



## State of South Carolina Office of the Governor

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GOVERNOR

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September 7, 2011

Dr. Helen Parker  
Regional Administrator  
Employment and Training Administration  
U.S. Department of Labor  
Sam Nunn Atlanta Federal Center  
61 Forsyth Street, SW, Room 6M-12  
Atlanta, Georgia 30303

Dear Dr. Parker,

Enclosed is South Carolina's Workforce Information Grant Performance Report for Program Year 2010. The report highlights the South Carolina Department of Commerce's workforce information products and services that were responsive to both workforce and economic development needs.

We look forward to continued successful collaborations with our workforce, economic development, business and education partners as our workforce information system contributes to South Carolina's progress as a place to live and work.

My very best,

A handwritten signature in black ink, appearing to read "Nikki".

Nikki R. Haley

NRH/rth

**South Carolina  
Workforce Information Grant  
Annual Performance Report  
PY 2010**

This report addresses the seven primary objectives of the Workforce Information Grant and South Carolina's activities to meet those objectives in PY 2010.

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

During this program year, the database was maintained in version 2.4, the latest version. All core data tables were populated and updated as new data became available. In addition to the core tables, these other tables were populated:

- Building permits
- Commuter data
- Income
- Program completers
- Retail sales
- UI claims

The WIDb is the source of data for South Carolina's LMI website, SCWorkforceInfo.com. The WIDb also continued to be available to Commerce Research staff through the Business Objects data warehouse system. This enhanced economic and workforce development efforts by making a wider array of data readily accessible for various research needs and analyses. Also, the WIDb continued to be a source for Commerce's online county labor profiles. In addition, the WIDb is the source for the new Community Profiles (see information below). As the WIDb is updated, these profiles are automatically updated as well.

Further supporting its WIDb efforts, South Carolina is a member of the Analyst Resource Center Consortium.

**2. Produce and disseminate industry and occupational employment projections.**

Industry and occupational employment projections for the 2008-2018 period were completed for each of the state's local workforce areas. Statewide industry and occupational employment projections for the 2010-2012 period were developed. In addition, the statewide 2008-2018 projections were revised based on the local area projections.

The Workforce Information Database was populated with both the short-term and long-term projections. The new projections have been added to the LMI website ([www.scworkforceinfo.com](http://www.scworkforceinfo.com)) and were submitted to the Projections Managing Partnership per instructions.

The projections analyst participated in the Projections Managing Partnership Summit in February 2011.

**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 WIBs.**

A major new workforce information product developed during this program year in partnership with the Department of Employment and Workforce was Community Profiles. The Community Profiles are comprehensive reports containing a variety of economic, demographic, industry, occupation and education data. They are available for counties, workforce regions, and metropolitan statistical areas. They are available online through the workforce information website ([www.scworkforceinfo.com](http://www.scworkforceinfo.com)). Since they are produced online through the Workforce Information Database, they always contain the latest information. These reports have proven useful for the economic development, workforce development and education communities. In addition, they are an easily accessible resource for job seekers and students to learn about career opportunities and the economy in their region.

A major initiative during this program year was development of enhanced labor supply and demand information. This effort included development of information showing high school students' majors compared to job openings, categorized by career cluster. This information was developed with the state's Regional Education Center (REC) coordinators. REC coordinators are charged with local implementation of South Carolina's Education and Economic Development Act by connecting businesses to students. EEDA requires high school students to complete Individual Graduation Plans, which include a major field of study. The Department of Commerce was able to access and compile that information to produce the comparison of supply (high school students) to demand (job openings). Comments from REC coordinators about this new report were very positive, and updates were provided during this program year.

The Department of Commerce made extensive use of job openings data to provide a more detailed picture of worker demand in the state and local areas. Job openings by occupation were provided to local workforce areas. Job openings data was included in the information for REC coordinators noted above. It was provided in response to several requests from government and private entities. Job openings by occupation were linked to education and training requirements to provide a picture of demand by skill level for local areas. In response to targeted development efforts, job openings were compiled for the I-95 corridor for relevant local workforce areas.

In addition, the Department of Commerce utilized data on unemployment insurance claimants, job candidates (in the state's Virtual OneStop system), and worker flow (from Census' Local Employment Dynamics program) to provide detailed data on worker supply in response to various requests throughout the program year. Examples included information to help local community colleges with grant applications, profiles of workers losing jobs in

specific companies for the Department of Employment and Workforce, and information on supply of specific workers for economic development projects.

Production of reemployment profiles continued as a significant activity during this program year. The purpose of the profiles is to provide workers impacted by layoffs and closures reemployment information targeted to their work experience. Based on company-provided job descriptions, profiles provide relevant information on skills, current job openings, related occupations and their average wages, openings in those related occupations, and sources of training that may be needed for related occupations. A profile is prepared for each position affected by a layoff or closing. The profiles are provided to workers during Rapid Response meetings. During this program year, 260 profiles were prepared for 19 Rapid Response events (note that profiles are prepared for each separate affected position, not each affected worker; therefore, many more than 260 people received profiles for the 19 events).

The Department of Commerce provided a significant amount of assistance to the Department of Employment and Workforce, local community colleges and other organizations for grant applications. Grants included Health Profession Opportunity Grants, Trade Adjustment Assistance Career and Community College Training Grants, and H1-B grants. Much of this information was produced in cooperation with the Department of Employment and Workforce's Labor Market Information office.

Workforce information was an important element in responding to companies, including international firms, considering capital investment in South Carolina. It was used in responding to 248 proposals and requests for information to support the recruitment of new companies and capital investment projects in South Carolina.

Other representative activities of this type during the program year included:

- Manufacturing information in support of South Carolina's Dream It Do It campaign
- Information on employment of the disabled for a local workforce area
- Business lists for a local workforce area and community college
- Assistance with a Clemson University project to identify skills gaps in the South Carolina workforce

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

The Department of Commerce maintained the SCWorkforceInfo.com site as the online source for South Carolina labor market information. Information was kept up-to-date, with updates generally done within a week of becoming available. A calendar of data updates was maintained to help in keeping the site as current as possible. As relevant new or updated information or reports became available, they were highlighted on the site's main page. The site had approximately 25,000 page views each month (up from 10,000 in the previous program year).

Also, Workforce Information Database data was used to provide workforce information for South Carolina's Virtual One-Stop (VOS) online labor exchange system. Data from the Workforce Information Database was used to make current and targeted workforce information available for job-seekers and businesses through VOS.

**5. Partner and consult on a continuing basis with workforce investment boards and other key workforce and economic development partners and stakeholders.**

To facilitate communication with and training for local workforce staff, LMI coordinators were continued in each of the state's 12 workforce regions. Coordinators were provided with eight communications during the program year. These included reports and information about new or updated workforce information resources.

The relationship with Regional Education Center coordinators was maintained and strengthened. The comparison of high school students' majors to job openings noted above was developed in conjunction with the REC coordinators. In addition, several requests were received and fulfilled from the coordinators throughout the program year. Positive comments were received from the coordinators about the Department of Commerce's support for their efforts.

The Department of Commerce continued its participation on the state Education and Economic Development Act IT Committee along with representatives from various state and local education organizations. That committee concluded its work during this program year.

The Department of Commerce supported the SWIB through activities including a workshop at the state workforce conference and information to be used for allocating local WIA funds. In addition, Commerce continued to work closely with various state and local WIA staff. That relationship is reflected in accomplishments such as the reemployment profiles and others noted above.

In addition to the organizations noted above, the Department of Commerce assisted regional economic development alliances, local economic development offices, education, businesses and other organizations. Support was provided to organizations including:

- Santee-Lynches COG
- Hardeeville Economic Development
- S.C. Department of Education
- Greenville Area Development Corporation
- Columbia College
- Hartsville Police Department
- Alliance Pickens
- S.C. Association of Children's Homes & Family Services
- S.C. Department of Vocational Rehabilitation
- S.C. Rural Water Association

- S.C. Department of Revenue
- Georgetown County Economic Development
- Lancaster County Economic Development
- Marion County Technical Education Center
- Georgetown Steel
- York County Chamber of Commerce
- Columbia Region American Red Cross
- S.C. Federal Credit Union
- S.C. Senate Finance Committee
- Greenville Works
- Waccamaw COG
- Florence-Darlington ReadySC
- Genco
- S.C. Department of Social Services

The Department of Commerce provided workforce information training during three training sessions for adult education transition specialists and two Career Development Facilitators' classes. In addition, training was provided to local WIA staff on producing reemployment profiles in response to a major layoff in the area.

S.C.'s LMI Manager continued to be on the board of directors for the Council for Community and Economic Research (C2ER). C2ER is a national organization for state and local economic researchers. Participation on the C2ER board has provided valuable insights and contacts that have helped advance S.C.'s LMI operations. In addition, the manager served on C2ER's LMI Training Institute board.

In achieving the accomplishments noted above as well as other workforce information activities, the Department of Commerce expended \$393,297.76.

## **6. Customer consultation**

Regular communication was maintained with local workforce staff, notifying them of new workforce information or services as they became available. This was primarily done through LMI coordinators as noted above, and communication with local workforce area administrators.

In addition to state and local workforce and economic development staff, over the year, Commerce's LMI office worked with the following groups:

- Regional Education Center coordinators
- S.C. Technical College System and local colleges
- S.C. Department of Education
- S.C. Department of Employment and Workforce

Rather than formal means of consultation, Department of Commerce staff had discussions and communication with these groups as a means of informing them of LMI services while getting their ideas on how the LMI office could serve them. Using this approach, Commerce was able to further establish itself as a resource in South Carolina for workforce information.

## **7. Partnerships and collaborations**

A substantial amount of work was done with and for Regional Education Center coordinators during this program year, as noted above, establishing that group as a significant new partner for South Carolina LMI. The comparison of high school students' majors to job openings noted above that was developed in conjunction with the REC coordinators was a major new LMI product for this program year.

In addition, the linkage with technical colleges was strengthened, particularly through support for major grant applications. The partnership with state and local WIA continued to be strong, through the various activities noted above. Because of its location within the S.C. Department of Commerce, LMI had a strong connection with the state's economic development efforts.