

SOUTH DAKOTA WORKFORCE INITIATIVES



Recommended Proposals

December 2014

1. Workforce & Business Recruitment Effort

Description: The Governor's Office of Economic Development plans to include a focus on workforce recruitment in its new marketing contract to promote South Dakota as a great place to do business. Work is now underway to research, develop, and test media strategies meant to encourage workers with skills critical to our businesses to relocate to South Dakota. This research will play a key role in setting the direction of our 2015 marketing efforts.

Purpose: To continue to promote South Dakota as a great place to do business. The new campaign will also focus on building our state's internal workforce, as well as attract workers to the state.

Goals:

- Drive increased interest and awareness from outside markets for business development and growth.
- Gain a better understanding of factors that motivate businesses and individuals to move to South Dakota by conducting a series of one-on-one interviews with businesses and new South Dakotans. Regional focus groups are also part of the overall plan.
 - September – December 2014 completion
- Determine the most impactful message for potential new employees through A/B testing of different messaging strategies.
 - December 2014 completion

2. Community Incentives Matching Program

Description: The state will partner with communities across the state to help meet community specific needs. Different sectors – businesses, education, government, and others in the community – need to work together to come up with a community cross-sector plan. This program will match 1:1 community dollars to help implement that plan.

Purpose: To partner with communities to implement their cross-sector plan to enhance their local workforce.

Goals:

- Encourage cross-sector involvement in community workforce development plans.
- Identify effective workforce strategies that can be replicated in other communities.

- Complement statewide initiatives with local initiatives.
- Enable communities to create sustainable local initiatives.

3. Common Language

Description: The SDWORKS jobs database can be enhanced by adding common language elements to improve matches based on actual skills and experiences, competencies, and preferences. Adopting this new language between jobs and job seekers requires a common understanding of what a job requires and what is expected in order for a job seeker to be successful. It offers meaningful insight into the needs of employers. Skills based data can be used as a gauge of employer demand that enables both job seekers and education and training institutions to understand and respond to the specific occupation and skill needs of employers.

For example, a statewide hub created in Oklahoma at OKJobMatch.com helps job seekers find relevant opportunities and provides employers with access to a statewide workforce bank. Job seekers can see what skills and jobs are in-demand by Oklahoma employers and access state-of-the-art tools for matching to job openings based on transferable skills and for building resumes using the same language and skills referenced by employers. Employers can use the site to find workers meeting their criteria across active resumes.

Purpose: To establish a common workforce language among all workforce stakeholders based on skills and competencies used across job descriptions and postings, resumes, and curriculum descriptions.

Goals:

- Enable employers to directly search and match potential employees based on skills and competencies.
- Provide tools for job seekers to build or translate their resume into the same language used by employers.
- Help job seekers make clear decisions based on market demand.
- Specify all education and training programs in terms of the skills, proficiencies, and competencies they develop.
- Align education programs with employer needs and skill gaps.

4. Real-time Data

Description: South Dakota's economic success is tied to having people with the right skills and capabilities for South Dakota's jobs. Data can get old quickly, and future strategies should be built on solid, real time data, not only historical information. Real time, skill-based supply and demand information is critical to all aspects of an effective workforce system.

We can use data to make informed policy decisions, track progress, and measure success. Producing real time information will help us better understand the current workforce skills and capabilities, so we can improve the alignment between the education pipeline and workforce needs. SDWORKS needs to identify real time demands, potential workforce, and the location of available workers so businesses know where to find the workforce to meet their needs, and so job seekers can find jobs.

Purpose: To gather supply and demand data across industries and regions in order to develop real time view of the labor market.

Goals:

- Tell employers where to find workers and identify available skills and competencies.
- Provide a workforce availability analysis to businesses relocating or expanding.
- Inform job seekers about in-demand occupations and where those jobs exist.
- Align workforce training with the labor market.
- Support policy makers to make informed workforce decisions for South Dakota.
- Identify geographic areas where current job openings in certain occupations outweigh registered job seekers.
- Refocus education curriculum or redirect program capacity based on employer needs.
- Standardize business communication with education.

5. Jobs for America's Graduates (JAG)

Description: The JAG program is a national, not-for-profit organization with a 30-year tested and proven model to cost effectively prevent school dropout among young people facing challenges of staying in school through graduation, pursuing postsecondary education, and/or securing quality entry-level jobs. JAG organization stakeholders passionately believe the United States can and must be a nation without

dropouts. Currently, five districts in our state, serving more than 200 students, have fully implemented the JAG program. Our goal is to double the number of schools participating each year for the next two years so a minimum of 80 schools will be able to participate in this exciting and worthwhile endeavor by 2018.

Purpose: To provide assistance from DOE the JAG schools by providing a statewide facilitator, providing start-up district funds, sponsoring a statewide Student Leadership Conference and supporting the nine student winners of the state's JAG Student Competition to attend the national competition in Washington, DC each November.

Goals:

- Current: six schools in 2014-2015 school year
- Expand to 16 new schools in 2015-2016 school year and 12 new schools in 2016-2017 school year, for a total of 34 school districts serving 750-800 students.

6. Grow Opportunity Scholarship Funding

Description: When the scholarship program began in 2014, the \$5,000 amount allocated over the four years of funding equated to 25 percent of the total tuition and mandatory fees that resident students were expected to pay over four years. This percentage has declined to approximately 16 percent as the buying power of the scholarship continues to decline. The additional funds will increase the total award to \$6,500 and restore the purchasing power of the award to 20 percent of in-state tuition and fees at the public universities.

Purpose: To provide up to \$5,000 to high school graduates from South Dakota who complete the required curriculum and remain in state to pursue their postsecondary experience.

Goals:

- Increase affordability for students demonstrating high levels of academic performance by providing a financial incentive to remain in South Dakota to pursue their postsecondary career goals.
- Increase the scholarship amount to reflect 20 percent of the tuition and mandatory fees for all current and future scholarship recipients.
- The 20% threshold would be established and base funds would be needed to grow the scholarship amount and further support additional recipients if the total number of students seeking to remain in the state increases each year.

7. Rural Experience for Health Professions Students (REHPS)

Description: Under the original REHPS Summer Experience Program, selected students who are enrolled in medical, physician assistant, pharmacy and advanced practice nursing programs are placed in a four week experience with preceptors established in rural or frontier areas of South Dakota. The expanded REHPS Program will also include clinical psychology, masters in social work, and medical lab science students. The students are paired together, promoting interprofessional studies, and are required to complete a community project during their experience. Students are exposed to all aspects of a rural healthcare community. The program encourages rural communities to welcome students and form strong bonds, laying the groundwork for the likelihood those students may return to work/practice in their rural community.

Purpose: To increase the number of medical professionals who practice in rural areas throughout South Dakota.

Goals:

- Increase the number of health profession students who have a positive experience in a rural South Dakota setting.
 - The original REHPS Program placed selected medical, physician assistant, pharmacy, and advanced practice nursing students in a four week experience with preceptors established in rural or frontier areas of South Dakota. This program was initiated in 2011 with six students in three communities. In 2014, the program had the capacity for 24 students in 12 communities. The expanded REHPS program will now include clinical psychology, masters in social work, and medical lab science students for a total of 30 students.
- Promote interdisciplinary learning.
 - The original REHPS program included the health professions of physician, physician assistant, pharmacist, and advanced practice nurse. The expanded program will invite clinical psychology, masters in social work, and medical lab science students. The students are paired together in a rural or frontier community, promoting interprofessional studies, and are required to complete a community project together during their experience.