Annual Performance Report for Workforce Information Core Products and Services Grant for South Carolina
Period Ending June 30, 2006

Core Products and Services

1)   Continue to populate the ALMIS Database with state data: Version 2.3 of the ALMIS Database was maintained. Bringing all tables up-to-date has been a priority since bringing in new staff in late 2005 with responsibility for the ALMIS Database. Great progress has been made in addressing the processing backlog that arose due to loss of staff to military service for much of the last program year (as noted in last year's performance report). Twenty-three of the 39 data tables were updated (including all 12 core data tables except industry, which was held up by confidentiality issues): bldg, cenlabor, ces, commute, cpi, develop, empdb, income, indprj, iomatrix, labforce, licauth, license, lichist, mlsevent, occprj, oeswage, payment, populatn, propval, sales, tax, url. The remaining tables will be brought up-to-date by the end of 2006. Maintenance was performed on corresponding lookup and crosswalk tables as needed.

ALMIS Database data was used to populate the Palmetto Economic Analysis and Research System (PEARS), SC's electronic workforce information delivery system. ALMIS Database data was also provided to the SC Department of Commerce for the state's Virual OneStop system. A memorandum of understanding between the Employment Security Commission and Department of Commerce was put in place in February (following the transfer of WIA administration to Commerce) to cover provision of ALMIS Database data for VOS. Technical details remained to be worked out between ESC and Commerce staff as of June 30.

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

2)   Produce and disseminate industry and occupational employment projections: Statewide industry and occupational projections for 2004-14 were completed and transmitted as directed prior to June 30, 2006. The statewide projections are being reviewed and refined. After review and revision, projections will be provided for the ALMIS Database and dissemination via PEARS, the LMI website, and in LMI published products. Updates will be provided for the national file, to reflect any revisions since the file was initially transmitted.

WIA area projections for 2002-12 were completed; work to refine and format the numbers will be completed by the end of August 2006. The area projections will then be provided for the ALMIS Database and dissemination. Also, when finalized, the area projections files will be provided for incorporation into the Virtual One-Stop (VOS) system maintained by the SC Department of Commerce. Feedback regarding area projections was obtained from SCESC area directors and local WIA administrators; all local input was incorporated into the development process.

Summary area projections data was provided for individual LMI products and customer requests throughout the year, while the detailed projections were being developed. Work was also initiated on the development of local high-demand occupations for the state's *16 Clusters of Studies and Majors.* Work on this project will continue as staff time and resources permit; coordination in this effort is between LMI and the SC Department of Education.

Statewide short-term projections for 2005-07 were completed and transmitted as directed prior to June 30, 2006. The short-term projections will be reviewed and possible formats for publication will be considered. Files will be provided for the ALMIS Database.

3)   Provide occupational and career information products for public use: During this program year, 71,403 LMI brochures, releases or publications were distributed. A *Job Outlook* poster highlighting high-growth jobs with wage information was developed and distributed. The LMI calendar was again produced, featuring this year information about each workforce investment area in the state.

Information was developed linking occupational data with the 16 career clusters used by SC public schools.

The LMI website had 39,263 hits and PEARS had 33,008. During the program year, 534 customer requests were handled by LMI staff, and 177 customer satisfaction follow-ups were done. The customer satisfaction follow-up process was revised to provide more useful information and a better tracking process.

4)   Ensure that workforce information and support required by state and local workforce investment boards are provided: Liaisons were maintained for all local workforce boards and workforce centers in the state. Liaisons serve as a point of contact within LMI for the centers, and ensure the centers' LMI needs are met. Also, during this program year, LMI staff met with Trident, Upper Savannah, Pee Dee, Waccamaw, Lowcountry and Pendleton District WIA staff to get input on their LMI needs.

Area profiles and County Spotlights were updated.

LMI conducted workshops at the state workforce development conference in October/November 2005.

LMI staff continued to work with SCESC's Communications Department on the *Carolina Works* show, which airs on SCETV. This show features information about services available through South Carolina's Workforce Delivery System and highlights Labor Market Information and WIA programs.

The monthly *Workforce Trends* was continued, with a distribution of approximately 2,500 individuals and businesses each month. The *Trends* continued to include extensive information about workforce development activities around the state. In addition, LMI calendars with extensive information about WIA were distributed in January 2006. The new *Job Outlook* poster was distributed extensively to local workforce boards in August 2005.

South Carolina continued to participate in the Local Employment Dynamics program in conjunction with the US Census Bureau. As a result, more detailed local employment information remained available for the workforce development community. LED information was used extensively during the program year in profiles for these areas: Lancaster, Winnsboro, Aiken, Upper Savannah workforce investment area, Chester, Liberty, Clinton and Myrtle Beach.

LMI developed a link between WorkKeys information and occupational employment, wages and projections data. Also, using O*NET occupational skills data, LMI developed estimates of WorkKeys skill levels for occupations without WorkKeys profiles.

**5)	Maintain and enhance electronic state workforce information delivery systems:** Information was maintained on the LMI web site and PEARS, with updates done as soon as data became available. During this program year, the LMI website had 39,263 hits and PEARS had 33,008. Data from the ALMIS Database was provided for the SC Virtual One-Stop system. Portions of the LMI website were redesigned to make them easier to use.

**6)	Support state workforce information training activities:** These workforce information training activities were conducted during this program year:
- Presentation to Trident Workforce Investment Area staff (12 participants) in July 2005
- Presentation to Upper Savannah Workforce Investment Area staff (2 participants) in August 2005
- Presentation to Pee Dee Workforce Investment Area staff (2 participants) in August 2005
- Presentation to Waccamaw Workforce Investment Area staff and board (27 participants) in September 2005
- Presentation to Lancaster Employer Council (15 participants) in September 2005
- Presentation to Lowcountry Workforce Investment Area staff (1 participant) in October 2005
- Presentation to Pendleton Workforce Investment Area staff (3 participants) in October 2005
- Presentation for Columbia Women to Work conference (25 participants) in October 2005
- Workshop at State WIA conference (20 participants) in October 2005
- Workshop at State WIA conference (50 participants) in November 2005
- Presentation to Aiken Employer Council (6 participants) in November 2005
- Presentation to Upper Savannah Workforce Investment Board (25 participants) in November 2005
- Presentation to Chester Employer Council (7 participants) in November 2005
- Presentation to Coastal Employer Council (10 participants) in December 2005
- Presentation to Clinton Employer Council (6 participants) in December 2005
- Presentation to SC Employer Council (125 participants) in January 2006
- Presentation to African-American Economic Summit (300 participants) in January 2006
- Career Development Facilitators' training for Aiken TechPrep (18 participants) in February 2006
- Presentation to Lake Murray-Irmo Rotary Club (50 participants) in March 2006
- Job Fair at Bob Jones University (200 participants) in April 2006
- Presentation to Myrtle Beach Council on Human Relations (50 participants) in April 2006
- Presentation to Charleston Southern University students (100 participants) in April 2006
- Presentation to Columbia Employer Council (14 participants) in April 2006
- Presentation to Charleston Employer Council (20 participants) in May 2006
- Presentation for Wateree Community Action Council (10 participants) in May 2006
- Presentation to students at Bethlehem Baptist Church (30 participants) in May 2006
- Exhibit at Business & Education Summit (1,500 participants) in June 2006
- Workshops and roundtable at Business & Education Summit (10-60 participants) in June 2006
- Presentation to SCESC area directors (40 participants) in June 2006
- Rock Hill Job Fair (700 participants) in June 2006

Customer Consultation

Customer satisfaction surveys were sent out randomly to customers to assess customer service provided by department staff and the usefulness of data. A total of 177 customer satisfaction follow-ups were

done during the program year. Survey results were logged into an electronic database, and periodically reviewed. In April, the customer satisfaction assessment method was revised to survey randomly-chosen customers twice a month by mail. LMI staff followed up on customer requests to ensure customers received information in a timely manner and to assess the usefulness of information for customer needs. This was done through e-mail, phone calls and mailed surveys.

LMI staff were assigned to work with each WIA area. Consistent contact was made with the administrators and workforce center managers in the respective areas to ensure each office was supplied with current information and to address any other needs an area may have.

LMI customers are asked to rate the following aspects of the service they received on a scale of 1 to 5, with 5 being "ideal":
- Information was presented in a clear/understandable manner
- Information was relevant to and/or useful for my needs
- Information was current enough to meet my needs
- LMI staff was prompt in delivering my items/information
- LMI staff was cooperative and friendly

Responses to our customer satisfaction surveys during this program year were overwhelmingly positive. The average rating for all five categories was 5. Few respondents rated services below 4. The most frequently reported problem was information not current enough to meet their needs. Improving timeliness of data is an ongoing effort within LMI. Postings of data to the LMI website have been made more timely, and the *Workforce Trends* publication is now completed within five days of the monthly labor force press release.

Submitted by,

_____   _____
Roosevelt T. Halley   Patrick Hudson
Executive Director   Chairman
S.C. Employment Security Commission   S. C. State Workforce Investment Board