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## STATE INSTRUCTION NUMBER 15-02

**To:** Local Signatory Officials  
Local Workforce Area Administrators  
DEW Regional Managers

**Subject:** Employer Engagement

**Issuance Date:** July 6, 2015

**Effective Date:** July 1, 2015

**Purpose:** To increase engagement of the business community with the SC Works system, resulting in a greater number of businesses being assisted and job seekers becoming employed.

**Background:** The SC Works system has made progress in partnering with business and industry, but current employer penetration metrics indicate an opportunity exists to develop a systematic, mutually beneficial approach to enhance business engagement. As a result, the State Workforce Development Board (SWDB) has created benchmarks for engaging a greater number of businesses statewide. The measures align with Workforce Innovation and Opportunity Act (WIOA) provisions emphasizing employer engagement across the workforce system.

**Policy:** Employer engagement is defined as an in-person consultation with a new business (i.e. not registered in SC Works Online Services (SCWOS)) to promote and discuss the range of services available through the SC Works system. Consultations must be with a company representative that has hiring authority. Phone calls, emails, and informational packets or business cards left with an employer are not included in this definition.

For Program Year 2015, the SWDB has set a goal for business service teams to engage 10,000 new employers statewide. Current metrics indicate a more than 90% penetration rate for engaging large employers; therefore, businesses classified as small and medium in size should be prioritized. State Instruction Number 12-07 classifies any business establishment with 49 employees or less as a small business. Businesses with 50-249 employees are considered medium size, and those with 250 employees or more are considered large businesses.

To meet the statewide goal, each Local Workforce Development Area (LWDA) must increase employer engagement by 10.1%. The LWDA goals based on annualized 2013 Quarterly Census of Employment and Wages (QCEW) data are as follows:


LWDA	# of New Employers
Catawba	643
Greenville	1,249
Lowcountry	645
Lower Savannah	533
Midlands	1,512
Pee Dee	600
Santee-Lynches	376
Trident	1,647
Upper Savannah	382
Upstate	712
Waccamaw	1,015
WorkLink	686
<b>Statewide Total</b>	<b>10,000</b>

Each workforce area that meets its employer engagement goal in Program Year 2015 will be awarded \$10,000 in incentive funds the following program year.

To accurately capture information regarding engagement of the business community, all employer outreach and support must be recorded in the new Customer Relationship Management Module (CRM) in SCWOS. The module permits employers to be added to the system directly by staff. Additionally, spidered or unregistered employers can be converted to marketing leads using a mini-registration that collects only enough data for logging and tracking purposes. This allows all employer engagement efforts to be documented regardless of registration status in SCWOS. The integrated functionality of the CRM provides business services teams with the means to coordinate and align resources in support of employer needs.

**Action:** The Business Services Toolkit should be used as the standard outreach tool when engaging businesses. Please ensure that all appropriate staff receive and understand this policy.

**Inquiries:** Questions may be directed to Michael Buchman at [mbuchman@dew.sc.gov](mailto:mbuchman@dew.sc.gov) or (803) 737-3169.

  
Patricia Sherlock, Director  
Policies and Procedures