



SOUTH CAROLINA STATE WORKFORCE DEVELOPMENT BOARD (SWDB)

# STRATEGIC PLAN 2024-2027

The Governor's State Workforce Development Board (SWDB) drives the vision for the publicly funded workforce system and facilitates the critical role of leading and guiding South Carolina's implementation of the Workforce Innovation and Opportunity Act (WIOA). The SWDB advises and assists the SC Department of Employment and Workforce (DEW) in establishing policies and procedures that strengthen the workforce system through partnership and collaboration, performance and accountability, and continuous improvement. Additionally, the SWDB is a steward of federal funds and oversees operational systems and processes that benefit businesses and jobseekers. The SWDB plays a critical role in promoting, sustaining, and growing regional economies through aligning investments in job training, integrating service delivery across programs, and ensuring that workforce investments are job-driven and match employers with skilled workers.

WIOA requires states to submit a Unified or Combined State Plan that outlines a four-year strategy for the state's publicly funded workforce development system. South Carolina submitted a Combined State Plan covering the Adult, Dislocated Worker, Youth, Wagner-Peyser Act, Adult Education and Family Literacy Act, and Vocational Rehabilitation programs, as well as:

- o **Temporary Assistance for Needy Families**
- o **Employment and Training programs under the Supplemental Nutrition Assistance Program**
- o **Trade Adjustment Assistance for Workers Program**
- o **Jobs for Veterans State Grants Program**
- o **Senior Community Service Employment Program**

South Carolina's plan aligns with the Unified State Plan for Education and Workforce Development (USP), approved by the Coordinating Council for Workforce Development (CCWD), as required by the Statewide Education and Workforce Development Act of 2023, also known as Act 67 of 2023. The USP is a comprehensive strategy that lays out how South Carolina will build a readily accessible, highly effective, and easily understandable education and workforce system. It outlines strategic goals related to awareness, skills, and obstacles to employment, and will function as a resource when entities are planning their education and workforce development strategies.

Following the approval of South Carolina's WIOA Combined State Plan for Program Years 2024 through 2027, the SWDB recognized the need to develop a new strategic plan, outlining actions the SWDB will take in furtherance of its role as a governing body within the workforce system and in support of implementing the WIOA State Plan.

To develop the plan, the SWDB distributed a survey to state and local board members, requesting feedback on board operations, training and professional development, and coordination and collaboration. Additionally, the SWDB engaged the National Governors Association (NGA) to facilitate multiple planning workshops to identify areas of interest among Board members and key priorities. DEW staff further refined the priorities and organized them by committee in alignment with existing committee charters. The SWDB unanimously approved these new priorities in December 2024.

The result is a clear, coherent roadmap to guide the SWDB's efforts in five key areas:

- o **Collaboration and Partnership**
- o **Evaluation**
- o **Performance**
- o **Policy**
- o **Funding**

The SWDB is eager to work alongside state and local partners to implement this and the WIOA Combined State Plan with a focus on:

- o **Creating a customer-driven workforce system**
- o **Preparing jobseekers for priority occupations**
- o **Removing or mitigating obstacles to employment**
- o **Leveraging historic infrastructure investments**

# SWDB MEMBERS:



## CHAIR

**THOMAS FREELAND**

Door Systems, part of ASSA ABLOY



## VICE-CHAIR

**J. WARREN SNEAD**

Cooper Standard

## EXECUTIVE COMMITTEE

**HONORABLE HENRY McMASTER**

SC Governor's Office

**WILLIAM FLOYD**

SC Department of Employment and Workforce

**CHARLES BRAVE, JR.**

American Federation of Labor and Congress  
of Industrial Organizations (AFL-CIO)

**PATRICK MICHAELS**

Goodwill Industries of the Upstate/Midlands SC

**DR. WINDSOR SHERRILL**

Clemson University

**JOHN UPRICHARD**

Find Great People (FGP)

## STATE WORKFORCE DEVELOPMENT BOARD MEMBERS

**Cliff Bourke, Jr.**

Southeastern Freight Lines, Inc.

**Jay Holloway**

OCS Garage Doors & Hurricane Protection

**Michael W. Sexton**

Piedmont Bushings and Insulators, LLC.

**Gregory Cannon Clark**

Wells Fargo

**Felicia W. Johnson**

SC Vocational Rehabilitation Department

**Jeremy Stephens**

Tidelands Health

**Susan H. Cohen**

SC Restaurant and Lodging Association

**Mike King**

SC Department of Education

**Gregory L. Tinnell**

Schaeffler Group USA, Inc.

**COL(R) Craig Currey**

Transitions Homeless Center

**Representative Randy Ligon**

SC House of Representatives, District 43

**Senator Ross Turner**

SC Senate, District 8

**Darline Graham**

SC Commission for the Blind

**Mayor George Patrick "GP" McLeer, Jr.**

City of Fountain Inn

**Britt D. Vergnolle**

BDV Solutions, LLC.

**James C. Hall**

Sheet Metal Workers International  
Association (SMART) Local 399

**Elaine Morgan**

Berkeley Chamber of Commerce

**Dr. Tim Hardee**

SC Technical College System

**Councilmember Tyler Servant**

Horry County Council District 5

**NOTE:** SWDB members listed are current at time of print (March 2025)

# STRATEGIC PLAN PRIORITIES 2024-2027

## 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.

## GUIDING PRINCIPLES

- o Align with the USP for Education and Workforce Development.
- o Evaluate economic and labor market data, and actively listen to an inclusive group of partners, employers, and jobseekers.
- o Base strategies and decisions on data and input.
- o Be accountable for outcomes that support business growth and economic opportunities for all South Carolinians.

## GOALS/OBJECTIVES

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.

## STATE PLAN STRATEGIES

- 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 jobseekers and businesses.
- 1.3 Increase engagement between State and Local Workforce Development Boards (LWDBs).\*\*

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## SWDB ACTION ITEMS - IMPLEMENTATION

- 1.2.1 Host SC Works Partners trainings and information sessions.<sup>(M)</sup>
- 1.2.2 Explore SC Works Partner Conference bi-annually.<sup>(P)</sup>
- 1.3.1 Host SWDB and LWDB Joint training, meetings, and information sessions.<sup>(P)</sup>
- 1.3.2 Encourage SWDB members to engage with their LWDB.<sup>(D)\*\*</sup>

## GOALS/OBJECTIVES

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 are what the Coordinating Council for Workforce Development (CCWD) define as "priority occupations"*

## STATE PLAN STRATEGIES

- 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 jobseekers with employers.
- 2.4 Increase awareness of career pathways in K-12. \*\*

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## SWDB ACTION ITEMS - IMPLEMENTATION

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| <ol style="list-style-type: none"> <li>2.1.1 Host a SC Works partner forum around the Supply Gap Analysis/Priority Occupation.<sup>(M)</sup></li> <li>2.1.2 Develop memo providing guidance for utilizing the Priority Occupations tool.<sup>(M)</sup></li> <li>2.1.3 Develop Eligible Training Provider List (ETPL) performance measures.<sup>(M)</sup></li> <li>2.1.4 Evaluate how employers and jobseekers access apprenticeships.<sup>(M)</sup></li> </ol> | <ol style="list-style-type: none"> <li>2.2.1 Promote SC Professional Skills Credential.<sup>(I)</sup></li> <li>2.2.2 Develop SC Professional Skills Credential attainment goal.<sup>(I)</sup></li> <li>2.3.1 Fund the expansion of Palmetto Business Barometer Survey.<sup>(M)</sup></li> <li>2.3.2 Develop guidance on the delivery of local business services.<sup>(M)</sup></li> <li>2.4.1 Explore how to maximize youth employment resources.<sup>(I)**</sup></li> </ol> |
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### GOALS/OBJECTIVES

Improve education and workforce infrastructure network to decrease barriers to employment 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.

### STATE PLAN STRATEGIES

- 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.

### SWDB ACTION ITEMS - IMPLEMENTATION

- 3.1.1 Hosting SC Works Partners trainings and information sessions.<sup>(M)</sup>
- 3.1.2 Collect and distribute a catalog of promising practices and models for removing obstacles, primarily related to transportation, childcare, and housing.<sup>(I)</sup>
- 3.1.3 Funding to implement models for removing barriers.<sup>(I)</sup>

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### GOALS/OBJECTIVES

Create alignment between the workforce development system and the state agencies and organizations directing implementation of the Infrastructure Investment and Jobs Act (IIJA), Inflation Reduction Act (IRA), and CHIPS and Science Act funding.

### STATE PLAN STRATEGIES

- 4.1.1 Inventory federal investments flowing to the state through the IIJA, IRA, and CHIPS and Science Act.
- 4.2.1 Host SC Works Partners training and information sessions.
- 4.3.1 Evaluate the need and feasibility of a statewide electric vehicle workforce collaborative.

### SWDB ACTION ITEMS - IMPLEMENTATION

- 4.1 Identify resources and funding opportunities to provide services to jobseekers.<sup>(D)</sup>
- 4.2 Communicate opportunities to the workforce system.<sup>(D)</sup>
- 4.3 Identify and strategically target training providers in the state that are offering programs in the infrastructure, energy, and advanced manufacturing sectors.<sup>(I)</sup>

**NOTE:** (D) = Board Development, (I) = Workforce Innovation, and (M) = SC Works Management  
Superscripts indicate which SWDB sub-committee this item is under; or that committee's priority.

## SWDB COMMITTEE CHARTER



### BOARD DEVELOPMENT

To prepare, assist, and equip the SWDB to govern the state's public workforce system.



### SC WORKS MANAGEMENT

Build a demand-driven workforce delivery system that equips jobseekers with the skills businesses need.



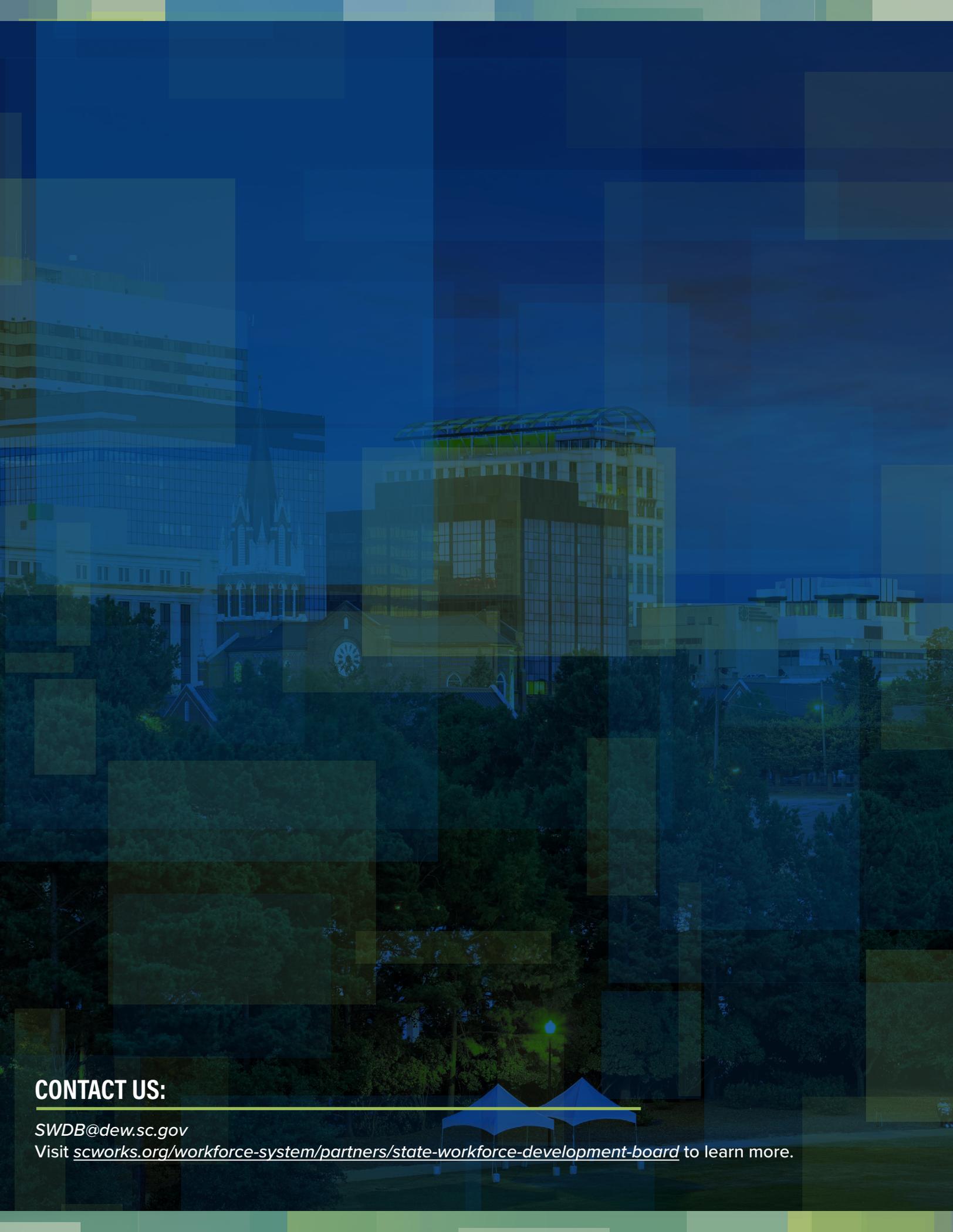
### WORKFORCE INNOVATION

To strengthen South Carolina's workforce system through technology and strategic innovation that drives increased effectiveness and efficiencies in serving jobseekers and employers.



### EXECUTIVE

To provide leadership and direction to the SWDB 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.



**CONTACT US:**

*SWDB@dew.sc.gov*

Visit [scworks.org/workforce-system/partners/state-workforce-development-board](https://scworks.org/workforce-system/partners/state-workforce-development-board) to learn more.