STATE INSTRUCTION NUMBER 17-01, Change 2

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

Subject: Required Employer Registration in SCWOS and Effectiveness in Serving Employers

Issuance Date: December 13, 2019

Effective Date: Immediately

Purpose: The purpose of this instruction is to update guidance regarding employer service performance indicators and the employer services and corresponding employer service activity codes that require employer verification. **This policy guidance updates State Instruction 17-01, Change 1, and replaces State Instruction 17-09.**

Background: The Department of Employment and Workforce (DEW), and other partners of the SC Works system, have an obligation to the job seekers who use the system to ensure that promoted employment opportunities represent legitimate job openings. The SC Works system also has a responsibility to partner with business and industry. The role of the SC Works system is to deliver high quality services to job seekers and business customers that improve the employment outcomes for both groups. Employer registration in the South Carolina Works Online Services (SCWOS) database is a key step in meeting the hiring, training, and retention needs of businesses, while ensuring authentic employment opportunities for job seekers. The employer verification process is one of the safeguards that helps ensure the integrity of the system.

One of the primary indicators of performance required by the Workforce Innovation and Opportunity Act (WIOA) is Effectiveness in Serving Employers (ESE). This indicator is measured as a shared outcome across all six core programs within each state to ensure a holistic approach to serving employers. The ESE performance measures currently used in South Carolina include Employer Penetration Rate and Repeat Business Customers.

- Employer Penetration Rate—the percentage of employer establishments using services out of all employer establishments in the state.
- Repeat Business Customers Rate—the percentage of employer establishments using services during the year that also used services within the previous three years.

Note: The number of employer establishments is defined by the Bureau of Labor Statistics (BLS) Quarterly Census of Employment and Wages (QCEW) program. For employers with more than one physical location, the QCEW reports each work site as a separate establishment and therefore, the total number of business establishments receiving services is counted this way.

The employer service activity codes have been mapped to eight employer service categories specified by the U.S. Department of Labor. See Attachment B: Employer Service Categories.

The most up-to-date employer service activity codes are maintained in SCWOS under Staff Online Resources.

Policy: The new ESE performance indicator makes tracking employer services in SCWOS vitally important. All employer services entered in SCWOS must meet the definition of the applicable employer service code. In addition, it is integral that case notes be added concurrently with employer service codes to protect the integrity of the data, to ensure compliance with guidance for monitoring purposes, and to advise other Business Services staff of the engagement in detail to avoid duplication of services.

Employers that receive the following SC Works services **must be registered and approved in SCWOS:**

E02: Job Fair/Hiring Event Services	E27: Participation in WIOA Registered Apprenticeship
E03: Job Order Assistance and Follow-up	E30: TAA OJT Agreement
E04: Mass Recruitment Services	E32: WIN Job Analysis
E12: WorkKeys Job Profile	E40: WIOA State or Local IWT
E13: WIOA OJT Agreement	E90: Referred Qualified Applicants
E20: Rapid Response IWT Agreement	E92: Notification to Employer of Potential Applicant
E23: Federal Bonding*	E93: Field Checks/Inspections - Rural Manpower Services*
E25: readySC Recruitment Activity	E94: Employer Viewed Internal Resume

(entered by state level staff only)

Providing these services to unverified employers could expose customers to fraudulent data and result in liability for SC Works system partners. **Noncompliance with this policy may be cause for corrective action, up to and including revocation of SCWOS privileges. Additionally, providing services that require employer verification and approval to non-verified employers, including but not limited to, job fair/hiring event services, Incumbent Worker Training (IWT) contracts, or On-the-Job Training (OJT) contracts, could result in disallowed costs.**

The employer registration requirement in SCWOS may be waived for job fairs and hiring events in response to mass layoffs and closure activities. Waivers must be authorized at the state level and will be communicated to the local workforce area(s). Any local requests for a waiver must be submitted to Workforce Support at WorkforceSupport@dew.sc.gov.

The following SC Works services may be provided to employers who are not fully registered and approved in SCWOS. To accurately reflect employer engagement efforts, employer service activity codes for these services, rather than Work Items, must be recorded in SCWOS for performance purposes.

E01: On-Site Consultation Services	E24: On-Site Re-employment Services*
E05: Detailed Labor Market Study	E26: Engaged in Strategic Planning/Economic Development
E07: Promotional Contact	
E15: On-Site Rapid Response Management Meeting*	E28: Electronic Rapid Response Management Meeting*
E16: Rapid Response Group Orientation*	E31: HIRE VETS Medallion Program
E21: Federal Tax Credit (WOTC)	E33: Sector Partnership
E22: Community Resource Connections	E70 – E80: Employer Referral Codes

*(entered by state level staff only)

To avoid the creation of duplicate accounts and the risk of entering inaccurate data, staff must **ensure an employer does not already have an account in SCWOS** prior to creating a new one. Additionally, staff must **ensure activity codes are being entered on the correct employer account and not a duplicate account**, in accordance with this policy.

Employer Account Management in SCWOS

There are two types of employer accounts in SCWOS:

- **Marketing Lead**—an account type that identifies a non-registered employer that is not yet ready to utilize SC Works services, but is interacting with the Business Services Team or is receiving Rapid Response services. Marketing Lead accounts do not allow the employer to access recruitment tools.
- **Recruiting**—an account type that offers employers full access to labor exchange functions such as managing job orders, reviewing candidate resumes, and managing virtual recruiter alerts. Employer Recruiting accounts must be verified and approved at the state-level.

When an employer is interacting with the Business Services Team, but has not yet decided to utilize SC Works services, staff may create an employer Marketing Lead account through the mini-registration available in the Customer Relationship Management (CRM) module. If an employer is ready to receive services that can only be provided to a verified and approved employer, staff may bypass the Marketing Lead registration and create a new employer Recruiting account to initiate the verification process. Existing Marketing Lead accounts must be converted to a Recruiting account to place the employer account in a Pending Verification status.

Staff is encouraged to provide a high level of customer service by entering Recruiting accounts on behalf of employers when possible. Recruiting accounts will have one of the following access levels:

- **Pending Verification**—All new Recruiting accounts are created in this status by default for security purposes. Any account in this status will allow the employer to login, update a profile, and add locations and additional contacts, but will not allow the employer to post a public job order, conduct a candidate search, or access the virtual recruiter system. Employers in this status will be reviewed by the SCWOS Employer Verification Team.
- **Not Verified**—The SCWOS Employer Verification Team has attempted to contact the employer, but has been unable to complete the verification process. Additional information requested by the SCWOS Employer Verification Team will appear in case notes on the employer's account. The employer will continue to only have the rights and privileges of those in a pending verification status.
- **Locked Out or Revoked**—Any employer account that violates the terms of use or is suspected of suspicious activity will be locked out or revoked. Additionally, employer accounts may be locked out if the account is no longer actively used. Employers in this status are unable to login and all active job orders are closed.
- **Enabled**—The SCWOS Employer Verification Team has verified this employer and approved the account. The employer has full employer access rights to the system. The employer can manage profiles, edit locations and contacts, conduct a candidate search, create a virtual recruiter, schedule hiring events, post public job orders, accept job seeker applications, and contact job seekers using the internal messaging system.

To view an employer's account status in SCWOS, select the appropriate employer account and open the **General Information** tab. Employer access rights will be listed as "Enabled" for fully registered and approved employers.

Employer Audit History:	View Employer History
Employer Access Rights:	Enabled
Account Type(s):	Recruiting

Prior to the issuance of State Instruction 17-09: Employer Service Performance Indicators and Employer Service Codes, staff was required to record all services for non-verified employers through Work Items in the CRM module rather than employer service activity codes. However, under the new WIOA ESE performance indicator requirements, employer service activity codes, rather than Work Items, must be recorded for these tasks to accurately reflect employer

engagement efforts. The following employer service activity codes should be entered in place of Work Items as listed below:

<u>E01: On-Site Consultation Services</u>
- Site Visit

<u>E07: Promotional Contact</u>
- Email
- Mail
- Face-to-Face Meeting
- Phone Call
- Research
- Webinar/Demo

Action: Ensure that all staff receive and adhere to this policy. All staff should be aware of where to find the most up-to-date Employer Service Activity Codes in SCWOS under Staff Online Resources.
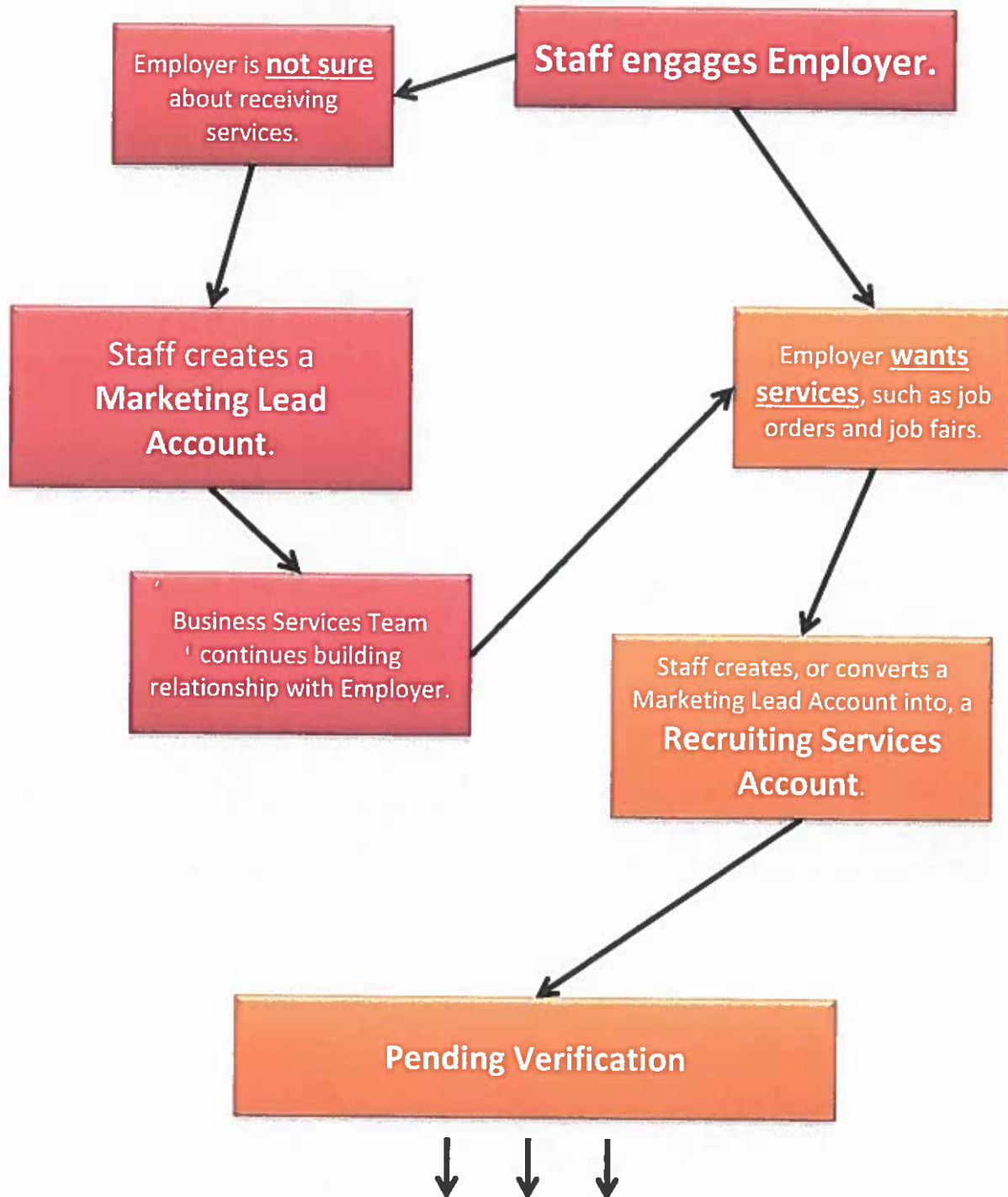
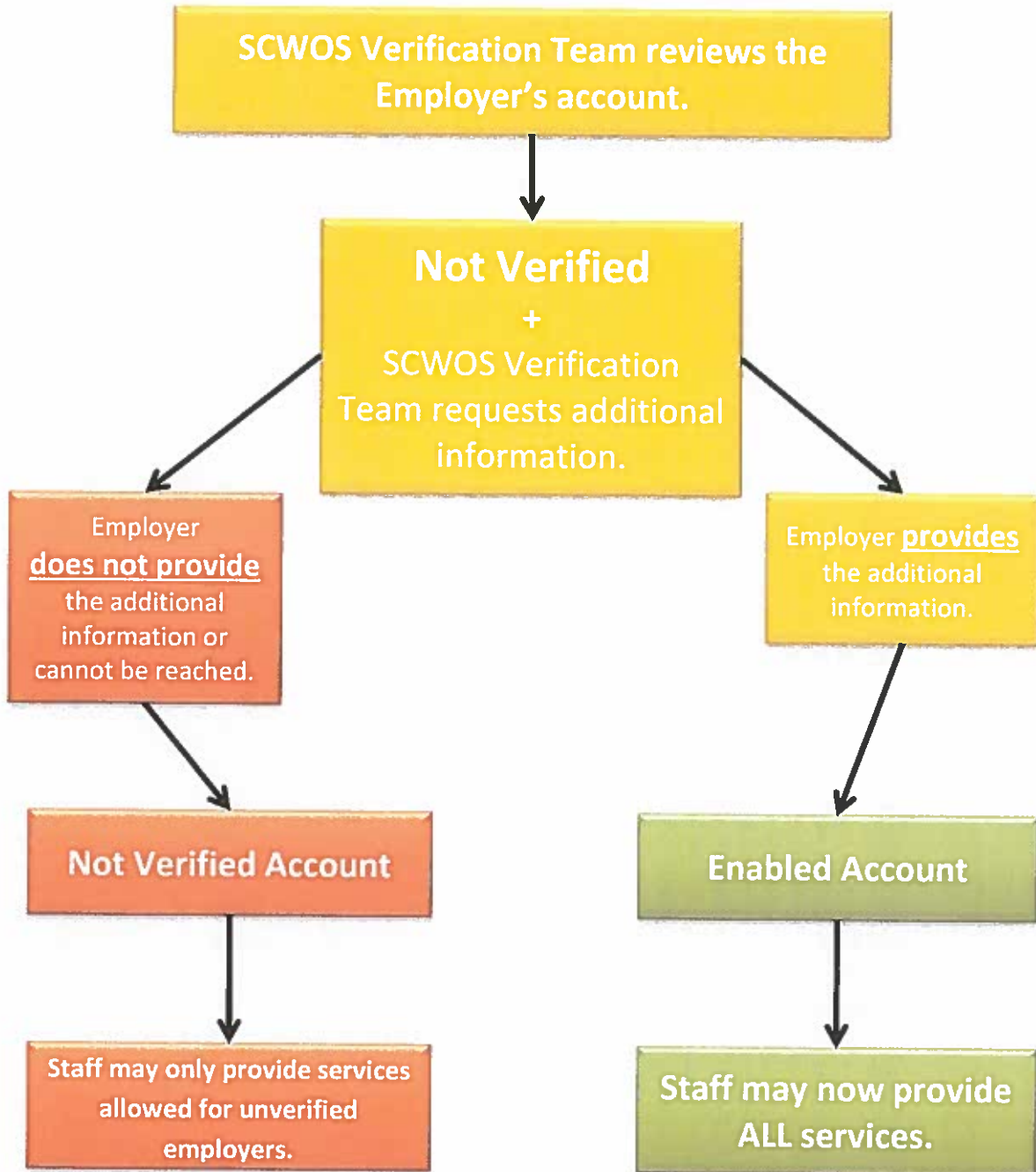**Inquiries:** Questions may be directed to Policies and Procedures at PolnPro@dew.sc.gov.

Kevin Cummings, Director
Policies & Procedures

Attachment A—Employer Verification Process
Attachment B—Employer Service Categories

Employer Verification Process:
Local Level

Staff engages Employer.

Employer is **not sure** about receiving services.

Staff creates a **Marketing Lead Account**.

Employer **wants services**, such as job orders and job fairs.

Business Services Team continues building relationship with Employer.

Staff creates, or converts a Marketing Lead Account into, a **Recruiting Services Account**.

Pending Verification

Employer Verification Process:
State Level

SCWOS Verification Team reviews the Employer's account.

Not Verified
+
SCWOS Verification Team requests additional information.

Employer **does not provide** the additional information or cannot be reached.

Employer **provides** the additional information.

Not Verified Account

Enabled Account

Staff may only provide services allowed for unverified employers.

Staff may now provide ALL services.

Employer Service Categories

Employer Information and Support Services

This category includes the total number of establishments that, during the reporting period, received staff-assisted services designed to educate them about and engage them in the local job market/economy and the range of services available through the one-stop delivery system. Information services may be provided in a variety of service interventions including orientation sessions, workshops, or other business consultations (e.g., initial site visits). Information and support services that are delivered to establishments through mass mailings or communications, "cold" calling or other follow-up contacts, and regular establishment newsletters, brochures, or publications are not reportable services under this category.

These services include, but are not limited to, providing information on:
- State and federal tax credits or workforce investment incentives (e.g., Work Opportunity Tax Credit [WOTC]);
- Customized workforce information on state, regional, and local labor market conditions, industries, occupations, and the characteristics of the workforce, skills businesses need, local employment dynamics information (e.g., workforce availability), worker supply and demand, business turnover rates, job creation, and job identification of high growth and high demand industries; and
- Proactive linkage and referral of establishments to community resources that support their workforce needs.

Workforce Recruitment Assistance

This category includes the total number of establishments that, during the reporting period, received workforce recruitment assistance from staff or remotely through electronic technologies.

These services include, but are not limited to, assisting employers to meet their human capital and skilled workforce needs by:
- Supporting employers' search for qualified candidates;
- Securing information on job requirements and providing employers with one-stop staff support for candidate screening and pre-employment interviews at the one-stop career center (or affiliate site) or on site at the place of business;
- Taking job order information and promoting the employment opportunities (advertising the opening to the workforce);
- Conducting special recruitment efforts including out-of-area or out-of-state recruitment for candidates with special skills;
- Organizing, conducting, and/or participating in job fairs;
- Providing employers with meeting/work space at the One-Stop Career Center (or an affiliate site) for screening and interviewing;
- Conducting pre-employment testing, background checks, and assistance in completion of the I-9 paperwork; and
- Providing employer with job and task analysis services and absenteeism analysis.

Engaged in Strategic Planning/Economic Development
This category includes the total number of establishments that, during the reporting period, were engaged in either workforce investment strategic planning or business growth and economic development strategic planning.

These activities could include, but are not limited to:

- Participating in community-based strategic planning;
- Sponsoring employer forums;
- Securing information on industry trends;
- Providing information for the purpose of corporate economic development planning; and
- Partnering in collaborative efforts to identify workforce challenges and developing strategies to address those challenges.

Accessing Untapped Labor Pools
This category includes the total number of establishments that, during the reporting period, established pipeline activities in partnership with the public workforce system.

Activities include, but are not limited to:
- Outreach to youth, veterans, individuals with disabilities, older workforce, ex-offenders, and other targeted demographic groups;
- Industry awareness campaigns;
- Joint partnerships with high schools, community colleges, or other education programs to improve skill levels; and
- Programs to address limited English proficiency and vocational training.

Training Services
This category includes the total number of establishments that, during the reporting period, received publicly funded training assistance, including customized training, on-the-job training, and incumbent worker training.

> **Incumbent Worker Training Services (subset of Training Services)**
> This category includes the total number of establishments that, during the reporting period, received publicly funded incumbent worker training assistance.

Rapid Response/Business Downsizing Assistance
This category includes the total number of establishments that, during the reporting period, received an initial on-site visit or contract to either (a) discuss the range of rapid response services and other assistance available to workers and employers affected by layoff, plant closures, or natural disasters, or (b) as required by WIOA § 3(51)(A), plan a layoff response following notification of a current or projected permanent closure or mass layoff, including natural or other disasters.

> **Planning Layoff Response (subset of Rapid Response/Business Downsizing Assistance)**
> This category includes the total number of establishments that received an initial on-site visit or contact, as required by WIOA § 3(51)(A), to plan a layoff response following notification of a current of projected permanent closure or mass layoff, including natural or other disasters.