Executive Committee Meeting
September 5, 2024, at 11:00 a.m.

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AGENDA

I.   Welcome and Opening Remarks .... Mr. Thomas Freeland, SWDB Chair

II.   Approval of June 6, 2024 Meeting Minutes* ....Mr. Freeland

III.   SWDB Satisfaction Survey Responses ....Mrs. Pamela H. Jones

IV.   SWDB Strategic Plan Progress .... Mrs. Jones

V.   Other Business/Adjourn..Mr. Freeland

*Denotes Voting Item

Governor's State Workforce Development Board
June 6, 2024, Executive Committee Meeting Minutes

MEMBERS PRESENT:	MEMBERS ABSENT:
Mr. Thomas Freeland*	Mr. Pat Michaels
Ms. Valerie Richardson*	Mr. John Uprichard
Mr. Charles Brave, Jr.	
Mr. William Floyd	
Dr. Windsor Sherrill	
Mr. Warren Snead	

Welcome and Opening Remarks ....Mr. Thomas Freeland, SWDB Chair
Mr. Thomas Freeland, State Workforce Development Board Chair, called the meeting to order at 11:00 a.m. A quorum was present.

Approval of Meeting Minutes for March 5, 2024* ....Mr. Freeland
Mr. Warren Snead motioned to approve the March 5, 2024, meeting minutes. Dr. Windsor Sherrill seconded the motion. The Committee unanimously approved the meeting minutes.

SC Works Certification Standards*.. Mr. Adam Paige
Every three years, the Workforce Innovation Opportunity Act (WIOA) requires the SWDB to establish objective criteria and procedures for Local Workforce Development Boards (LWDBs) to assess one-stop centers in three categories: management, job seeker services, and business services. Mr. Adam Paige, Director of Workforce Initiatives, presented the updated 2024 SC Works Certification Standards, providing an overview of the revisions made and reviewing comments received from Local Workforce Development Areas (LWDAs) during the public comment period.

SC Works Management Committee voted unanimously to approve the updated SC Works Certification Standards, advancing them to the Executive Committee.

Mrs. Valerie Richardson motioned to approve the updated SC Works Certification Standards, advancing them to the full board for a final vote. Mr. Sneed seconded the motion. The Committee unanimously approved the updated SC Works Certification Standards, advancing them to the full board for a final vote to approve.

High-Performance Board Incentive Award* ....Ms. Pamela Jones
Ms. Pamela Jones reviewed the High-Performance Board Incentive Award requirements, created to encourage and reward LWDBs that achieve performance levels. The criteria and eligibility include meeting federal and state-specific performance Measures, WIOA Primary Indicators of Performance, promoting regionalism, and employing innovative practices that align with the WIOA State Plan goals.

Eligible LWDBs will receive a minimum of $50,000 reimbursable grant for WIOA-approved activities to be awarded during Program Year (PY) 2025 based on PY'24 performance. Application instructions will be distributed at the end of PY'24.
Mr. Charles Brave, Jr. motioned to approve the High-Performance Board Incentive Award. Mr. Warren Snead seconded the motion. The Committee unanimously approved the High-Performance Board Incentive Award, advancing it to the full board for final approval.

*Denotes voting item

SWDB/LWDB Survey ....**Ms. Jones**
To support the SWDB priority of increasing engagement with LWDBs, the Board Develop Committee members voted to expand the 2023 SWDB Satisfaction Survey to hear from LWDB members, gathering feedback and input on strategies to improve communication, collaboration, and engagement between the state and local boards.

Ms. Jones reviewed the SWDB/LWDB Satisfaction Survey questions, which included targeted questions to hear from LWDB members. No revisions were suggested. Staff will distribute the 2023 SWDB/LWDB Survey to SWDB and LWDB members in June 2024.

Committee Activity Reports..**Committee Chairs**
Board Development Committee – Mr. Pat Michaels
Ms. Pamela Jones presented the Board Development Committee activity report.

During the 4th quarter Board Development Committee meeting, members voted unanimously to create the High-Performance Local Workforce Development Board (LWDB) Incentive to encourage and reward LWDBs that achieve performance levels and whose innovative practices align with the State Board priorities, advancing it to the Executive Committee for approval. The Committee also voted to make this an annual award.

Ms. Pamela Jones reviewed the SWDB/LWDB Satisfaction Survey questions, which included targeted questions to hear from LWDB members and receiving feedback from Committee members. Ms. Jones will present the final survey to the Executive Committee. The survey will be dispersed to all SWDB and LWDB members after the adjournment of the Executive Meeting.

The Board Development Committee reviewed PY'23 priorities and activities:

- *Coordinate Diversity, Equity, and Inclusion Training*
  - SWDB members participated in the DE&I training on October 5, 2023.
- *Support and Encourage Participation in 2023 Workforce Development Month Activities and the Workforce Development Symposium*
  - The Symposium had record attendance. During the Symposium, the SWDB awarded 12 Workforce Hero Awards. SWDB members participated in the voting process for the SC@Work: Photo Contest winner(s).
- *Develop an initiative to recognize High-Performing Local Workforce Development Board*
  - The Committee developed the High-Performance Board Incentive Award to recognize LWDB(s) that achieve required performance levels and whose innovative practices align with State Board priorities.
- *2023 SWDB Satisfaction Survey*
  - The SWDB Satisfaction and Board Development Survey will be distributed to Local Workforce Development Board (LWDB) members to gather feedback and input on strategies to improve communication and collaboration between the state and local boards.

The Committee completed its PY'23 priorities.

*Denotes voting item

Committee on Workforce Innovation – Dr. Windsor Sherrill
During the 4th quarter Committee on Workforce Innovation meeting:

- Mr. Tom Allen, Chief Technology Officer of the Office of Regulatory Staff, reviewed the SC Digital Equity Plan developed by the SC Digital Opportunity Department. The plan identifies five goals for digital opportunity in SC: Broadband Affordability, Online Accessibility and Inclusion for Everyone, Digital Literacy, Online Privacy and Cybersecurity, and Device Availability and Affordability.

The Innovation Committee reviewed PY'23 priorities:

- *Shared Case Management System to Support Intake, Referral, and Co-enrollment*
  - The State Workforce Development Board (SWDB) allocated $250,000 in funding to conduct a feasibility study, working with our partners to evaluate options for an integrated case management system across WIOA Core Program Partners during PY'22. The results of the study were shared at the PY'23 Q2 SWDB meeting. Phase II Implementation of the Shared Case Management System project involves developing the scope of work for vendor/product solicitation. SWDB allocated $69,200 to support the preparation of the scope of work and functional requirements for the case management and labor exchange solicitation and to support market engagement.
- *Investments for In-Demand Training*
  - SWDB allocated $2 million in funding to expand the utilization of Incumbent Worker Training, enabling the workforce system to provide training according to the needs of participants and employers and for in-demand training services that align with local area needs. Each local area received an average of $167,000 in training grant awards for a total of $1,999,888.
- *Career Exploration and Training through Virtual Reality:*
  - Identifying opportunities to expand the utilization of virtual reality for training and career explanation is an ongoing priority. One example identified during the program year was The EmpowerU: Futures Unlocked Model, in which youth at the Department of Juvenile Justice (DJJ) utilize VR for career exploration.

The Committee completed its PY'23 priorities. Staff will continue to identify opportunities to expand virtual reality utilization to the committee in PY'24.

SC Works Management Committee – Mr. Warren Snead
During the 4th quarter SC Works Management Committee meeting,

- Mr. Adam Paige, Director of Workforce Initiatives, presented the SC Works Certification Standards, providing an overview of the revisions made and reviewing comments received from LWDAs during the public comment period. The SC Works Management Committee voted unanimously to approve the updated SC Works Certification Standards, advancing them to the Executive Committee.

SC Works Management Committee reviewed PY'23 priorities:

*Denotes voting item

- *SC Works Customer Service (Secret Shopper)*
  - To increase the use of the SC Works system by businesses and job seekers the SC Works Secret Shopper Initiate was deployed during PY'22. The EvalGroup shared the SC Works Secret Shopper findings during the first quarter Executive Committee meeting. The findings and recommendations were incorporated into the SC Works Certification Standards. The Committee will continue to receive updates on the implementation recommendations from EvalGroup findings.
- *SC Soft Skills Certificate*
  - The SC Professional Skills Certificate, developed in partnership with WIN Learning, is awarded to job seekers who successfully complete WIN Essential Soft Skills and Digital Literacy Assessments. In October 2023, the WIN Career Readiness Initiative was launched to increase employer interest in recognizing the SC Professional Skills Certificate as a value-added asset for job applicants.
- *Investments for In-Demand Training*
  - SWDB allocated $2 million in funding to expand the utilization of Incumbent Worker Training, enabling the workforce system to provide training according to the needs of participants and employers and for in-demand training services that align with local area needs. Each local area received an average of $167,000 in training grant awards for a total of $1,999,888.
- *SC Works/Staff Training Learning Management System:*
  - SWDB allocated $200,000 in funding for the Learning Management System (LMS), which will provide a centralized location for training content accessible across the workforce system and include the functionality to track the completion of required training. Implementation of the LMS is expected to occur during the current calendar year.

The Committee completed its PY'23 priorities.

Other Business/Adjourn..**Mr. Freeland**
Mrs. Valerie Richardson announced her resignation from the SWDB and retirement from Prisma Health after 37 years of service. She served on the SWDB since 2016 and became Co-Chair in 2022.

Mr. Freeland reminded members and guests that the next full board meeting is scheduled for Tuesday, June 25, 2024, at 11:00 a.m. in the C. Lem Harper Building, followed by the SWDB Strategic Planning Workshop at 2:00 p.m.

Mr. Freeland noted that members received a Save-the-Date for the 2024 Workforce Development Symposium on September 12, 2024, at the Columbia Convention Center. To encourage members to attend the Symposium, the SWDB will not hold a 1st quarter meeting in PY'24.

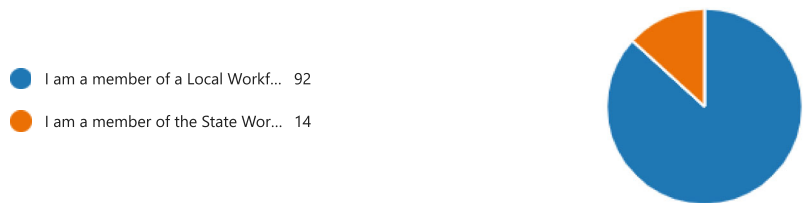The meeting was adjourned at 11:56 p.m.

*Denotes voting item

SWDB Satisfaction and Board Development Survey Program Year 2023

106
Responses

23:51
Average time to complete

Closed
Status

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1. To what degree are you involved with workforce development in South Carolina?

🔵 I am a member of a Local Workf...	92
🟠 I am a member of the State Wor...	14

2. Please select which Local Workforce Development Area you represent.

🔵 01 - WorkLink	9
🟠 02 - Upper Savannah	9
🟢 03 - Upstate	12
🔴 04 - Greenville	6
🟣 05 - Midlands	6
🟤 06 - Trident	7
🟣 07 - Pee Dee	7
⚫ 08 - Lower Savannah	6
🟡 09 - Catawba	6
🔵 10 - Santee-Lynches	4
🔵 11 - Waccamaw	5
🟠 12 - Lowcountry	15
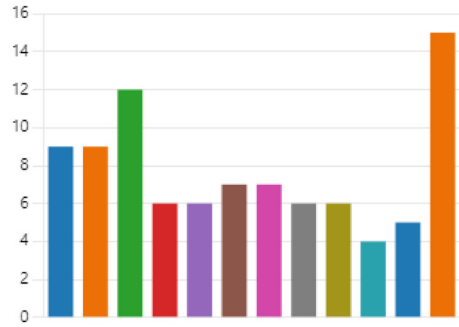
3. How long have you been a member of the LWDB?

🔵 Less than 6 months	9
🟠 6 - 12 months	4
🟢 1- 2 Years	23
🔴 2 - 5 Years	25
🟣 More than 5 Years	31

4. On the LWDB, I represent the following membership category:

🔵 Business	42	
🟠 Labor Associations	3	
🟢 Community-based organization ...	7	
🔴 Government	15	
🟣 Elected Official	1	
🟤 Education	15	
🟣 Economic and Community Deve...	7	
⚫ Other	2	
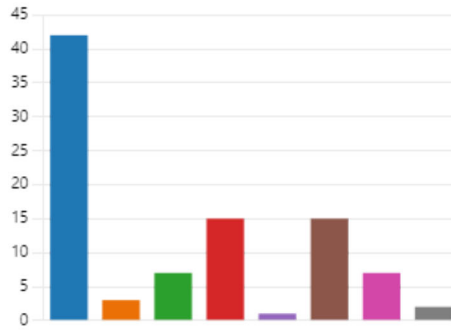
5. If you selected 'Other' in response to question 4, please describe the category of membership you represent.

4
Responses

Latest Responses

6. Role, Purpose and Priorities of the State Workforce Development Board (SWDB)

■ 1: Strongly Disagree   ■ 2: Disagree   ■ 3: Neutral   ■ 4: Agree   ■ 5: Strongly Agree

I understand the role and priorities of the SWDB.

I understand the relationship between the SWDB, DEW, LWDBs and the broader workforce system.

A high level of engagement between LWDBs and the SWDB is necessary to achieve a high-quality, custome...
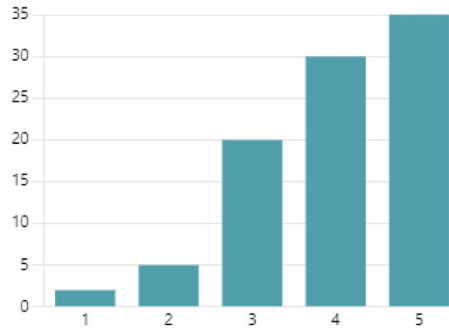
7. In your opinion, rate the current level of collaboration between your LWDB and the SWDB.
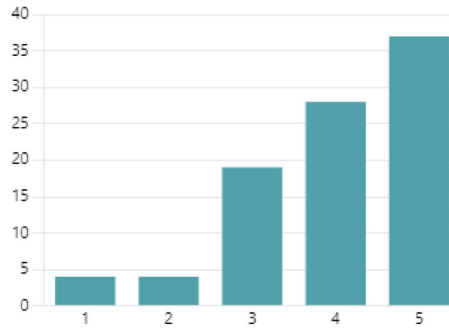
4.03
Average Rating
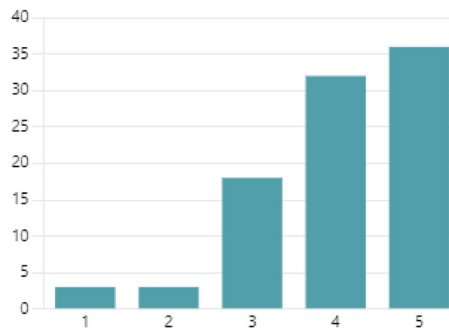
8. In your opinion, rate the current level of effectiveness of communication between your LWDB and the SWDB.
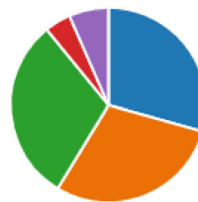
3.99
Average Rating

9. In your opinion, rate the current level of engagement between your LWDB and the SWDB.

3.98
Average Rating

10. How might we improve collaboration, communication, and engagement between the LWDB and SWDB?

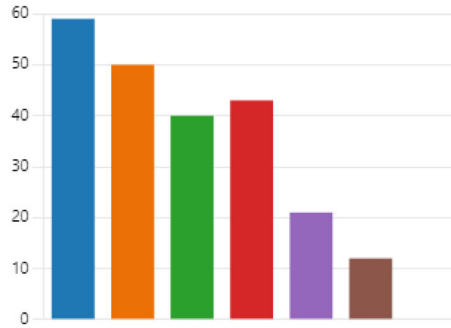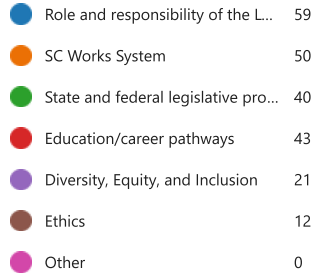|		
🔵 Joint training and professional d...	27
🟠 Joint strategic planning	27
🟢 Joint LWDB/SWDB meetings	28
🔴 Recognition of high-performing...	4
🟣 Other	6

11. If you selected 'Other' in response to question 10, please provide additional strategies to improve collaboration, communication and engagement.

7
Responses

Latest Responses

12. In what areas are you interested in joint training opportunities?

- ● Role and responsibility of the L...   59
- ● SC Works System   50
- ● State and federal legislative pro...   40
- ● Education/career pathways   43
- ● Diversity, Equity, and Inclusion   21
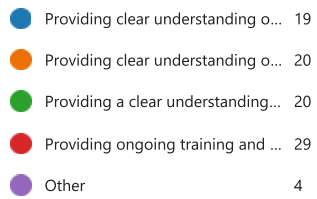- ● Ethics   12
- ● Other   0

13. If you selected 'Other' in response to question 12, please provide additional joint training opportunities.

2
Responses

Latest Responses
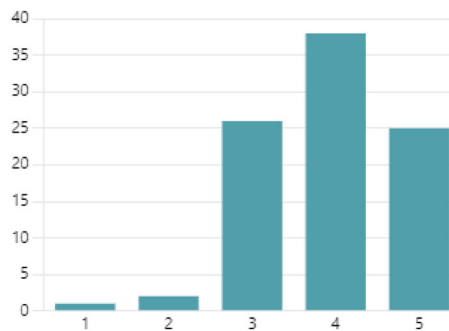
14. How can the SWDB help your LWDB create a high-quality customer driven workforce system?

- ● Providing clear understanding o...   19
- ● Providing clear understanding o...   20
- ● Providing a clear understanding...   20
- ● Providing ongoing training and ...   29
- ● Other   4

15. In your opinion, rate the current level of effectiveness of the SWDB.
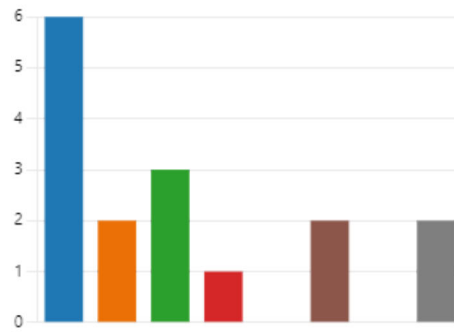
3.91
Average Rating

16. Please share any other ideas, areas of concern, or general comments:

92
Responses

Latest Responses

17. On the SWDB, I represent the following membership category:

🔵	Business	6
🟠	Labor Associations	2
🟢	Community-based organization ...	3
🔴	Government	1
🟣	Elected Official	0
🟤	Education	2
🔴	Economic and Community Deve...	0
⚪	Other	2

18. If you selected 'Other' in response to question 2, please describe the category of membership you represent.

2
Responses

Latest Responses
"*Nonprofit*"

19. How long have you been a member of the SWDB?

🔵	Less than 6 months	1
🟠	6 - 12 months	0
🟢	1 - 2 Years	2
🔴	2 - 5 Years	2
🟣	More than 5 Years	11

20. Role, Purpose and Priorities of the SWDB

■ 1: Strongly Disagree ■ 2: Disagree ■ 3: Neutral ■ 4: Agree ■ 5: Strongly Agree

I understand the role and priorities of the SWDB.

I understand the purpose and functions of the committee on which I serve.

The committee structure is appropriate for the purpose of the SWDB.

I understand the relationship between the SWDB, DEW and the broader workforce system.

100%   0%   100%
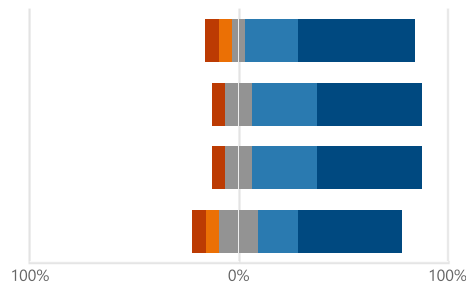
21. Participation and Engagement

■ 1. Strongly Disagree   ■ 2. Disagree   ■ 3. Neutral   ■ 4. Agree   ■ 5. Strongly Agree

In the past year, I attended a majority of committee and SWDB meetings.

In the past year, I contributed to the work of my committee.

There is at least one other SWDB member I would feel comfortable calling to discuss a question or concern.

100%   0%   100%
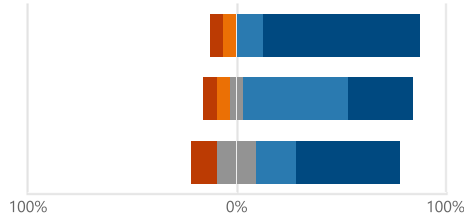
22. During the past year, I participated in one or more of the following events/activities:

- ● State or local Chamber of Com...   11
- ● Industry partnership meetings   4
- ● Business roundtables   3
- ● Local Workforce Development B...   7
- ● Other   2

23. What support do you need to be a more effective and engaged SWDB member?

- ● Clear understanding of my role ...   4
- ● Clear understanding of Board o...   5
- ● Ongoing and regular training/pr...   3
- ● Connection to a mentor.   0
- ● No response   5
- ● Other   1
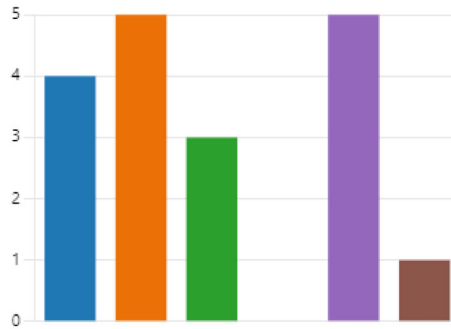
24. If you selected 'Other' in response to question 8, please provide additional strategies you need to be a more effective and engaged SWDB member?
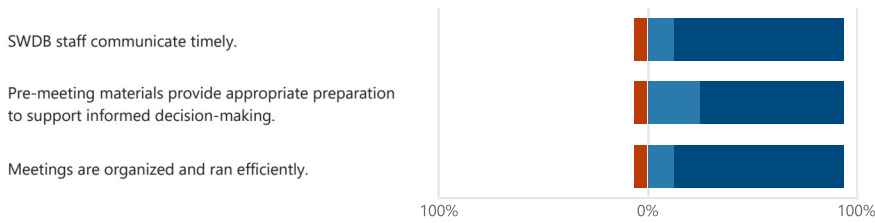
2
Responses

Latest Responses
"*More focus on special populations--I am a veteran and serve homeless people, ...*"

25. Operation/Management of the SWDB

■ 1. Strongly Disagree ■ 2. Disagree ■ 3. Neutral ■ 4. Agree ■ 5. Strongly Agree

SWDB staff communicate timely.

Pre-meeting materials provide appropriate preparation to support informed decision-making.

Meetings are organized and ran efficiently.

100% 0% 100%

26. In what ways can the overall operation/management of the SWDB be improved?

16
Responses

Latest Responses

"*I am very pleased with the competency of the SWDB staff. Our work materials ...*

"*I am unsure why the special population committee became the Innovation Co...*

"*Continue to network with other states to see what they are doing.* "

27. Are there suggestions you have to improve board and/or committee meetings?

8
Responses

Latest Responses

"*Bring the special population committee back*"

"*Let's try and see if we can scrint. Our partnership, what the technical schools? ...*

28. In what areas are you interested in receiving training/professional development as it relates to your membership on the SWDB?

● Role and responsibilities of the ... 8
● SC Works System 11
● State and federal legislative pro... 3
● Education/Career Pathways 5
● Robert's Rule of Order 3
● Diversity, Inclusion, and Equity 1
● Other 1
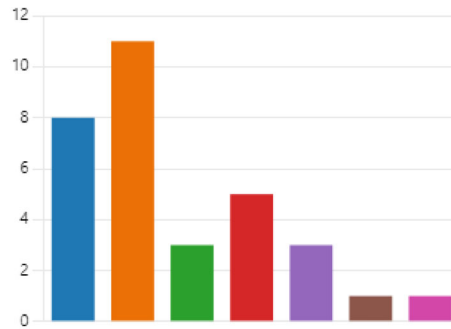
29. Please suggest training/professional development opportunities not listed.

4
Responses

Latest Responses

"*SC Voc Rehab interactions with DEW*"

30. In your opinion, what is the best way to recognize the contributions and achievements of board members?

- 🔵 Acknowledge board member ac...   9
- 🟠 Present outgoing members with...   12
- 🟢 Nomination/award for high-perf...   3
- 🔴 Other   0

31. If you serve on other boards, please share practices you have observed or implemented concerning board member engagement, recognition, operations, onboarding and professional development, which could benefit the SWDB.

7
Responses

Latest Responses
"We need to do a meeting when members change--new members are hard to g...
"No other board."

32. Please share any other ideas, areas of concern, or general comments:

4
Responses

Latest Responses
"Do a meeting with a lunch included--eat while we meet and allow time for pe...
"I am proud to be a member of SWDB"

COMMITTEE PURPOSE:

To provide leadership and direction to the SC Workforce Development Board and its committees and recommend goals and strategies to ensure and strengthen the workforce system in order to improve the prosperity of businesses and the lives of South Carolinians.

COMMITTEE FUNCTIONS/DUTIES:

- Provide leadership and direction to the SC Workforce Development Board and ensure the continuity of the workforce Development board's mission in all committee work and Board initiatives and efforts.

- Identify partners and cultivate relationships with key leaders and workforce partners and stakeholders.

- Develop strategies for workforce development improvements.

- Recommend and approve policies to facilitate workforce development.

- Review periodic reports and respond accordingly.

- Oversee the Workforce Innovation and Opportunity Act (WIOA) State Reserve Fund to include identifying projects to be supported and monitoring project outcomes.

- Be informed and knowledgeable of national, state, and local workforce issues to drive workforce development.

- Act as decision-making authority on behalf of the SWDB due to time constraints or other factors.

- Represent SWDB, as needed, and appropriate.

SOUTH CAROLINA'S UNIFIED STATE PLAN
FOR EDUCATION AND WORKFORCE DEVELOPMENT

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 it is readily accessible, highly effective, and easily understandable.

GOALS

AWARENESS

Increase understanding about the top industries in South Carolina, diverse array of occupations within them, and services available to assist employers and individuals prosper.

SKILLS

Increase skills and experiences, of South Carolinians at all ages, to ensure they can progress through the career path of their choice.

OBSTACLES

Increase options to overcome barriers South Carolinians face when attempting to access education and enter the workforce.

STRATEGIES

1. Increase the understanding about top industries in South Carolina and pathways to the diverse array of occupations within them for students at all levels and their guardians, as well as those not in the labor force or underemployed.

2. Increase South Carolina employers' understanding of services available to assist them in hiring/retaining South Carolinians.

3. Decrease the number of contacts a South Carolina employer must make within state government to address issues related to education and workforce.

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1. Increase participation in work-based learning experiences for students at all levels and adults reentering the workforce.

2. Increase the percentage of the South Carolina labor force holding a high value credential.

3. Increase the percentage of individuals who, after attaining a credential in South Carolina, are employed in South Carolina, participating in a year of service in South Carolina, or enrolled in additional education.

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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 living within a close proximity drive, or 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.

South Carolina WIOA State Plan Priorities 2024 – 2027

Vision	Mission	Guiding Principles
Achieve and sustain South Carolina's workforce potential.	Through collaboration and coordination, align and enhance South Carolina's education and workforce system so that it is readily accessible, highly effective, and easily understandable.	• Focus solely on activities that support the mission. • Evaluate economic and labor market data, and actively listen to an inclusive group of partners, employers, and job seekers. • Base strategies and decisions on data and input. • Be accountable for outcomes that support business growth and economic opportunities for all South Carolinians.

Goal/Objectives	Strategies	Action Items	SWDB Activity – implementation (1 - performance, 2 - policy, 3 - funding, 4 – Evaluation/study, or 5 – partnership/committee) (what will the board do to move it forward)
1. **Develop and create an effective customer-driven workforce system through alignment of programs and policies, the use of leading-edge technology, and high-quality staff.**	1.1 Implement a case management system that integrates data across the WIOA core partner programs 1.2 Develop and implement cross-partner staff training to enhance service delivery to job seekers and businesses.	1.1.1 Implement recommendations from Shared Case Management System Feasibility Study. 1.1.2 Relaunch of WIOA Partner Series. 1.1.3 Utilize LMS to provide staff training.	
2. **Prepare jobseekers for high wage, high growth, high demand, high mobility/retention (4H) occupations through relevant training and skills acquisition, and match jobseekers to open employer positions.** ***high wage, growth, demand, mobility/retention defined by DEW LMI***	2.1 Increase the percentage of participants that obtain high-value credentials. 2.2 Increase access to education and training necessary for individuals to use Broadband to advance their personal goals and increase South Carolina's technology workforce competitiveness. 2.3 Improve strategic outreach and service delivery to employers to effectively match job seekers with employers.	2.1.1 DEW LMI completion of Supply Gap Analysis 2.1.2 Define "high-value credential". 2.1.3 Expand network of training providers to ensure inclusion of programs that lead to or result in a high-value credential. 2.2.1 Improve communication and coordination with the Digital Opportunity Department. 2.2.2 Continue expansion of Connection Points and promote utilization of Connection Points to provide digital literacy education and training. 2.2.3 Provide digital literacy instruction and assessments to certify that individuals have core digital literacy competencies for life and the workplace. 2.3.1 Distribute and implement SC Works customer satisfaction guidance. 2.3.2 Utilize statewide employer survey to glean information about pain points and how the system can help. 2.3.3 Develop joint guidance on the delivery of local business services to include continued utilization of Integrated Business Services Teams and sector partnerships.	
3. **Improve education and workforce infrastructure network to decrease barriers to work in order to increase attraction "recruitment" and retention necessary to maintain economic development competitiveness critical to the growth of high wage, growth, demand, mobility/retention jobs.**	3.1 Increase awareness of resources to mitigate obstacles to employment. 3.2 Implement a multifaceted rural outreach strategy to ensure that rural areas of South Carolina have access to employment and training resources.	3.1.1 Relaunch SC Works Partner Series to train staff on resources to mitigate or remove obstacles to employment. 3.1.2 Collect and distribute a catalog of promising practice and models for removing obstacles, primarily related to transportation, childcare, and housing. 3.3.1 Implement Rural Outreach Team.	

4.	**Objective 4: Create alignment between the workforce development system and the state agencies and organizations directing implementation of the IIJA, IRA, and CHIPS and Science Act funding.**	4.1 Identify resources and funding opportunities to provide services to job seekers. 4.2 Communicate opportunities to the workforce system. 4.3 Identify and strategically target training providers in the state that are offering programs in the infrastructure, energy, and advanced manufacturing sectors.	4.1.1 Track and inventory federal investments flowing to the state through the IIJA, IRA, and CHIPS and Science Act. 4.1.2 Improve communication and coordination with agencies and partners receiving funding through federal investments. 4.2.1 Utilize SC Works Partner Series as a forum to share information with SC Works partners about federal investments and opportunities for aligning programs and services to support job seekers interested in employment in new or expanded sectors. 4.3.1 Strategically recruit training providers to ensure that job seekers have access to relevant training to leads to or results in credentials of value for priority sectors like infrastructure, clean energy, and advanced manufacturing.	