

# BUSTING THE MYTHS

Unveiling the Truth about the Workforce

HAVE YOU EVER THOUGHT:  
**NO ONE WANTS  
TO WORK  
ANYMORE**

### What the Numbers Say

- 2.0% Unemployment Rate
- 9,600 Unemployed South Dakotans
- 483,200 Labor Force
- 69.4% Participation Rate; third highest
- 20,000 Job Postings (daily average)
- Receiving an RA benefit – historic lows since we began keeping records

# OTHER INDICATORS

Workforce participation numbers

Males

Females

Youth

Self-employed numbers increased

South Dakota has seen unprecedented business growth

Economy keeps us guessing

2023 Annual Average Labor Force Participation Rates by Age							
	Total	16-24	25-34	35-44	45-54	55-64	65+
United States	62.6%	56.3%	83.8%	83.8%	82.1%	65.8%	19.2%
South Dakota	69.4%	67.1%	90.9%	89.5%	86.8%	73.9%	28.5%

*Source: Current Population Survey, U.S Bureau of Labor Statistics*

## WHAT CAN BUSINESS DO?

- Look at job descriptions/requirements and hiring process
- Timing is everything
- Be involved in community
- Tuition reimbursement/scholarships
- Make core values visible
- Retention is large part of recruitment
- Marketing materials - review

**South Dakota Occupational Employment Projections 2022-2032  
Top Ten Fastest Growing Occupations**

Rank	SOC Title	2022 Employment	2032 Employment	Numeric Change	Percent Change
	Total, All Occupations	511,117	550,566	39,449	7.7%
1	Wind Turbine Service Technicians	155	243	88	56.8%
2	Nurse Practitioners	821	1,284	463	56.4%
3	Data Scientists	116	163	47	40.5%
4	Information Security Analysts	709	977	268	37.8%
5	Physician Assistants	589	791	202	34.3%
6	Cooks, Restaurant	1,585	2,085	500	31.6%
7	Physical Therapist Assistants	344	447	103	29.9%
8	Medical and Health Services Managers	1,004	1,278	274	27.3%
9	Nurse Anesthetists	360	458	98	27.2%
10	Industrial Machinery Mechanics	1,250	1,590	340	27.2%

**Notes:**

Data is preliminary and subject to revision.

Fastest growing occupations are defined as those occupations with employment of 100 or more workers in 2022 and the highest percent change in employment from 2022 to 2032.

Source: Labor Market Information Center, South Dakota Department of Labor and Regulation, July 2024.

# TRENDS

**Top 10 South Dakota Occupations with the Highest Projected Annual Demand Due to Occupational Transfers 2022-2032**

Rank	Occupational Title	Annual Occupational Transfers
	<b>Total, All Occupations</b>	<b>32,556</b>
1	Fast Food and Counter Workers	1,811
2	Cashiers	1,202
3	Retail Salespersons	1,148
4	Stockers and Order Fillers	958
5	Waiters and Waitresses	790
6	Farmers, Ranchers, and Other Agricultural Managers	734
7	Janitors and Cleaners, except Maids and Housekeeping Cleaners	695
8	Customer Service Representatives	618
9	Bookkeeping, Accounting, and Auditing Clerks	589
10	Nursing Assistants	489

*Source: Labor Market Information Center, South Dakota Department of Labor and Regulation, August 2024*

# TRENDS

# STRATEGIC EFFORTS

## Recruitment

- [dlr.sd.gov](http://dlr.sd.gov)
- Freedom Works Here/Dakota Roots
- Targeted populations
  - Ex-offenders
  - Youth
  - Adults needing reskilling

# STRATEGIC EFFORTS

## **Training and Retraining**

- Adult Education
- SD UpSkill
- Reemployment Services
- Week of Work/Career Launch
- Virtual Services
- Apprenticeships

## **Retention**

- Build Dakota
- Needs-based scholarship
- Internships
- Work experiences
- On-the-job-experience



# FREEDOM WORKS HERE

- 8 national ads – TV and digital marketing
- Viewed more than 900 million times
- 11,048 inquiries
- 2,884 referrals
- State ranking for inquiries: CA, FL, TX, MN, NY, CO, AZ
- Partnering with businesses and local economic development

# APPRENTICESHIPS

- Federal grants
- Governor Noem investment of \$2.9 million per year for three years
- Staff dedicated to helping businesses create apprenticeship opportunities
- Teacher apprenticeship program

THANK YOU

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