

P.O. Box 995
1550 Gadsden Street
Columbia, SC 29202
dew.sc.gov



Henry McMaster
Governor

William H. Floyd, III
Executive Director

STATE INSTRUCTION NUMBER 20-12, Change 1

To: Local Workforce Area Signatory Officials
Local Workforce Area Board Chairs
Local Workforce Area Administrators
DEW Area Directors
DEW Regional Managers

Subject: Virtual Events Platform

Issuance Date: December 5, 2025

Effective Date: Immediately

Purpose: To provide guidance regarding the use of the Virtual Events Platform to ensure quality services are provided to employers and jobseekers in a virtual environment.

References:

- Workforce Innovation and Opportunity Act, Public Law 113-128 §§ 121; 134; 188
- 20 CFR §§ 652.207-652.208, 678.300-678.435; 29 CFR Part 38
- Training and Employment Guidance Letters (TEGLs) 04-15; 16-16; 16-16, Change 1; 09-22; 10-16, Change 3
- State Instruction Letters (SILs) 16-12, Change 1; 16-13, Change 1; 25-02

Change 1 Revisions:

- Previously referred to as Brazen, the platform that houses all virtual services is titled the Virtual Events Platform
- Review for clarity and ease of use

Background: The American Job Center (AJC) network reflects the ongoing work of dedicated workforce professionals to align a wide range of publicly or privately funded education, employment, and training programs, while also providing high-quality customer service to all jobseekers, workers, and businesses. The Workforce Innovation and Opportunity Act (WIOA)

builds on the AJC network by encouraging the workforce system to deliver virtual services to jobseekers and businesses.

The SC Works system, including virtual services, supports and empowers customers to make informed decisions based on local and regional economic demand and to achieve their personal employment and education goals. Employers rely on virtual services to overcome the challenges of recruiting, retaining, and developing talent for the regional economy.

Policy: The Virtual Events Platform is where the Department of Employment and Workforce (DEW), SC Works centers, and workforce system partners host virtual events, such as virtual workshops or virtual hiring events. The Virtual Events Platform is an extension of SC Works Online Services (SCWOS) in which attendees engage with and connect to employers in a virtual experience. The Virtual Events Platform also houses the Virtual Engagement Center (VEC), which serves as a virtual SC Works center, increasing accessibility to jobseekers and employers.

Administrative Requirements

Administrators (Admins). Build and manage events and assign user roles and access analytics and reports. Local Workforce Development Areas (LWDAs) have Admin access to one of the following Regional Accounts in the Virtual Events Platform:

1. Greater Upstate (LinkUpstate) — Upstate, Greenville, Upper Savannah, and WorkLink
2. Central — Catawba, Lower Savannah, and Midlands
3. Pee Dee — Pee Dee, Santee-Lynches, and Waccamaw
4. South Coast — Lowcountry and Trident

Admins. LWDA Business Services Team Leads, DEW Regional Managers, Business Consultants, and other staff with the appropriate privileges. They are responsible for the following activities:

- Choose and manage the activities of staff with Virtual Booth privileges
- Submit staff access changes to VirtualServices@dew.sc.gov, to include the name and email of staff requiring access and staff whose access must be removed
- Ensure large LWDA virtual hiring events (10 or more employers) do not conflict with other LWDA virtual hiring events within the Regional Account
- “Tag” events with the LWDA name
 - Include all LWDA names if it is a combined regional event
 - All Admins are responsible to ensure events created by another Admin are not changed/deleted without approval
- Manage event, jobseeker, and employer activities in the LWDA
- Obtain approval for, create, and market events. Work events as needed, including setting up the event, assisting with and verifying registration, list job postings, etc.
- Run reports within the Virtual Events Platform as needed or requested

- Other responsibilities within the Virtual Events Platform, as needed

Event Requirements

Visit <https://scworks.org/workforce-system/policies-and-guidance> for the most updated requirements for managing employer accounts in SCWOS. These requirements may be waived for job fairs and hiring events in response to mass layoffs and closure activities or worker shortages. Waiver requests must be sent to VirtualServices@dew.sc.gov, authorized by DEW, and communicated to the LWDA(s).

Staff must receive prior approval from their management to host all virtual events. Additionally:

- All event registration forms must include the following questions:
 - Did you serve in the military?
 - Are you an eligible military spouse?

NOTE: Limit personally identifiable information (PII) within registration form.

- Virtual Booths must have at least one Booth Owner and one Representative. The Booth Owner can also be the Representative
- Prior approval is needed to activate the “Open Networking” function, which allows jobseekers to interact with each other during the event
- The SC Works logo that includes the AJC reference is required on all events within the landing screen, but the event Admin determines its location
- The employer’s logo may be used for approved individual hiring events
- The Virtual Hiring Events survey for jobseekers and employers is required

Virtual Booth. Where employers upload company logo, content, and job orders for jobseekers to visit and view in a job fair. Jobseekers can apply for job opportunities and chat with the employer while visiting the Virtual Booth.

Booth Owners. The individual responsible for the Virtual Booth. The Booth Owner must assign Representatives to work the Virtual Booth. Assigned by Admins, a Booth Owner can be employers, organizations, or staff depending on the type of virtual event.

Representative. The individual who responds to chats in the Virtual Booth. All Virtual Booths must have a Representative to chat with jobseekers. Admins and Booth Owners can assign Representatives. A Booth Owner and Representative can be the same person.

SC Works Booths and Information Booths are highly encouraged at all virtual events. These booths allow jobseekers to ask questions and learn more about SC Works services. The event Admin must review the booth design for compliance with all state and local policies and

guidelines, as well as assign Representatives to the booths. Representatives of these booths are not required to be Admins or Booth Owners.

Equal Opportunity

All Virtual Event Platform events, activities, and services must be accessible to individuals with disabilities. Auxiliary aids and services are available upon request at ADA@dew.sc.gov.

Action: Ensure that all appropriate staff receive and understand this policy.

Inquiries: Questions may be directed to WorkforcePolicy@dew.sc.gov.

Diana Goldwire

Diana Goldwire, Assistant Executive Director
Employment Services Division

Nina Staggars

Nina Staggars, Assistant Executive Director
Workforce Development Division