



Executive Committee Meeting
Tuesday, November 14, 2023, at 11:00 a.m.

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Phone Conference ID: 337 358 229#

AGENDA

- I. Welcome and Opening Remarks Mr. Thomas Freeland, SWDB Chair
- II. SC Works Secret Shopper Findings.....Ms. Teria Coleman, MPH
- III. Approval of Meeting Minutes for August 30, 2023*Mr. Freeland
- IV. Request for Waiver Authority*Ms. Sheleena Rios
- V. Unified State Plan ReviewMr. Charles Appleby
- VI. Committee Activity Reports Committee Chairs
- VII. Other Business/Adjourn.....Mr. Freeland

*Denotes voting item

Executive Summary

The Secret Shopper pilot program is an initiative by the South Carolina Department of Employment and Workforce (DEW) and the State Workforce Development Board (SWDB). The program's goal is to assess the customer experience when interacting with the SC Works system. Information from implementing the Secret Shopper pilot program will aid in identifying exemplary practices and opportunities for improvement within the SC Works system. Target SC Works centers were selected based on the type of center (comprehensive or affiliate), foot traffic, geographic location, and customers' demographics. The centers selected were Aiken Center, McAllister Square (Greenville) Center, Charleston Center, and Coastal (Conway) Center. The data collection strategy for the Secret Shopper pilot project included two approaches: 1) a customer survey for businesses and job seekers, and 2) Secret Shopper visits to selected SC Works centers.

The Business Customer survey administered from January 24– February 13, 2023, received 41 responses. The Job Seeker survey administered from February 8 –23, 2023, received 407 responses. The major themes that emerged from the survey were:

- Businesses rated SC Works phone, online, and in-person services highly on average between 6.6 to 10 out of 10.
- The majority (83%) of businesses felt the resources received from SC Works online were valuable to their business. Most businesses (80%) also felt the services they received from SC Works through in-person interactions were also valuable to their business.
- Job seekers gave SC Works in-person customer experience a medium to high rating, ranging from 5.0 to 9.4 out of 10.
- Job seekers indicated that the information they received from SC Works was useful to their job search.
- Overall 21% of business customers and 18% of job seekers reported difficulty navigating the SC Works Online System services (<https://jobs.scworks.org/>).

The Secret Shopper pilot program utilized five (5) Secret Shoppers to visit the four targeted centers. Each of the four centers had three (3) different Secret Shoppers who visited each of the centers on different days and times. Three (3) profiles were developed for Secret Shoppers based on background data of actual job seeker customers who visit SC Works centers. The overall findings from the Shopper visits were:

- Professional and courteous staff
- Good physical environment and short wait time
- Low level of engagement by staff during visits
- Lack of personalized assistance during visits

Recommendations provided for the scale-up of pilot project include:

- Scale up and implement the program statewide to establish representative baseline data.

- The Secret Shopper model provides reliable data for the job seeker experience but does not allow the business customer experience to be assessed. In order to capture the business customer's experience SC Works should disseminate surveys and conduct interviews or focus groups with a representative sample of business customers.

Recommendations for customer satisfaction improvement include:

- Require a universal protocol or checklist for all SC Works center staff to be utilized during a job seeker in-person visit.
- Require a universal training module for front-end staff on how to engage with job seekers.
- Ensure brochures and the hot jobs board are mentioned and readily available for job seekers.

NOVEMBER 2023

SC WORKS SECRET SHOPPER PILOT PROGRAM



EVALGROUP TEAM



Tara Dixon, DSC. M.P.H.
Contract Manager



Naana Amonoo-Neizer, M.S.
Research Manager



Teria Coleman, M.P.H.
Lead Data Collector

DISCUSSION POINTS

- Introduction
- Methodology
- Survey Results
 - Business Customer/Job Seeker
 - Secret Shopper Results
- Recommendations
- Questions



Introduction

PROJECT GOAL

To assess the customer experience when interacting with the SC Works system. Information from implementing the Secret Shopper pilot program will aid in identifying exemplary practices and opportunities for improvement within the SC Works system.

Methodology



1

Kick-Off Meeting
and Background
Data Review

2

Selection of Pilot
Sites to Assess

3

Development of
Data Collection
Strategy

4

Job Seeker and
Business Survey

5

Secret Shopper
Recruitment

6

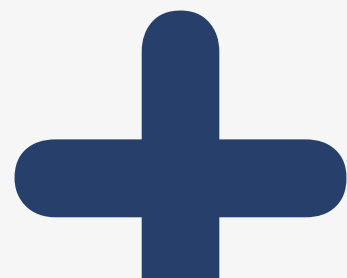
Training of Secret
Shopper

7

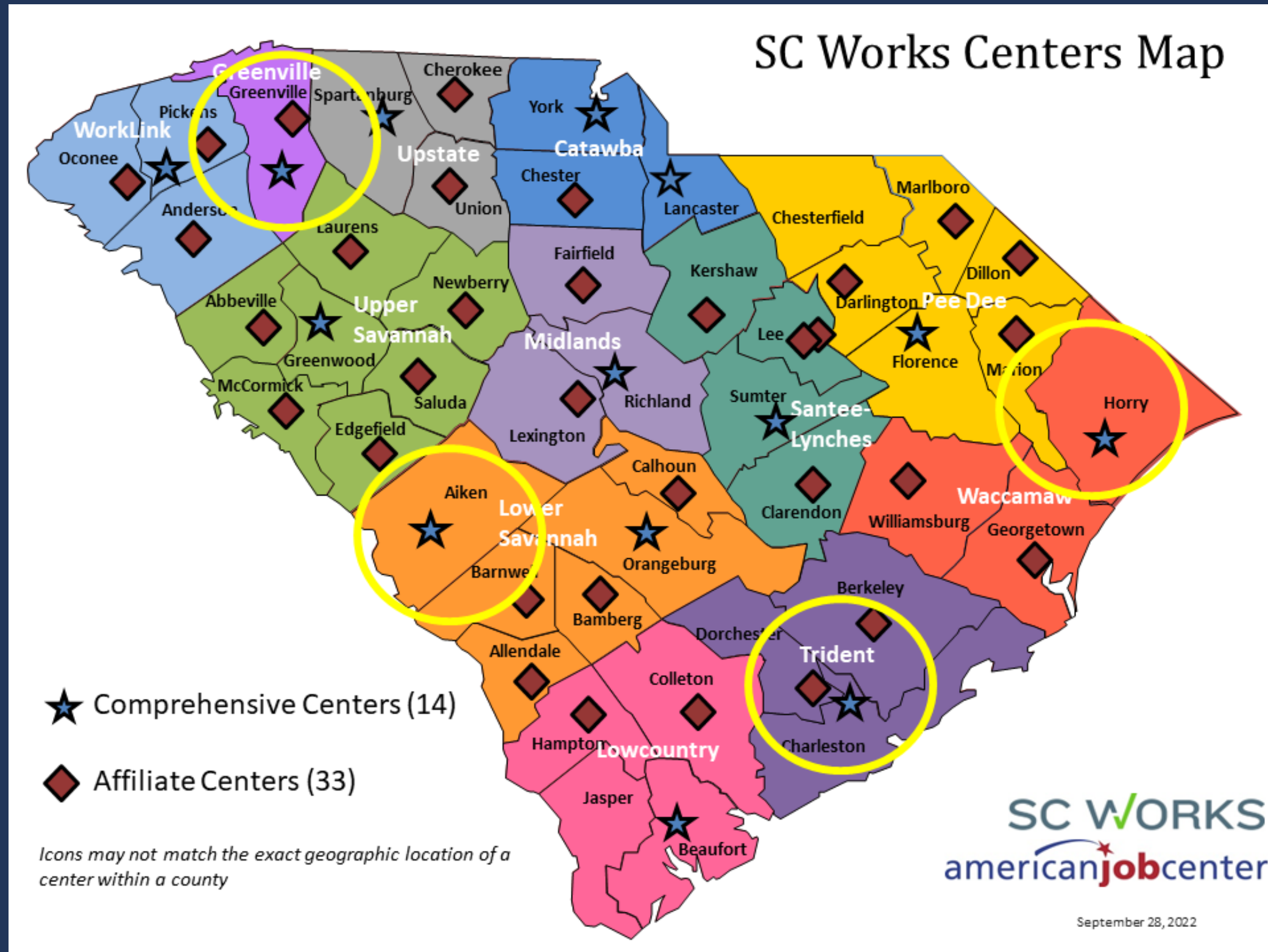
Site Visits and Data
Collection

8

Data Analysis and
Reporting



Selected Centers



*Total Centers during September 2022

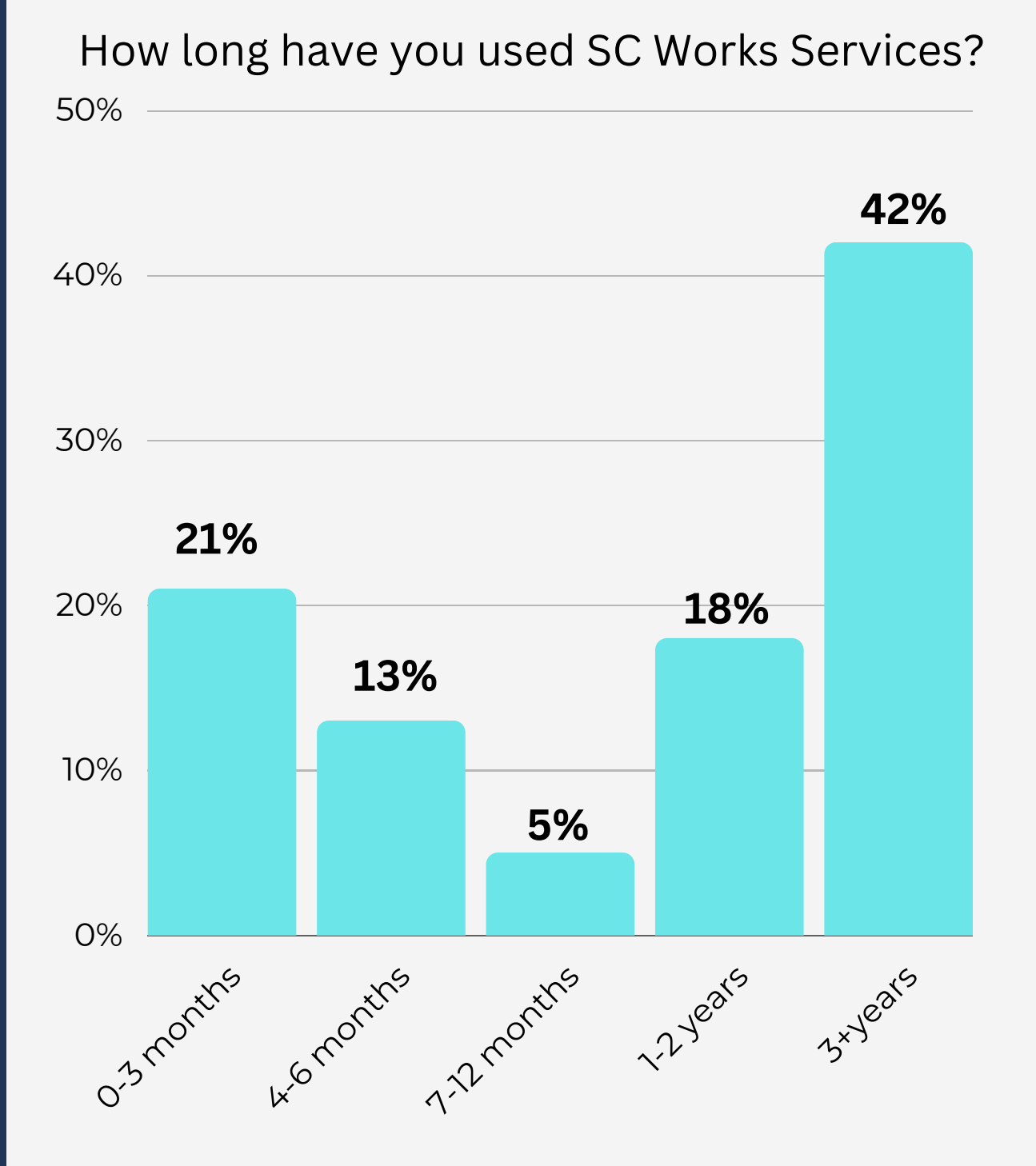
Survey Results:
Business Customer
Job Seeker

BUSINESS CUSTOMER SURVEY RESPONSES

Center	Number of Respondents	Percent of Respondents <small>*Percents are rounded</small>
Aiken Center	3	7%
Charleston Center	15	37%
Coastal Center	16	39%
McAlister Square Center	7	17%
Total	41	100%

***Survey administered from January 24– February 13, 2023, received 41 responses (8.7% response rate)**

Time Use of Services



*Percents are rounded

Average Satisfaction Rating

Online



N=26

In-Person



N=5

Phone



N=4

Virtual



N=3

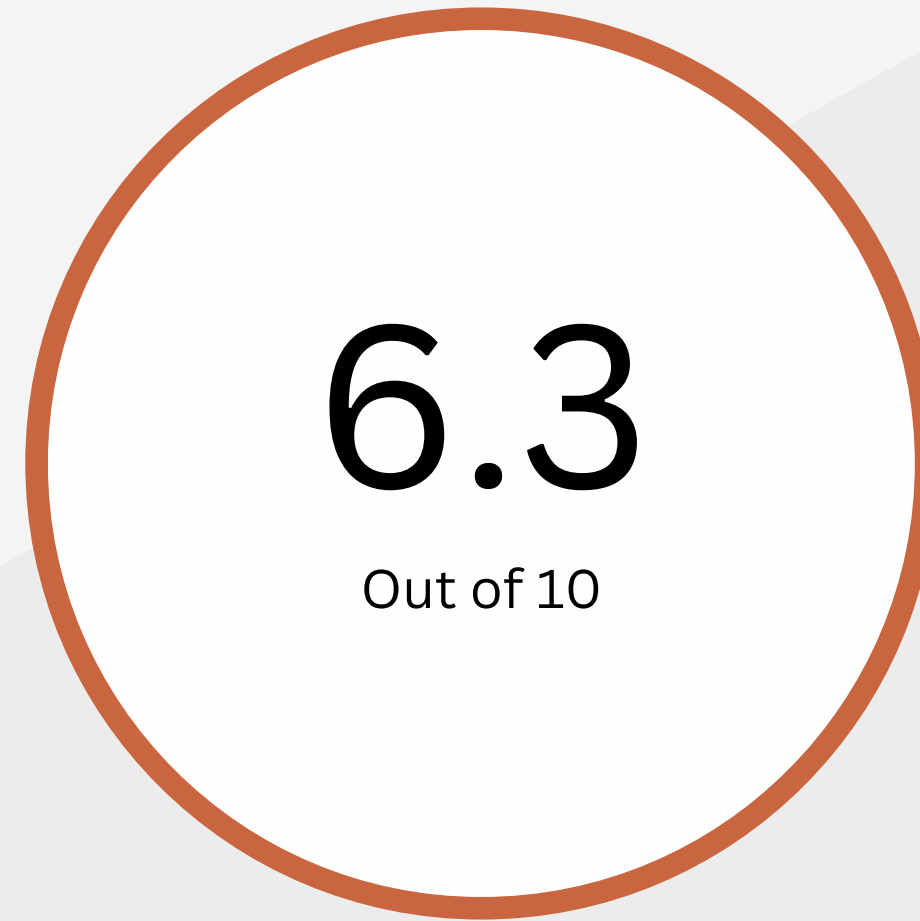
JOB SEEKER SURVEY RESPONSES

Center	Number of Respondents	Percent of Respondents <small>*Percents are rounded</small>
Aiken Center	24	6%
Charleston Center	202	50%
Coastal Center	96	24%
McAlister Square Center	85	21%
Total	407	100%

***Survey administered from February 8–23, 2023, received 407 responses (4.7% response rate)**

Average Satisfaction Rating

Online



Out of 10

N=322

Average Satisfaction Rating

Phone

Aiken



N=2

Charleston



N=12

Coastal



N=9

McAlister



N=8

Average Satisfaction Rating

In-Person

Aiken

5.0

Out of 10

N=8

Charleston

7.6

Out of 10

N=51

Coastal

9.4

Out of 10

N=23

McAlister

7.5

Out of 10

N=22

Secret Shopper Results

Secret Shopper Interviews and Emerging Themes

Positive Themes

- Professional and courteous staff
- Good physical environment and short wait time
- Provision of language translation resources
- High level of engagement at some centers
- Provision of additional resources

Positive Themes

Professional and Courteous Staff

- Genuine
- Respectful
- Caring
- Nice

"Yes, the greeter was nice. The greeter welcomed everyone and asked what service they needed and then directed them to the kiosk."

"The staff was respectful and professional with everybody."

Positive Themes

Good Physical Environment and Short Wait Time

- Billboard for Signage
- Clean and Organized
- Quiet Environment
- Accessibility
- Short Wait Time

"Very clean. Very organized. Smelled good, and they had signs all over saying no food and drinks."

"Parking lot was fine. There were handicapped parking spaces. There was a ramp near the front entrance."

Positive Themes

Provision of language translation resources

- In-house resources for limited English speakers
- Bilingual Staff
- SC Works Online Spanish module
- Local translation resources

"I told him I was limited [in English] ... [the staff] did tell me that there was a lady in the back who spoke Spanish."

"[The staff] told me, they didn't have any of that [translation services], but they [the staff] could help out. And [the staff] helped me out and, you know, worked with me basically... [the staff] was very patient. [The staff] listened very well."

"[The staff] did give me some references. [The staff] gave me a paper with references to local centers that had a translator."

Positive Themes

High Level of Engagement

- Flyers for Hiring Events
- Brochures
- Hot Jobs Board

"[During the job search] the staff showed me how to look at the different employers off the [SC Works] site and pointed out some big ones. [The staff] said, "You might be interested in something with, them, and they do a job fair once a month."

"[The staff] pointed me to some more resources, and just like hiring events, and things that I can browse through and look at while I waited."

Secret Shopper Interviews and Emerging Themes

- Low level of engagement at some centers
- Lack of personalized assistance

**Opportunities for
Improvement**

Opportunities for Improvement

Low Level of Engagement

- 3 Shoppers
- Shopper background and needs
- Educational level
- Computer interaction only

"Yeah, I mean, they didn't ask what's, like, "What's your educational background?" They didn't ask anything to like really, you know, like, we created these profiles to be different, but they didn't ask any questions to even put me in a profile."

Opportunities for Improvement

Lack of Personalized Assistance

- 8 out of 12 Shoppers
- Lack of Personalized Assistance
- Not provided resources for their unique situation
- Could perform task at home

“If I was really going to that office with the idea that they were going to help me get into this job search field, you know, get me started, I would have come across feeling like, “Well, I could have set up an SC Works account online.” If I was really going into that situation wanting help or wanting to get, to feel like somebody else was helping me search for a job, or whatever, I would not have come out of that situation feeling like they helped me in anyway, just that I did everything on my own and all they provided me was a computer to do it on.”

Recommendations

Statewide Secret Shopper Program

- Large Scale Implementation
- Business Customer Assessment
 - Electronic Surveys with a Representative Sample
 - Focus Groups and/or Interviews
- Continuation of Survey
 - Business Customers
 - Job Seekers
- Ample Time for Secret Shopper Recruitment
 - Barrier for Bilingual Speakers

Customer Satisfaction Improvement

All 4 Centers

- Checklist for initial interaction with customers
- Front-End Staff Training to inform customers to discuss virtual programs and professional certifications
- Brochures and Hot Job Board



QUESTIONS



THANK YOU





SC Works Secret Shopper Program Recommendations and Draft Action Plan for Implementation

Speaker:

Adam Paige

Director of Workforce Initiatives
Workforce Development Division



Recommendations

Recommendation for Statewide Implementation

- I. Scale up and implement the program statewide to establish representative baseline data.
- II. The Secret Shopper model provides reliable data for the jobseeker experience but does not allow the business customer experience to be assessed. To capture the business customer's experience, SC Works should disseminate surveys and conduct interviews or focus groups with a representative sample of business customers.

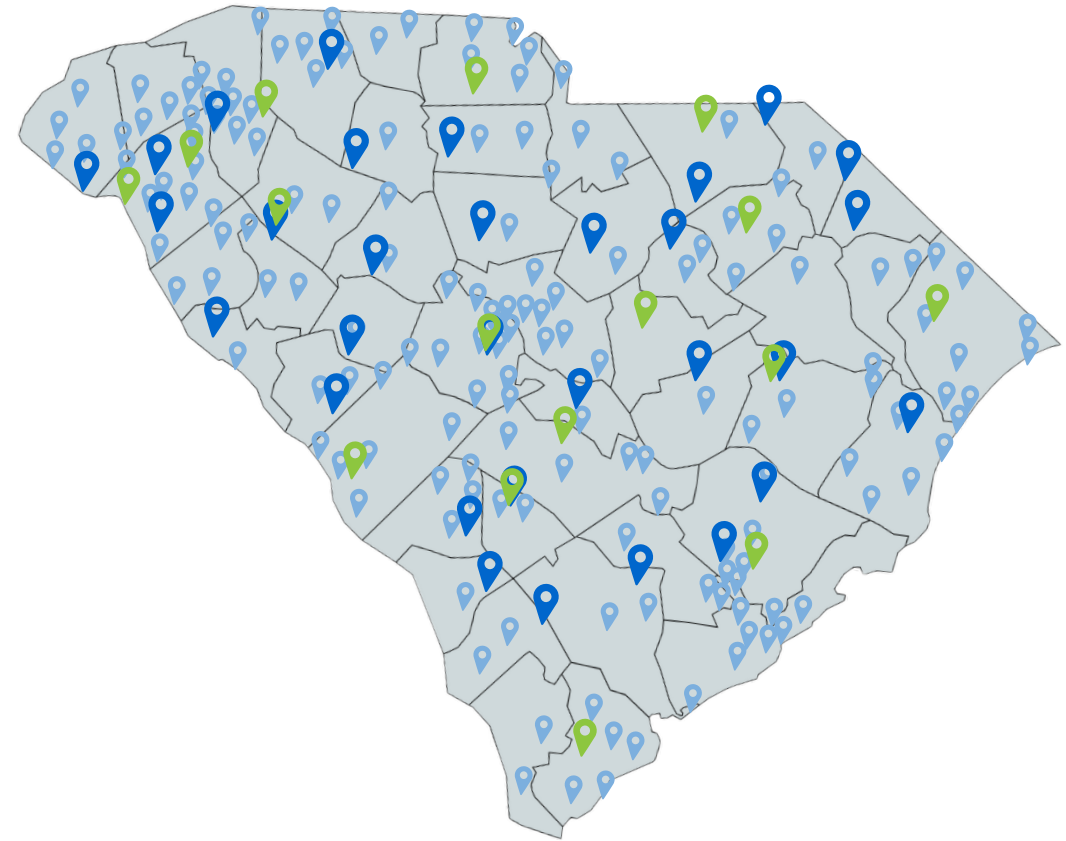
Recommendation for Customer Satisfaction Improvement

- III. Require a universal protocol or checklist for all SC Works center staff to be utilized during an in-person visit with a jobseeker.
- IV. Require a universal training module for front-end staff on how to engage with jobseekers.
- V. Ensure brochures and the hot jobs board are mentioned and readily available for jobseekers.

Recommendation for Statewide Implementation

I. Scale up and implement the program statewide to establish representative baseline data.

Action: Implement action items in alignment with the recommendations coming out of this study and then seek SWDB support and funding to reevaluate the centers statewide. More specifically, the comprehensive centers.



Comprehensive Centers



Affiliate Centers



Connection Points

Recommendation for Statewide Implementation

II. - The Secret Shopper model provides reliable data for the jobseeker experience but does not allow the business customer experience to be assessed. To capture the business customer's experience, SC Works should disseminate surveys and conduct interviews or focus groups with a representative sample of business customers.

- Action: Develop a customer satisfaction State Instruction Letter (SIL). The SIL will include guidance on collecting customer feedback and using it for continuous improvement. It will also include state questions that must be included on all customer satisfaction surveys and a requirement for regular annual reporting of customer satisfaction data.

Recommendation for Customer Satisfaction Improvement

III. Require a universal protocol or checklist for all SC Works center staff to be utilized during a jobseeker in-person visit.

- Action: Inventory and assess existing customer service delivery checklists and determine whether and if a system-wide checklist would be appropriate. Continued internal discussions are needed on this topic.



Recommendation for Customer Satisfaction Improvement

IV. Require a universal training module for front-end staff on how to engage with jobseekers

- Action: DEW partnered with Midlands Technical College to develop SC Works 101, a training for frontline SC Works center staff. The course addresses this recommendation; however, the course is currently under revision and unavailable to staff. The revised version will include fresh and relevant information and is anticipated to be released by the end of the program year. Additionally, the SC Works Learning Management System, which is in procurement, will allow DEW to provide local areas with timely and relevant training and a host of topics.

Recommendation for Customer Satisfaction Improvement

V. Require a universal training module for front-end staff on how to engage with jobseekers

- Action: Collect and share best practices for providing relevant, up-to-date brochures and a prominently featured job board. Explore support that Communications could provide to local areas to update brochures, if applicable.





Thank you



**Governor’s State Workforce Development Board
August 30, 2023, Executive Committee Meeting Minutes**

MEMBERS PRESENT:

Ms. Valerie Richardson
Mr. William Floyd
Mr. Warren Snead
Mr. Charles Brave, Jr.
Mr. Pat Michaels

MEMBERS ABSENT:

Mr. Thomas Freeland
Dr. Windsor Sherrill
Mr. John Uprichard

Welcome and Opening Remarks Ms. Valerie Richardson, SWDB Vice-Chair

Ms. Valerie Richardson, SWDB Vice-Chair, called the meeting to order at 11:00 a.m. A quorum was present.

Approval of Minutes from June 7, 2023* Ms. Richardson

Mr. Pat Michaels motioned to approve the June 7, 2023, meeting minutes. Mr. Warren Snead seconded the motion. The Committee unanimously approved the meeting minutes.

SNAP/E&T Program Ms. Tamara P. James

Ms. Tammy James, Director of Employment Services at the SC Department of Social Services (DSS), presented an overview of the services and programs offered by the Division of Employment Services, including the Temporary Assistance for Needy Families (TANF) and the Supplemental Nutrition Assistance Program Employment and Training (SNAP E&T). In compliance with the US Department of Agriculture Food and Nutrition Service (USDA FNS), Ms. James consulted with the Executive Committee on program improvements and alignment with SWDB priorities.

SC@Work: Photo Contest Ms. Dorothy Weaver

Ms. Dorothy Weaver, Director of Communications, provided instructions to the Executive Committee on how to vote for SC@Work: Photo Contest winners. SC@Work is an initiative to celebrate hard work and dedication in South Carolina by showcasing "SC at work." Employers across the state photographed their employees working and submitted their entries to DEW. Ms. Weaver explained there will be five winners, one from each workforce region and an overall winner for the State. SWDB members were asked to participate in the voting process. The winners will be announced at the 2023 Workforce Development Symposium on September 19, 2023. Voting closed on Tuesday, September 5, 2023, at 11:59 p.m.

Committee Activity Reports..... Committee Chairs

Board Development Committee – Pat Michaels, Chair

Mr. Pat Michaels reviewed the Board Development Committee priorities:

Carryover PY’22:

- *Diversity, Equity, and Inclusion Training*
 - The Committee will host the Diversity, Equity, and Inclusion training for SWDB members on October 5, 2023, at 11:00 a.m., during the 2nd quarter Committee meeting.

New Priorities for PY’23:

- *High-Performance Board Initiative*

*Denotes voting item

Governor's State Workforce Development Board
August 30, 2023, Executive Committee Meeting Minutes

- The development of an initiative to reward Local Workforce Development Boards (LWDB) for achieving high-performance levels and utilizing innovative practices that align with State Board priorities. Local areas will have the opportunity to provide feedback via a survey, helping to determine the incentive criteria.
- *2023 Workforce Development Month/ Workforce Development Symposium*
 - The Committee reviewed the 2022 Workforce Development Month activities. SWDB members were encouraged to participate in 2023 Workforce Development Month activities in their local areas.
 - The Committee reviewed a draft of the agenda for the 2023 Workforce Development Symposium on September 19, 2023, at the Williams-Brice Stadium. Board members were encouraged to attend the Workforce Symposium, noting that Mrs. Val Richardson will be one of the speakers.

Workforce Committee on Innovation – Dr. Windsor Sherrill

Ms. Pamela Jones presented the Workforce Committee on Innovation activity report.

The Innovation Committee reviewed the status of PY'23 priorities:

- *Shared Case Management System to Support Intake, Referral, and Co-enrollment*
 - The State Workforce Development Board (SWDB) allocated \$250,000 to procure a vendor to conduct a feasibility study during PY'22. The vendor would work with partners to determine the needs and options to create a Shared Case Management System. A vendor has been selected, and Staff will continue to provide updates on this priority.
- *Investment for In-Demand Training*
 - The SWDB allocated \$1M in funding to expand the utilization of Incumbent Worker Training (IWT) to include occupational skills training, on-the-job training, and customized training strategies. Local areas can determine the type of training to offer, aligning investments with training in high-growth industries and preparing for emerging-demand occupations.
 - Local areas were encouraged to submit requests for all training funds needed within their areas by August 15, 2023. Staff is currently reviewing requests from each of the 12 areas. The training funds requested totaled \$2.5M.
- *Career Exploration through Virtual Reality*
 - Staff is in exploratory conversations with the Department of Juvenile Justice (DJJ) around career exploration and training utilizing Virtual Reality Technology. We will continue to explore this and other opportunities.
- Ms. Bridgette Coates, Pee Dee Workforce Program Developer, and Ms. Ann Skinner, Upper Savannah's Workforce Development Administrator, shared an overview of the H-1B Rural Health Grant they received from the Department of Labor to expand healthcare occupations in rural areas. Target occupations include CNAs, Phlebotomists, and EMTs. The total grant award was \$2.2M. Since the grant award on February 1, 2021, the grant has served over 341 participants.

*Denotes voting item

**Governor’s State Workforce Development Board
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- Ms. Amy Hill, Work Opportunity Tax Credit and Federal Bonding Programs Manager, provided the Innovation Committee with an overview of the Work Opportunity Tax Credit and the Conditional Certification Initiatives available to employers. Employers can receive a tax credit between \$1,200 to \$9,600 for each employee.

SC Works Management Committee – Warren Snead, Chair

The SC Works Management Committee did not meet during the 1st quarter. In alignment with the Committee’s soft skills certificate priority, the Committee hosted the SC Professional Skills Certificate Employer Forum. SWDB members who serve as ‘representatives of business’ were invited to participate in the virtual demo and feedback session, at which WIN Learning demonstrated Digital Literacy and Essential Soft Skills Courseware and Assessments. Attendees were able to provide feedback on the value of the credential and offer suggestions for how to encourage employer utilization in recruiting and hiring decisions.

The Office of Adult Education asked those invited to complete the SC Digital Skills for Employment survey. The additional information gathered will be used to enhance the remediation classes offered through Adult Education programs.

Other Business/Adjourn..... Ms. Richardson

Ms. Richardson reminded SWDB members and guests that the 1st quarter full board meeting has been canceled to encourage attendance at the 2023 Workforce Symposium on September 19, 2023. Members were asked to RSVP by August 31, 2023, by emailing swdb@dew.sc.gov to register. The next full board meeting is scheduled for December 12, 2023, at 11:00 a.m. Ms. Richardson also reminded members, that the Board Development Committee is hosting the Diversity, Equity, and Inclusion Training for all SWDB members on October 5, 2023, at 11:00 a.m. Last, she asked members to vote for their favorite photo for the SC@Works: Photo Contest by Tuesday, September 5, at 11:59 p.m.

The meeting was adjourned at 11:47 a.m.

*Denotes voting item

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1550 Gadsden Street
Columbia, SC 29202
dew.sc.gov



Henry McMaster
Governor

William H. Floyd, III
Executive Director

STATE INSTRUCTION NUMBER 21-05, Change 1

To: Local Workforce Area Signatory Officials
Local Workforce Area Board Chairs
Local Workforce Area Administrators

Subject: Requesting a Waiver of State Specific Requirements

Issuance Date: DATE

Effective Date: DATE

Purpose: To provide guidance on requesting Local Workforce Development Area (LWDA) waivers of state specific requirements.

Change 1 Revision: Changes to this state instruction include the following:

- This revision clarifies that, upon waiver request approval, a Local Plan modification is required.
- The default rejection of all requests made in the 4th Quarter for the current Program Year is amended to allow for reasonable cause, so long as approval will not obstruct other workforce system priorities.
- DEW will report to the State Workforce Development Board (SWDB) all request approvals and denials in lieu of annually requesting approval authority.

Background: The Workforce Innovation and Opportunity Act (WIOA) is designed to help job seekers secure the employment, education, training, and support services necessary to succeed in the labor market and to match employers with the skilled workers they need to compete in the global economy. WIOA and its implementing regulations establish federal requirements for WIOA programs and allow states to set additional requirements as needed to reach state goals for WIOA programs. LWDA's are encouraged to develop promising and innovative practices or initiatives to achieve these goals; however, state specific requirements may limit a LWDA's ability to implement a new practice or initiative. In such a situation, the Department of Employment and Workforce (DEW) may consider a waiver of a state specific requirement. In addition to exploring available flexibilities to facilitate the achievement of LWDA goals, waivers of state specific requirements are a tool DEW may use for reducing barriers to WIOA implementation of innovative programming options.

Policy: In an effort to spur promising and/or innovative practices by local areas, LWDA's may submit a request for a waiver of a state specific requirement that may be a barrier to implementation. Once a LWDA has set local goals and identified barriers to implementing state requirements that may impede achievement of those goals, including the corresponding state policy, LWDA's are encouraged to reach out to DEW Workforce Support to discuss plans for a waiver request. This allows the LWDA to share its goals and ideas for innovation with DEW and provides the opportunity to explore any existing flexibilities and waiver options.

Innovative practices or initiatives may be identified by the following criteria:

Initiative is, or will be, implemented in partnership with other education, workforce, economic development, social service, or non-profit entities.	Lead entity is a Local Workforce Development Board (LWDB) or LWDB's service provider.
Initiative focuses on creating talent pipelines in high-growth, high-demand industries.	
Initiative targets priority populations and/or underserved communities.	The LWDB is willing to assist other LWDBs or entities with implementing the promising practice.
Initiative met or exceeded target outcomes or is on track to do so.	

Requests for a waiver must be in writing and include the following elements, as applicable:

1. Detailed description of the nature of the project/initiative to be developed
2. State specific requirement that the LWDA would like waived
3. Actions the LWDA has undertaken to remove local laws and/or policy barriers, if any
4. LWDB strategic goals relevant to the project/initiative to be developed
5. Projected programmatic outcomes resulting from implementation of the waiver
6. Alignment with state policy priorities, such as supporting employer engagement, connecting education and training strategies, supporting work-based learning, or improving job and career results
7. Individuals, groups, or populations affected by the waiver
8. LWDA plans for monitoring waiver implementation, including collection of waiver outcome information

The waiver request must include the completed “LWDA Waiver of State Requirement(s) Request Cover Sheet,” with appropriate attachments. LWDAs may submit waiver requests as part of their Local Plan or as a separate request; ultimately, an approved waiver requires a modification of the Local Plan regardless of how it is submitted. The waiver request must include documentation demonstrating that the LWDB and Chief Elected Official(s) (CEO) are aware of the waiver request and the project/initiative. LWDA’s must submit requests for waivers of state specific requirements to WorkforceSupport@dew.sc.gov.

NOTE: A LWDA must meet all state specific requirements, even though a waiver request has been submitted, until the LWDA has received an approval letter outlining the waiver terms. Depending on the nature of the waiver request and the needs of the initiative, a waiver request may be approved retroactively.

LWDA waiver requests will be reviewed within 90 days of receipt of submission of the waiver request. Review of waiver requests will be expedited when possible. Upon approval of a waiver request, DEW will send an approval letter identifying the effective date and the duration of the waiver.

NOTE: Waiver requests submitted in the fourth quarter for the current program year (PY) will not be approved unless reasonable cause is presented by the LWDA and this exception would not obstruct other workforce system priorities.

While an approved waiver is ongoing, LWDAs should regularly assess whether the waiver is successfully achieving LWDA goals. LWDAs must report specifically on waiver impact and outcomes. DEW will consider outcome information as part of the criteria for granting renewal of a waiver, if requested.

Authority for Waiver Approval

Waivers approved by DEW are only granted for state specific requirements issued in State Instructions. Waiver approval cannot be granted for any requirements governed by federal or state laws and regulations, including federal performance measures. DEW will approve or deny waiver requests, as appropriate, and report all decisions to the State Workforce Development Board (SWDB).

State Instruction 21-05, Change 1
Requesting a Waiver of State Specific Requirements
DATE
Page 4 of 4

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

Inquiries: Questions may be directed to Workforce Reporting and Compliance (WRC) at WRC@dew.sc.gov.

Nina Stagers, Assistant Executive Director
Workforce Development Division

Attachment: LWDA Waiver of State Specific Requirement(s) Request Cover Sheet

DRAFT

Authority to Approve Waivers of State Specific Requirements



Background

- State Instruction 21-05: Requesting a Waiver of State Specific Requirements
- New Process—Implemented in PY 2021
- DEW's Responsibilities
 - Approve/Reject LWDA waiver requests submitted within the program year
 - Annually request authority to approve by the Workforce Development Division of DEW.

Authority for Waiver Approval

Waivers approved by DEW are only granted for state specific requirements issued in State Instructions. Waiver approval cannot be granted for any requirements governed by federal or state laws and regulations, including federal performance measures. Furthermore, DEW will obtain approval authority from the State Workforce Development Board (SWDB), annually, before approving any waiver requests submitted within each program year. The appropriate SWDB subcommittee will be updated upon approval or denial of a LWDA waiver request.

Revision

1. Local plan modification is required.
2. Requests made in the 4th Quarter to waive current program year requirements may be allowed if:
 - Reasonable Cause
 - Workforce system priorities are not obstructed
3. Report of approvals/denials to SWDB in lieu of annual authority request.

Questions?



Voting Action

This state instruction revision may move forward for full SWDB approval.

Statewide Education and Workforce Act & Unified State Plan Draft

State Workforce Development Board
Executive Committee

NOVEMBER 14, 2023

End of Presentation Discussion

- 1) Are there any major issues missing in the unified state plan draft?
- 2) What aspects of the plan are you particularly glad are included?

Who is involved?

COUNCIL MEMBERS: EDUCATION

State Superintendent of Education

State Board for Technical and
Comprehensive Education
Executive Director

Commission on Higher Education
Executive Director

Education Oversight Committee Director

Senate Education Committee Appointee

House Education Committee Appointee

First Steps Executive Director

K-12 School Counselor
(Superintendent of Education Appointee[^])

Career and Technology Education Director
(Superintendent of Education Appointee[^])

School District Superintendent
(Superintendent of Education Appointee[^])

Technical College President
(State Board for Technical and Comprehensive Education Chair Appointee)

4-year College or University President or Provost
(Presidents of Four-year Universities Appointee)

Research University President or Provost
(Presidents of the Research Universities Appointee)

 Indicates Executive Committee

[^]Must have expertise regarding the S.C. Education and Economic Development Act

*Must be representatives from the business community

COUNCIL MEMBERS: WORKFORCE

Department of Employment and Workforce
Executive Director

Department of Commerce Secretary

State Workforce Development Board Chair

**Representative of a Local Workforce
Development Board**

(Department of Employment and Workforce Appointee)

S.C. Manufacturing Extension Partnership
President

S.C. Research Authority Chair

State Housing, Finance, and Development
Authority Executive Director

Office of Revenue and Fiscal Affairs Director

Department of Revenue Director

Department of Labor, Licensing, and
Regulation Director

Department of Veterans Affairs Director

Commissioner of Agriculture

Department of Parks, Recreation, and
Tourism Director

Vocational Rehabilitation Commissioner

COUNCIL MEMBERS: APPOINTEES

Office of Statewide Workforce
Development Director

(Governor Appointee, with advice and consent of Senate)

Individual with expertise in economic
development and workforce

(Senate President Appointee - Senator Shane Massey)

Individual with expertise in economic
development and workforce

(House Speaker Appointee - Rep. Jay West)

2 Individuals with expertise in economic
development and workforce

(Governor Appointee*)

3 Current or past small business owners

(Governor Appointee)

Senate Minority Party Appointee

House Minority Party Appointee

Representatives of any other entities selected
by vote of the executive committee

■ Indicates Executive Committee

^Must have expertise regarding the S.C. Education and Economic Development Act

*Must be representatives from the business community

Why is a plan needed?

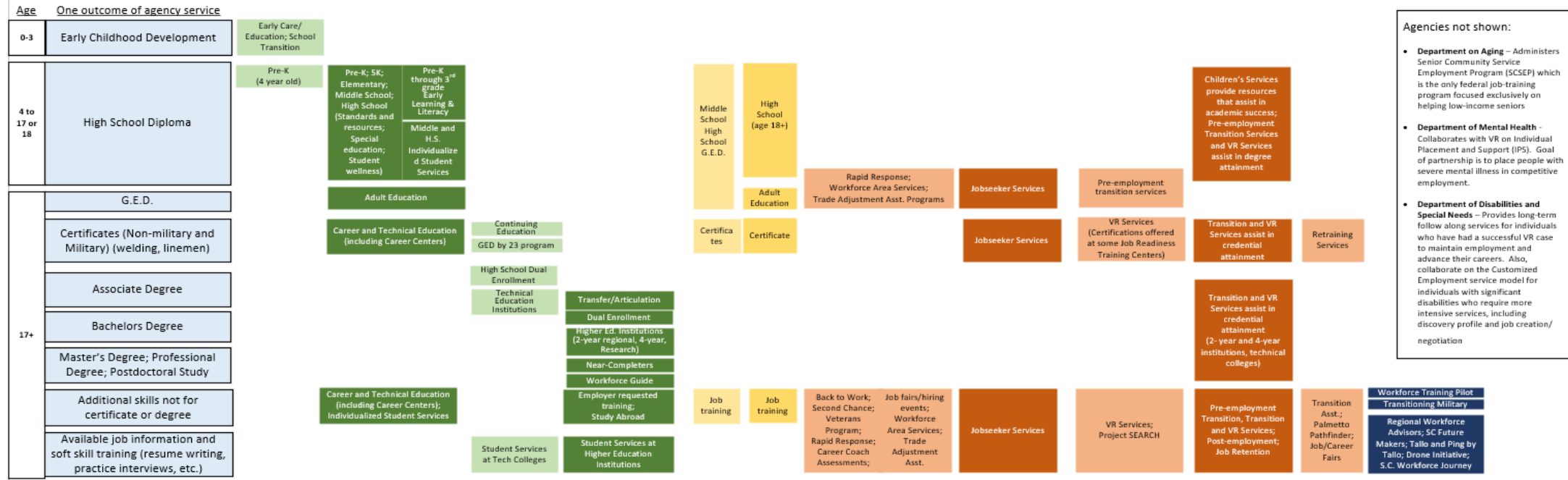
Current complicated siloed state

S.C. Education and Workforce Development Ecosystem

CCWD means Coordinating Council for Workforce Development Member;
WIOA means federal Workforce Innovation and Opportunity Act Partner
ECAC means Early Childhood Advisory Council

Policy setting involves...	25 member Board	17 member Board	13 member Board	15 member Commission	Agency Director	Agency Director	33 member State Workforce Development Board	Agency Director	6 member Board	7 member Commission	Agency Director	Agency Director	10 member Board	7 member Board
Agency	FIRST STEPS	Department of Education	Technical Colleges	4-year colleges CHE	DJJ	SCDC	DEW	DSS	Vocational Rehab (VR)	Commission for the Blind	Veterans Affairs	Commerce	JEDA	RIA
Agency is member of...	ECAC	ECAC WIOA CCWD	CCWD	ECAC CCWD	State & Federal	State & Federal	CCWD WIOA	WIOA	WIOA	WIOA	State	CCWD		
Funding provided by...	State & Federal	State & Federal	State	State & Federal	State & Federal	State & Federal	Federal	Federal	Federal	Federal	State	State & Federal		

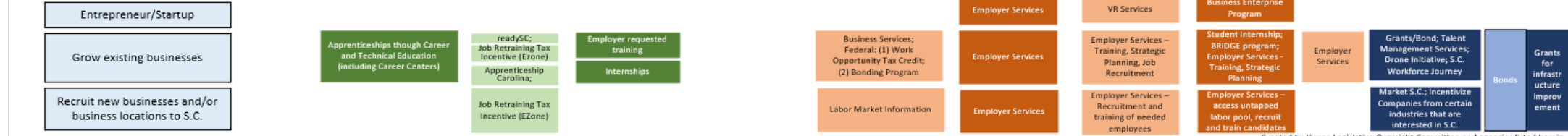
How does an individual obtain education and skills to be competitive for jobs?



How does an individual obtain child care to work or attend education/training needed to obtain work?

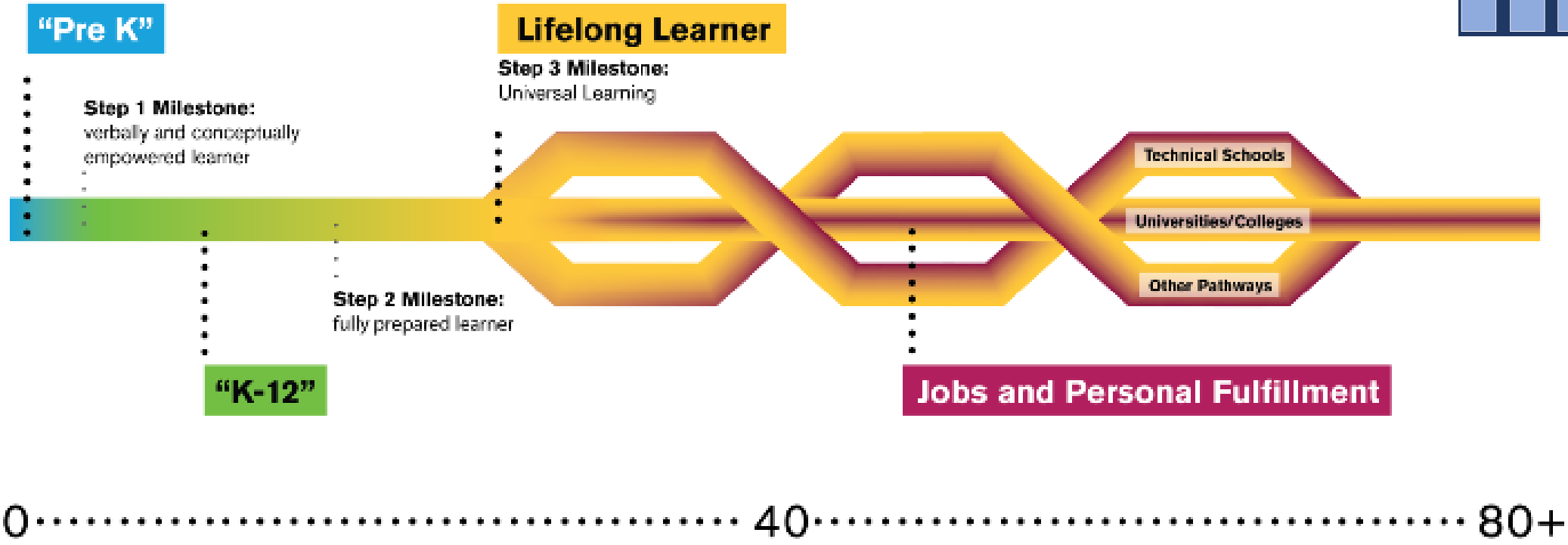
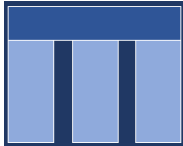


How does the state grow business and increase the number of individuals employed?



Created by House Legislative Oversight Committee and agencies listed herein

Desired future



What is the plan?

UNIFIED STATE PLAN

What is it?

A comprehensive **education and workforce development plan for South Carolina.**

Has one ever existed?

No. A plan involving 10+ agencies across both education and workforce has never existed in our state.

COLLECTIVE VISION AND MISSION

Vision Achieve and sustain South Carolina's workforce potential.

Mission Through collaboration and coordination, align and enhance South Carolina's education and workforce system so that is readily accessible, highly effective, and easily understandable.

**Topics for
first USP**

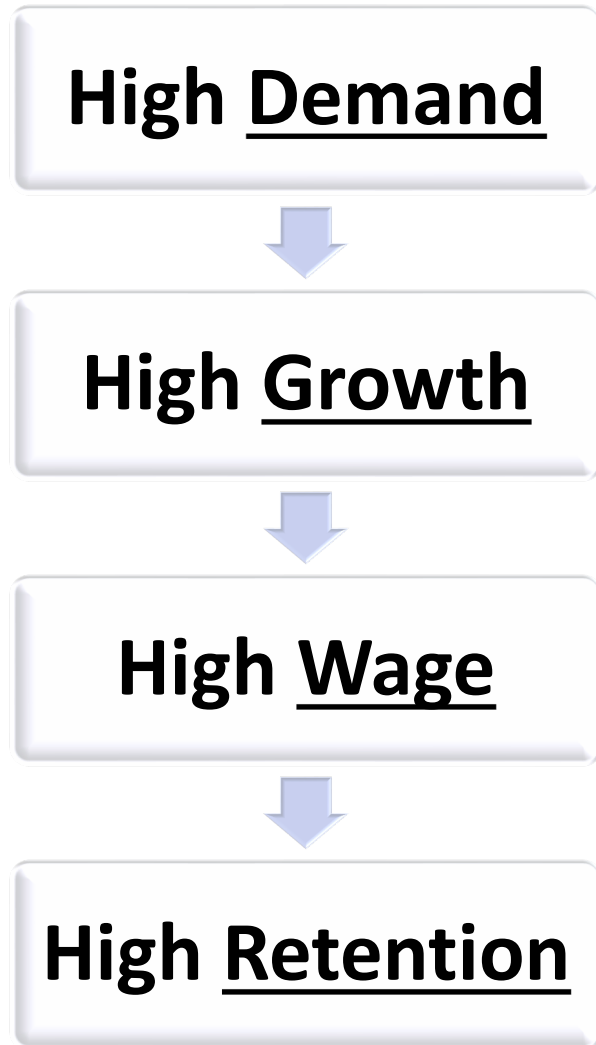
Awareness

Skills

Obstacles

NOTE: Current WIOA Combined State Plan draft has same vision and mission.

PATHWAYS TO 4H JOBS



- Each goal relates to pathways to 4H occupations
- 4H occupations are in all industries
- There are many paths to 4H occupations that include other positions along the way.
- Wages allowing an average South Carolina family to be self-sufficient without reliance on government assistance

NOTE: Current WIOA Combined State Plan uses 4H terminology.



Awareness (Part I)

Increase South Carolinians' understanding about the pipeline toward 4H jobs.

What we heard

- Outdated adverse stigmas about certain industries
- Perception that everyone must attend 4-year college to be successful
- Unawareness about vast and diverse job opportunities throughout the state

Strategies

#1: Increase the **understanding of 4H jobs** and **the pathways to obtainment** for...

- K-20 students
- Guardians of K-20 students
- Those employed in schools
- Those not in the labor force
- Those underemployed

#2: Increase the **understanding of services** available and the workforce pipeline for...

- Employers offering 4H jobs

Tactical actions

- Central education and workforce portal
- Central career pathways information
- Central menu of services for individuals seeking jobs
- Coordinated awareness campaigns across state agencies



Awareness (Part 2)

Increase South Carolinians' understanding about the pipeline toward 4H jobs.

What we heard

- Confusion about which entity to approach for assistance
- Repetitive forms required of individuals and businesses (posting internships, jobs, etc.) to obtain services
- No one speaks to each other

Strategies

- #1: Decrease the number of **times individuals must enter similar information** when seeking state government services related to education and employment
- #2: Decrease the number of **contacts a business must make** within state government to address their issue related to education and workforce

Tactical actions

- Evidence building system
- Inventory of education and workforce programs
- Central menu of services available to assist businesses



Skills (Part 1)

Increase skills and experiences, of South Carolinians at all ages, while in the pipeline to 4H jobs.

What we heard

- Job seekers lack commitment and soft skills (e.g., team player, follow directions, show up on time)
- New hires quit within two weeks
- Business don't provide opportunities for potential future employees to learn

Strategies

- #1: Increase participation by **K-20 students, and adults re-entering the workforce** in high impact practices.
- #2: Increase participation by **businesses** in high impact practices

Tactical Actions

- Create central rolodex of companies willing to participate in high impact practices
- Organize career education staff to promote opportunities
- Education programs incorporate high impact practices

High Impact Practices = Apprenticeship; Internship; Job shadowing; Mentoring; School-based enterprise; Service learning; Structured field study; Cooperative education

***Note: Goal, strategy, and tactic formation are still in progress.*



Skills (Part 2)

Increase skills and experiences, of South Carolinians at all ages, while in the pipeline to 4H jobs.

What we heard

- Education doesn't teach skills needed
- In-demand skills and credentials are needed
- Define in-demand skills

Strategies

- #1: Increase percentage of labor force in S.C. holding a high value credential
- #2: Increase percentage of individuals who, within six months of attaining a credential in S.C., are in additional education, employed, or participating in a year of service in S.C.

Tactical Actions

- Track standard occupational classification codes and align them with education received
- Calculate return on investment in education and workforce programs

SOC
Status



Obstacles

Increase options to attract and retain South Carolinians in the 4H job pipeline.

What we heard

- Prospective workers face barriers to entering the workforce
- Housing and childcare costs prevent workers from accessing resources
- Transit availability limits worker options and accessibility

Strategies

- #1: Increase the **number of available and affordable** childcare options for guardians entering the workforce or obtaining education
- #2: Increase the **number of eligible workers within XX minutes drive, or XX minutes bus/bike ride, of the largest employment center** in each county
- #3: Increase the **number of transit options** for individuals without vehicles to get to work

Tactical Actions

- Study regarding barriers related to (1) childcare; and (2) transportation
- Expand citizen access to lists of licensed available childcare facilities (and funded 4K programs)
- More to come

End of Presentation Discussion

- 1) Are there any major issues missing in the unified state plan draft?
- 2) What aspects of the plan are you particularly glad are included?

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