competing against second-year students. Later, she represented South Dakota in the national competition, where she ranked 24th out of 30 entrants. She was the only female competitor and one of only a handful of first-year students.

In the competition and in class, Toni found that working in a male-dominated field was often complicated, with the language and jokes challenging her comfort level. The men treated her differently at first and it took about six weeks to prove herself. Once she showed she could weld and fabricate better than her classmates, she was finally accepted as an equal.

Toni is very grateful for the WIA financial assistance that helped with tuition and fees, and allowed her to purchase tools she required; a basic tool set costs nearly \$5,000. She is even more grateful for the personal support she has received from WIA staff. She relates it has made a world of difference to know she has someone to turn to for advice, guidance, assistance and encouragement.

“Once she showed she could weld and fabricate better than her classmates, she was finally accepted as an equal.”



Figure 4. Toni Kuntz is the winner of the Skills USA Collision Repair competition in South Dakota.

Dislocated Worker Success: Melding the Old and the New

James Murphy kept his job with a tool-and-die company for more than three decades until he and his wife Susan were both laid off in January 2009. Together, they turned to the Department of Labor and Regulation for guidance and assistance. It took eight months but Susan finally found employment, which she held for a year before being laid off again.

James, however, had decided it was time to change careers and learn modern computer technology. He began the two-year Computer Systems Technology program at Mitchell Technical Institute that fall. Each school day he drove 150 miles round-trip, spending \$130 a week on gasoline. DLR provided supportive service for this expense and James missed only one day of classes that winter, finishing his first semester with a 4.0 GPA. Unable to obtain a summer internship, James kept making the job contacts necessary to keep his unemployment benefits. Susan was laid off for a third time that summer and the couple's resources became very limited. Fortunately, it took only two months for Susan to find a part-time job that fall.

James earned a gold-level NCRC during Christmas break but his luck was headed downhill again. A \$2,000 truck repair and a hospital stay caused more hardship and more unpayable bills. Even though Susan began to work full-time, James's unemployment benefits ran out three months short of graduation. Finally, certificates in hand and still willing to commute, James began searching the region for employment.

At this point, DLR staff recognized James as the right candidate for an NEG-OJT opportunity that had just occurred. Three employers were contacted immediately and one took the initiative, interviewing James and making a job offer one day later. They asked that James begin work the following day, fearing that they might lose James to a competing employer if they waited.

James is showing every sign of success in his new IT position at the machining manufacturer, combining his extensive knowledge from the years in tool-and-die-making with his new skills with computers.

"... his luck was headed downhill again. A \$2,000 truck repair and a hospital stay caused more hardship and more unpayable bills."



Figure 5. James Murphy assists a co-worker with computer issues at his new job.

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(continued from page 15)

Dislocated Worker Programs

Dislocated Worker Programs provide basic readjustment and retraining services for workers unemployed as the result of a business closure or mass layoff. Rapid Response is conducted by the state, which initiates a plan of action in response to worker dislocations.

The number of dislocated workers decreased significantly in PY2010. Although some businesses did close, South Dakota's economy showed signs of recovery with most businesses hiring back after the previous year's layoffs. Most hired former employees, if available, to fill the open positions. Many firms regained previous hiring levels and some exceeded those numbers.

Several types of dislocation were experienced:

- Business closure (866 workers)
- Permanent layoff (335 workers)
- Temporary layoff (237 workers)

With one exception (a call center closure affecting 338 employees), the majority of closures were small businesses (less than 50 employees) and affected many part-time employees. A number of small food establishments closed, mostly cafes. Most temporary layoffs were seasonal recurring events.

Each local office has access to WIA funds to provide OJT, Work Experience Activities and Individualized Skills Training as described in the previous section, as well as Rapid Response and Basic Readjustment. The latter is assistance in preparing for job transition and includes assessment, provision of labor market information, employment planning and other work-readiness activities.

Service Delivery – Statewide Workforce Investment Activities

Special project funds are for statewide workforce investment activities authorized in WIA, regardless of whether the funds were allocated through the youth, adult or dislocated worker funding streams. Special project funds are also used for South Dakota Workforce Development Council costs, audits, staff, overhead or other administrative costs.

South Dakota projects include the following:

- Apprenticeship: A successful partnership has developed between private-sector business and government through the Apprenticeship Project. Working with the U.S. Department of Labor – Bureau of Apprenticeship and Training, DLR has connected with the business community to help provide related instruction for registered apprentices. The state has worked with nine businesses and associations to provide related instruction to 387 individuals. The project has provided related training for industries as diverse as electrical, sheet metal, plumbing, general contracting, meat packing and computer technology. This project is helping address industry's need to remain competitive by investing in the development and continuous upgrade of the skills of its workforce. This in turn will reduce turnover and the cost of training, ensure availability of related technical instruction, reduce absenteeism and result in recognized certifications.

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- Dakota Corps/Teacher Initiative: These scholarship programs allow students financial access to an outstanding post-secondary education, while encouraging them to remain in the state upon graduation working in critical-need occupations. DLR has designated current critical-need occupations as:
 - Teachers of K-12 music, special education or foreign languages
 - Teachers of high school math or science
 - Licensed practical nurse, registered nurse or in other allied healthcare fieldsAll scholarships were completed in PY2010.
- North Eastern Work and Technical Education Center (New Tec): New Tec, a community-based education center, provides work and technical training to meet the needs of regional employers. Statewide resources helped New Tec to develop a coordination of services with Lake Area Technical Institute to bring specific needed skills training to the community.
- Career Camps: DLR partnered with the South Dakota Department of Education to conduct a variety of career camps including:
 - Aviation Education Day (80 attendees; Figure 6) included sessions conducted by the SD Air National Guard, the National Weather Service, a professional pilot and speakers who provided information on being an aviation maintenance technician (AMT), basic aircraft operation, and basic flight theory and history.
 - Construction Camps (190 attendees) were held in three communities: Watertown, Aberdeen and Rapid City. Additional partners providing information and/or equipment included Associated General Contractors of SD, Lake Area Technical Institute, Hurkes Implement, Home Builders Association, Muth Electric, DMI Equipment. Information was shared on three career/training pathways: pre-construction, maintenance and operations, and construction. Topics included surveying, GPS, diesel mechanics, concrete design and slump testing, the Caterpillar diesel program and heavy equipment operation.



Figure 6. Aviation Camp students get a closer look at prop and jet aircraft.

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- Manufacturing Camp (135 attendees) was assisted by several businesses including TruXedo, Lewis and Clark Hydraulics, Kolberg, Applied Engineering, L & M Radiator and Shur-Co. These businesses provided information and/or plant tours to present the various types of jobs manufacturing has to offer.
- Expansion of LATI Dental Assisting Program: A one-year pilot program focused on the dental assistant's role in enhancing access to preventative, educational and clinical dental services to those in need. This expanded a previous program by adding a part-time online hybrid “e-Degree” program, reaching out to students in remote locations and to students needing greater flexibility due to family or employment constraints. The program improved the previous curriculum by increasing experience in clinical rotation at the USD Dental Hygiene Clinic in Sioux Falls, using a controlled teaching environment with established outcomes. Eight of the first cohort of 11 students successfully completed the first semester.

Service Delivery – Supportive Services

The intent of WIA is to assist individuals to overcome barriers to employment. South Dakota recognizes training may not address other issues that can make the road to self-sufficiency difficult. The judicious use of supportive assistance is an integral component of a comprehensive plan of service. Supportive services may include the following:

- Youth Supportive Services
- Transportation assistance
- Healthcare services
- Child care assistance
- Training-related clothing
- Lodging assistance
- Adult and Dislocated Worker Supportive Services
- Transportation assistance
- Healthcare services
- Child care assistance
- Training-related clothing
- Lodging assistance
- Job search allowance
- Relocation

Adult Education Programs

DLR is the sponsoring agency for Adult Education and Literacy (AEL) and the GED Testing Program. AEL is an umbrella program for:

- Adult Basic Education
- Adult Secondary Education
- GED preparation
- English as a Second Language
- Family Literacy

AEL is designed to substantially raise the educational level of adults, 18 years and older, in their ability to read, write and speak in English, compute, and solve problem at levels of proficiency necessary to function on the job, in the family of the individual and in society.

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Adult Basic Education (ABE)

ABE includes instruction provided to adult learners reading at 0-8.9 grade-level equivalent as determined by standardized testing. Services include basic-skills and literacy instruction as well as employability and career-readiness skills, such as education and training in:

- Job readiness
- Basic academic skills
- Life skills
- Parenting skills
- Citizenship
- Job seeking skills
- Job retention activities, including further secondary education and skill training

Adult Secondary Education (ASE)

ASE includes instruction to adult learners functioning at the 9.0 to 12.9 grade-level equivalent as determined by standardized testing. Services include instruction in preparing for the GED test battery (which is a recognized equivalent for a high-school diploma) as well as in employability and career-readiness skills, such as listed for ABE.

English as a Second Language (ESL)

ESL is offered to speakers of other languages looking to improve their English speaking, reading and writing, and math literacy skills. English literacy includes programs of instruction designed to assist adult learners of limited English proficiency achieve competence in the English language. Services include basic-skills and literacy instruction as well as employability and career-readiness skills instruction, such as listed for ABE. Free classes are offered to those adults showing I-9 identification and possessing picture identification. Citizenship classes are offered to all seeking to become U.S. citizens. Civics education is included to assist students in understanding and utilizing a variety of systems within western culture.

Family Literacy

Adult Education is a partner with family literacy which embraces intergenerational links to foster literary self-sufficiency. By teaching the parents and grandparents how to increase their academic skills, family literacy allows them to be a child's first teacher.

Stimulus

The American Recovery and Reinvestment Act, commonly referred to as the Stimulus Program, was intended to provide jobs, promote economic recovery and assist those most affected by the recession. Key features of the Stimulus Program integrated into the state's activities included:

- Transparency and accountability
- Expedited use of funds
- Emphasis on invigorated service delivery strategies
- Emphasis on services for hard-to-serve populations

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The stimulus programs in South Dakota resulted in 1,955 adult, 1,574 dislocated worker and 930 youth customers being served. Classroom training included 978 adult and 855 dislocated worker customers. OJT had 66 adult and 82 dislocated worker customers. Skill upgrade training served 1,073 adult and 855 dislocated worker customers:

A large percentage of the unemployed and dislocated workers were those with very limiting entry-level skills. In any recession, this group of workers is typically the first to be laid off and the last to be called back. Recognizing the need to help these workers re-train and/or move to other careers, we partnered with the state's technical institutes to design appropriate training programs. These efforts emphasized immediate access to training for readily available jobs.

State Energy Sector Partnership Grant (SESP)

In PY2009, DLR was awarded a \$2.5 million green jobs training grant authorized by the American Recovery and Reinvestment Act (ARRA). The grant was submitted as part of the state's Workforce 2025 Initiative. This State Energy Sector Partnership grant (SESP) is designed to teach workers essential skills for emerging industries, including the renewable energy and energy efficiency sectors. This project will result in high-wage occupations in high-growth energy and other green-related jobs.

The SESP grant provided an opportunity for 11 specific training programs to be developed by education/training providers and private-sector business. These sub-grants are building programs relating to biofuels, energy efficiency, wind energy and other energy-related training leading to degrees and industry-recognized certifications. Other resources from the SESP grant offer selected individuals an opportunity for tuition assistance in current and established energy-training programs.

Black Hills State University (Spearfish), Energy Maintenance Technician (EMT)

- Instruction provided at three locations in South Dakota
- Certificate program in Industrial energy efficiencies

Kilian Community College (Sioux Falls), Sustainability and Environmental Services

- Offering both A.S. degree and Certification
- Initiative based on green planning and design

Lake Area Technical Institute (Watertown), HyTorq Certification

- Industry recognized certification
- Certification and technical components designed by Snap-on Tools
- Use of highly-specialized torque equipment used in industries from diesel mechanics to wind turbine construction and maintenance

Mitchell Technical Institute (Mitchell), Efficiency Auditing and Remediation using Renewable Resources

- Provides certification for incumbent workers and within energy diploma programs involving building and maintaining energy efficient buildings

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NewTec (Aberdeen), Certified Composite Training (CCT)

- Working with Molded Fiber Glass (MFG), a world leader in wind blade manufacturing, using high-tech composites in construction of wind blades.
- MFG has a production facility in Aberdeen, SD

POET (Sioux Falls), Seeds of Inspiration Training

- Provide energy generation and renewable energy sector industry training

RTEC (Yankton), Industrial Maintenance Tech Diploma

- Nine-month course in energy maintenance and industrial building upkeep and green methods integration

Rural Learning Center (Howard), Energy Generation and Renewable Energy Training

- Local, regional, national, and international classroom and long-distance learning training for energy companies including natural gas, solar, and wind energy.

Southeast Technical Institute (Sioux Falls), Energy Auditing

- Certifications provided for Building Analyst, LEED Renovator, and Thermal Insulation Technologies
- Taught with assistance from Clean Edison, a leader in energy audit training

South Dakota State University (SDSU) (Brookings), Bio-refinery Process

- Instruction in bio-refinery plant design and implementation techniques to increase the overall output of ethanol plant efficiencies and increased use of corn as fuel and animal feed.
- Heavy involvement with POET, the largest producer of ethanol in the world, and a South Dakota company
- Study of other biomass materials in the study of cellulosic ethanol production

South Dakota State University (SDSU) (Brookings), Sustainable Energy Systems – Baccalaureate Degree Minor

- Core classes in Renewable Energy Systems
- Newest minor at SDSU

Western Dakota Technical Institute (WDTI) (Rapid City) Green Pathways

- Includes instruction in Hybrid Vehicle repair and maintenance

National Career Readiness Certificate

The Department of Labor and Regulation launched the National Career Readiness Certificate (NCRC) in South Dakota in April 2010. The NCRC is an actual certificate which acts as a portable national credential proving to employers that an individual has foundation skills critical to most jobs and will be able to learn job-specific skills.

The NCRC program was developed by ACT, formerly known as American College Testing, in response to employer needs. ACT has profiled more than 16,000 individual jobs across the country. This profiling was developed to determine what skills are being used and at what level. The individual job

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seeker's skills levels are then assessed, using ACT's WorkKeys assessment system, and can then be best matched to a specific career field.

Specifically, this certification measures basic employability skills such as Reading for Information, Locating Information, and Applied Mathematics. Once an individual's skills are assessed in these three areas, they can obtain a Bronze, Silver, Gold or Platinum level certificate, which is a reflection of their results.

There are multiple groups that stand to benefit by using this system. While individual job seekers can use this certification in their job search and application process, the certification can also be used by human resource and hiring personnel as a tool to verify a potential employee's skills. This universal system gives employers concrete data to help in the selection and placement process when hiring new employees.

More than 1,500 people in South Dakota have either obtained their NCRC or are in skills-development training to improve their workplace skills. Table 5 illustrates the state's efforts to provide training and guidance for job seekers are reflected in clearly higher level attainments. Within the WIA client group, this trend is also evident.

DLR local offices continue to encourage businesses to list "NCRC-preferred" on all of their job listings. Staff are targeting specific businesses to explain the process, how to implement the NCRC, and its benefits. Industries that have been targeted include Manufacturing, Healthcare, Financial Services and Construction Trades. As more businesses list "NCRC-preferred," more job seekers are asking how they can earn their NCRC.

The NCRC is also a component of the South Dakota Energy Sector Grant project. Some of the 10 grantees are requiring individuals to get their NCRC credential while they attend energy-specific training.

Table 5 - National Career Readiness Certificate achievements

Certificate Level	Bronze	Silver	Gold	Platinum
WIA Adult	11	137	67	3
WIA Dislocated	2	16	32	2
WIA Youth	3	9	16	0
South Dakota	6.33%	46.29%	45.22%	2.16%
National	27%	53%	19%	<1%

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DLR has worked with other state agencies to implement the NCRC.

- DLR job listings with the Bureau of Personnel now include “NCRC-preferred.”
- Vocational Rehabilitation has partnered with DLR to assess their clients. Clients are currently working to increase their employability via skills development.
- The Department of Education’s Technical Institutes are looking into how best to incorporate the NCRC for graduating students. They have expressed interest in testing approximately 100 students twice per school year for a total of 800 students across the state.
- The Board of Regents has asked ACT to create and/or identify a crosswalk between ACT’s Collegiate Assessment of Academic Proficiency Testing and WorkKeys Assessments. The Board of Regents would like to have ACT issue up to 4,500 NCRCs per year to students based on this crosswalk.

In addition, all U.S. Air Force personnel exiting service through Ellsworth Air Force Base are being offered the NCRC as a transition tool verifying their workplace skills.

South Dakota’s WIA Performance Indicators

South Dakota has established operating procedures for data collection and handling to ensure the quality and integrity of the data. The WIA data collection and compilation process is automated. Procedural instructions are provided to field staff working with our data collection system.

State staff members verify and validate performance data prior to federal reporting by checking the accuracy of a sample of computerized records, comparing keyed entries against the original source(s). South Dakota is committed to continuous improvement of its information and data system.

State WIA staff members conduct annual desk audits and/or on-site evaluations of workforce investment activities for each program and for each service provider. A comprehensive and thorough review documents effective practices being used by local offices, identifying training and/or technical assistance needs of staff. Evaluations result in establishing and implementing methods for continuous improvement in the efficiency and effectiveness of the statewide workforce investment system in improving employability for job seekers and competitiveness for employers.

The evaluation process includes a self-evaluation by the service provider. A review by state staff of the administrative, procedural, programmatic and financial aspects of the service provider assesses the extent to which the provider is complying with federal regulations and guidelines. State staff members review program data for verification and validation. Program goals and progress toward meeting and/or exceeding performance standards are reviewed.

State staff members provide an overview of the results/recommendations of the evaluation during an exit meeting with the local program administrator and staff. A written report of deficiencies and a plan for correcting deficiencies is provided within 30 days of the evaluation review. Technical assistance is provided when applicable.

The Common Measures reporting waiver not only allows DLR to concentrate services on workplace attainment, but also aligns with the national perspective to ease reporting burdens.

Cost of Workforce Investment Activities

DLR delivers workforce training programs to benefit our participants and the business community that employs our program completers. The return on this investment can be measured by our success in placement and retention, as reported in our WIA performance measures. Another factor in the return on investment is evident through the cost per participant (see Table 6). Historically, DLR has been able to provide quality services at a very respectable rate. When considering the cost per participant, we consider the funds expended for direct services for WIA Adults, Youth and Dislocated Workers. These services include staff-assisted core, intensive and training activities. These cost calculations consider only direct client services.

We recognize the overall effectiveness of WIA programs is much greater than what can be measured by performance and the cost per participant. Individuals and the state both benefit by unsubsidized employment, increase in earnings, reductions in public assistance and increased tax revenues. When our programs are successful, we have helped our citizens with their career goals and helped our state's economy.

Table 6 - Costs of WIA Activities

	Adult	Dislocated Worker	Youth	Total
Program Costs	\$1,334,760.16	\$978,777.31	\$1,683,233.46	\$3,996,770.93
Program Enrollments	17,159	973	323	18,455
Cost per Participant				\$216.57

State Evaluation Activities

DLR conducts an on-going appraisal of workforce investment activities for adults, dislocated workers and youth to establish and promote continuous improvement of our methods and techniques. This process includes a review of outcome measures, as well as desk audits and on-site reviews.

The WIA program staff also regularly reviews electronic files during the daily calls from field staff requesting technical assistance on topics such as data entry, programming, fiscal or any number

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of related issues. This continual appraisal system also provides WIA program staff the ability to run reports regarding dates of enrollments, services, fiscal items, etc. which showcase WIA activities by each local office. Reviewing the information for adult, dislocated workers, and youth programs not only allows state program staff the ability to recognize promising practices, but also to recognize the need for on-site technical assistance. DLR leadership and the state WDC are kept aware of all findings.

At the federal level, one of the most beneficial meetings to occur in PY2010 was a federal on-site visit regarding data validation practices. The technical assistance provided by the federal staff throughout the week was very valuable to South Dakota's state program staff. The results of the meeting created the basis for several service clarifications, program delineations, data entry changes and eventual reporting changes. Two field staff trainings were held to explain the new processes.

Conclusions

Following are statements regarding the cost of workforce investment activities relative to the effect of the activities on the performance of the participants as required in WIA section 136(d)(2)(c):

South Dakota WIA activities have been conducted in a manner that is fully compliant and consistent with our Unified Plan for Workforce Investment. The state's WDC has ensured all funds have been used appropriately and for the stated purpose of WIA for eligible youth, adults and dislocated workers.

Activities have been designed to meet the individual needs of participants. Customer choice is the key principal to program success. At times, customer choice has prompted a greater mix of services to assist the participant in meeting his/her specific educational and occupational goals. As such, the programs have been quite flexible and creative in helping individuals utilize available WIA tools leading them to successful outcomes consistent with their individual service strategy.

The WDC truly believes WIA funds are an investment that need to be carefully weighed for the greatest return to the participant, the community, the state, and ultimately to the nation. In treating these resources as investment capital, we are careful to be prudent but demanding with our ventures. The state exercises great care in delivering high quality services at the most reasonable cost.

The state expects a high level of motivation from participants and service providers alike. This high level of personal energy working together creates a positive environment. This generates a platform for the delivery of core, intensive and training services that are productive.

The WDC utilizes its expertise to allocate funds for activities (see Table 6: Cost of Program Activities) with the expectation that all customers, both job seekers and employers, will be served. This methodology also capitalizes on the use of the latest technology and use of effective service providers. A review of WIA performance for the program year suggests the state has invested its resources wisely. The return on the WIA investment in South Dakota has been productive for the program and beneficial to participants and the state.