



Coordinating Council for Workforce Development

September 22, 2025

FIND YOUR FUTURE
SOUTH CAROLINA



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Agenda

- Welcome, Minutes, and Membership
- Business Spotlight
- Research Spotlight
- Committee Updates
- Other Business and Adjournment



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Minutes and Membership

June 23, 2025 Meeting Minutes

Minutes of the South Carolina Coordinating Council

for Workforce Development (CCWD) Full Council Meeting Minutes

06/23/2025

Executive Committee Attendees	Council Member Attendees	Council Member Remote Attendees
William Floyd (Chairman) Dr. Tim Hardee (Vice-Chairman) Dr. Abbey Duggins (proxy for Sup. Ellen Weaver) Jay West Kim Mann (proxy for Harry Lightsey) Dr. Jeff Perez Sam Orr (proxy for Sen. Shane Massey) Dr. Rebecca Battle-Bryant	Lee Ann Watson (Proxy for Richard A. Hutto) Dave Roselle (Proxy for Todd McCaffrey) Emily Farr Chris Finney (Proxy for Frank Rainwater) Dr. Galen DeHay Dana Yow Adrienne Fairwell Ann Vanderviet Felicia Johnson Michael Morris Cristina Kay (Proxy for Hugh Weathers) Justin Hancock (Proxy for Duane Parrish) Pierce McNair (Proxy for Rep. David Vaughan) Craig Jacobs	Thomas Freeland Dr. Harrison Goodwin Dr. Lisa Saladin (Proxy for Dr. Cole) Bob Quinn Sen. Brad Hutto Sen. Rex Rice Hollie Harrell **Council Members Not in Attendance** Cezar McKnight W. Hartley Powell Dr. Richard Cosentino

NOTIFICATION OF MEDIA

The South Carolina Coordinating Council for Workforce Development (CCWD) has complied with the requirements of the Freedom of Information Act in notification of the media and posting of the agenda.

CALL TO ORDER AND WELCOME

Chairman Floyd received and acknowledged the attendees and ensured a quorum. The meeting was then called to order at 10:02 a.m.

Chairman Floyd welcomed the council members and other attendees. After reviewing the agenda, Chairman Floyd (with the committee members) approved the meeting minutes from the March council meeting, and he welcomed **Dr. Rebecca Battle-Bryant** to her first full council meeting as OSWD director. Dr. Battle-Bryant quickly introduced herself, and Chairman Floyd then asked **Betsy Conway** to begin presenting information on the Business Spotlight related to the retail industry.

BUSINESS SPOTLIGHT

The Business Spotlight featured Lowe's with **Betsy Conway**, Director at Lowe's Foundation. Ms. Conway introduced herself and gave statistics about Lowe's stores in South Carolina. She gave an overview of community relations and their four areas of focus. Ms. Conway discussed how Lowe's engages locally and added details about their foundation history. She mentioned Lowe's Foundation's commitment to skilled trades and reviewed some of their challenges. Ms. Conway talked about Gable Grants, including how they help prepare individuals for careers in skilled trades. She presented more information about the grant recipients and their innovations, highlighting key learning objectives through a community of practice. Ms. Conway then took questions from the committee and audience.

Chairman Floyd thanked Ms. Conway for her presentation, then transitioned to **Dr. Erica Von Nessen** to present the South Carolina workforce pulse with findings from a survey conducted by The Research Associates.

RESEARCH SPOTLIGHT

Dr. Von Nessen gave an overview of the survey details, followed by a group activity that asked members to rank which industry sectors they thought those in S.C. were most aware. After the activity and discussion, she presented data related to industry familiarity, highlighting specific industries and regional data. Dr. Von Nessen identified some challenges by industry and then offered another group activity that focused on factors when considering a job. After a brief discussion with the groups, she gave findings related to the activity topic. At the end of the presentation, Dr. Von Nessen gave data about the job market perception, job market challenges – including lack of good-paying jobs, and job-seeker barriers. Dr. Von Nessen then answered questions from the audience.

Chairman Floyd then asked **Dana Yow** to introduce the Metrics Baseline/Data Committee. She gave a brief introduction and then turned it over to **Robert Davis** to present details regarding the findings of some of the metrics.

METRICS BASELINE COMMITTEE

Robert Davis outlined the details of the purpose, initiatives, and milestones. He then detailed the three topics within each focus: Awareness, Skills, and Obstacles. Starting with Awareness, Mr. Davis discussed the data source, metric, information about the survey sample, key findings, summary of proposed actions, and a recommended metric. He did the same with the next area of focus within Skills. These themes included use of skills, college and career-ready criteria, high-value credentials, and postsecondary work-based learning. Within the focus of Obstacles, data related to transportation and childcare were explored. At the end of the presentation, there was a requested motion for the executive committee to approve the inclusion of the recommended metrics from the Metrics Baseline Committee in the next Unified State Plan. Before the motion request, Mr. Davis fielded questions from the audience about the metrics.

Chairman Floyd then asked **Rep. West** to move to approve the motion. The motion was approved.

Chairman Floyd then asked **Charles Appleby** to speak about the Portal Steering Committee (PSC) since the Portal Steering Committee Chair and Lead Staff were unable to attend due to an out-of-state conference.

PORTAL STEERING COMMITTEE

Charles Appleby gave a brief overview of the PSC's purpose and detailed initiatives of the committee. He illustrated how the central portal aims to connect agencies and entities related to SC's workforce and education. Mr. Appleby thanked the committee, General Assembly, and the governor's office for helping secure recurring and non-recurring funds to build and maintain the portal. In addition, he discussed the interim hub and outlined the regular pages and the personalization pilot. At the end of the presentation, Mr. Appleby gave the PSC recommendation with details about the portal extension, development, and employer portal. There was a requested motion for the executive committee to approve the Portal Steering Committee's recommendation to proceed with Pilot Phase II, as outlined in the presentation, including the budget of $600,000.

Chairman Floyd then asked **Rep. West** to move to approve the motion. The motion was approved with Sen. Massey abstaining.

OTHER BUSINESS AND ADJOURNMENT

Dr. Battle-Bryant ended the meeting with closing questions and comments from the committee and audience. She encouraged the members to spread the word about utilizing the interim hub and think about the information presented about the metrics.

Chairman Floyd wrapped up by acknowledging everyone's work and asking for final questions.

The meeting was adjourned at 12:02 pm.

Minutes transcribed by: Jennifer Judy

Jennifer Judy, Administrative Coordinator

Office of Statewide Workforce Development

COORDINATING COUNCIL FOR WORKFORCE DEVELOPMENT

Membership

Jess Key is new member

Chair



William Floyd, Chair*
Director, Department of Employment and Workforce

Vice-Chair

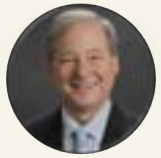


Dr. Tim Hardee, Vice Chair*
President, State Technical College System

Executive Committee



Dr. Rebecca Battle-Bryant*
Director, Office of Statewide Workforce Development



Harry M. Lightsey, III*
Secretary, Department of Commerce



Shane Massey*
Senator, South Carolina Senate



Dr. Jeffrey Perez*
President & Executive Director, Commission on Higher Education



Ellen Weaver*
State Superintendent, Department of Education



Jay West*
Appointee of the Speaker of the House of Representatives

Full Council



Andy Carr
President/CEO, Manufacturing Extension Partnership



Dr. David Cole
President, Medical University of South Carolina



Dr. Richard Cosentino
President, Lander University



Dr. Galen DeHay
President, Tri-County Technical College



Anna Duvall
Student Transitions Services Team Lead, Department of Education



Adrienne Fairwell
President & CEO, SCETV and SC Public Radio



Emily Farr
Director, Labor, Licensing, and Regulation



Thomas Freeland
Chair, State Workforce Development Board



Dr. Harrison Goodwin
Superintendent, Kershaw County School District



Hollie Harrell
Director, Anderson 1 & 2 Career and Technology Center



Brad Hutto
Senator, South Carolina Senate



Richard Hutto
Director, Housing Finance and Development Authority



Felicia Johnson
Commissioner, Vocational Rehabilitation Department



Jess Key
Director of Talent Acquisition, Development, and Administration, Newport News Shipbuilding



Todd McCaffrey
Secretary, Department of Veterans' Affairs



Cezar McKnight
Former Member, South Carolina House of Representatives



Michael Morris
Head of Site HR / Compliance Delegate



Duane Parrish
Director, Department of Parks, Recreation, and Tourism



W. Hartley Powell
Director, Department of Revenue



Bob Quinn
Director, South Carolina Research Authority



Frank Rainwater
Director, Revenue and Fiscal Affairs



Rex Rice
Senator, South Carolina Senate



Ann Vandervliet
Executive Director, First Steps to School Readiness



David Vaughan
Member, South Carolina House of Representatives



Hugh E. Weathers
Commissioner, Department of Agriculture



Dana Yow
Director, Education Oversight Committee

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Business Spotlight

Special Guest: Lt. Governor Evette













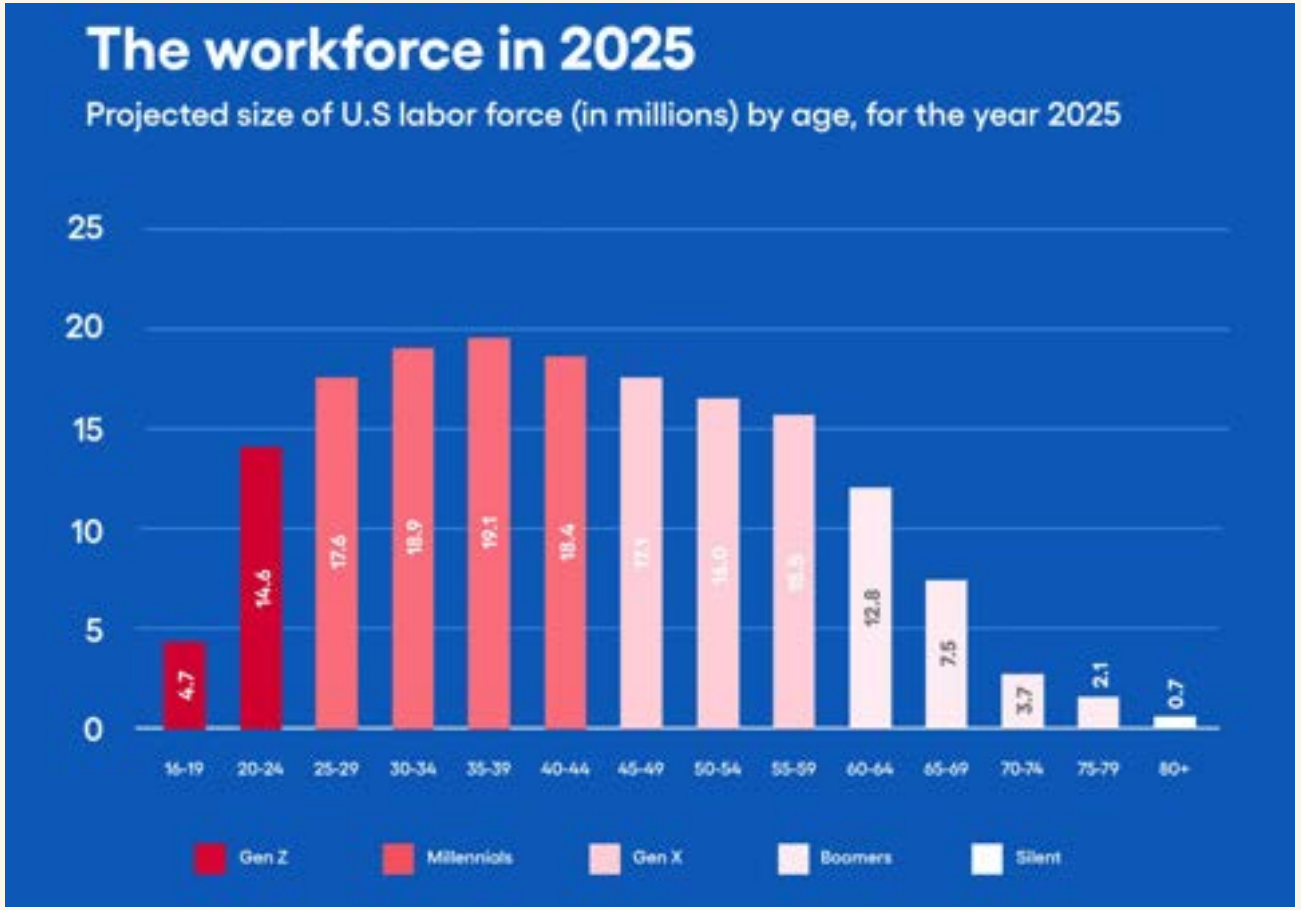
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Research Spotlight

Generation Z: Number in the Workforce

Generations

- Traditionalists/Silent Generation/Matures
  - Prior to 1945 (80+ years of age)
- Baby Boomers
  - 1946 – 1964 (79 – 61 years of age)
- Generation X/Baby Busters
  - 1965 – 1980 (60 – 45 years of age)
- Millennials
  - 1981 – 1996 (44 – 29 years of age)
- **Generation Z**
  - **1997 – 2013 (28 – 12 years of age)**
- Generation Alpha
  - 2014 - present (11 years of age or younger)



Generation Z: Number of Managers

Generations

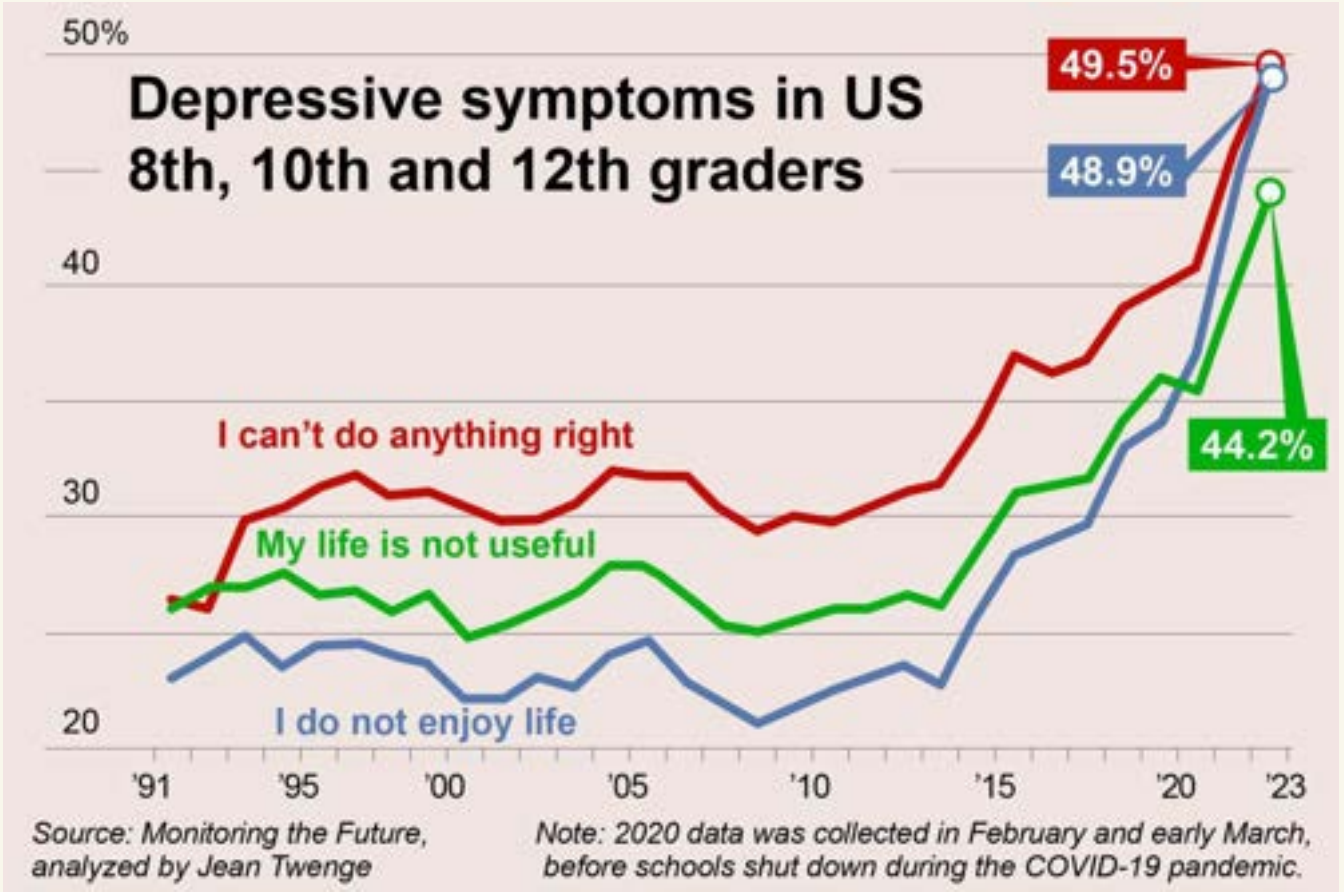
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Generation Z: Depressive Symptoms

Generations

- Traditionalists/Silent Generation/Matures
  - Prior to 1945 (80+ years of age)
- Baby Boomers
  - 1946 – 1964 (79 – 61 years of age)
- Generation X/Baby Busters
  - 1965 – 1980 (60 – 45 years of age)
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- **Generation Z**
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- Generation Alpha
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Generation Z: Panel Discussion



Julia Beck

- Greenville Technical College Graduate
- Smart Factory Technician, ZF Group
- Former Digitalization Apprentice at ZF Group



Owen Lane

- Master of International Business Candidate, University of South Carolina
- Intern at Gallo



Lainey Stalnaker

- University of South Carolina Graduate
- Data Analytics Writer, Department of Employment and Workforce



Dean Harper

- Midlands Technical College Graduate
- Owner, BINeficial Trash Bin Cleaning



Blake Hicks

- Graduate of Lexington School District 1 CTE Firefighting program
- Firefighter, Lexington County



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Committee Updates

CCWD Structure

Executive Committee

Full Council

CCWD Member Lead Staff

Industry Associations and Other Partners

- Metrics Baseline/Data Committee
- Communications Committee
- Portal Steering Committee
- Veterans Committee
- Pathways and Alignment Committee



CCWD Lead Staff (July In-Person Meeting)

CCWD Staff Meeting – July 23, 2025

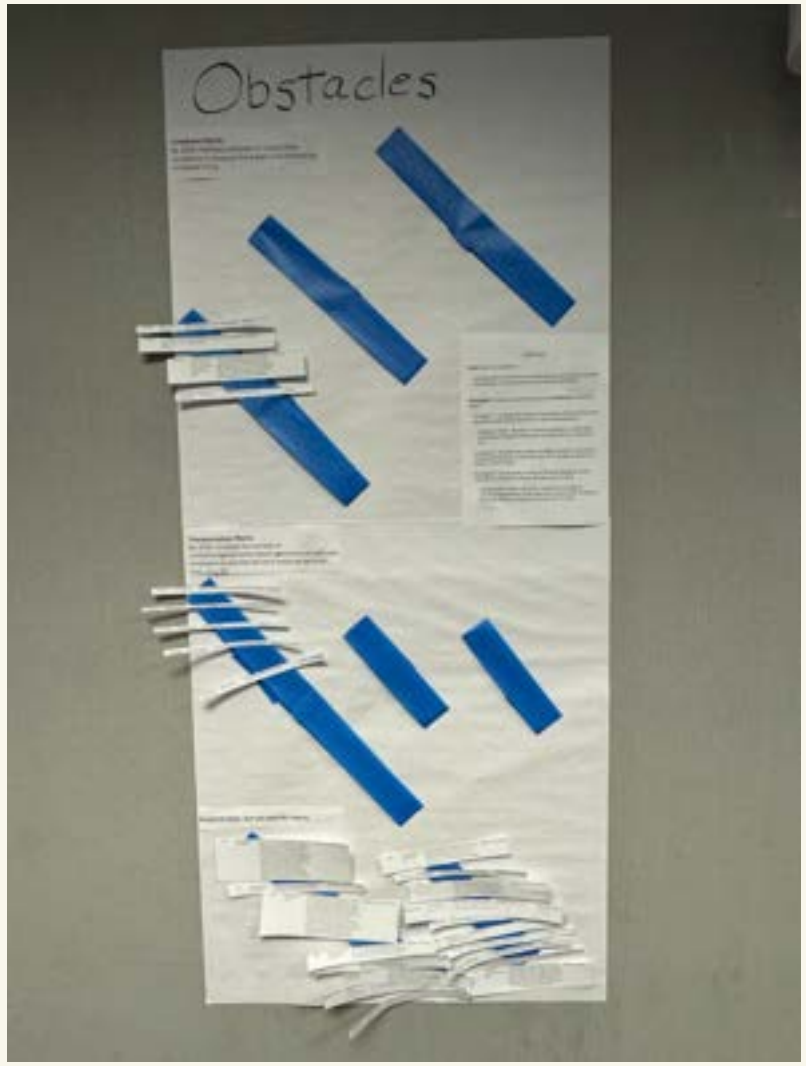
Attended by 26 staff members from 22 agencies and partners

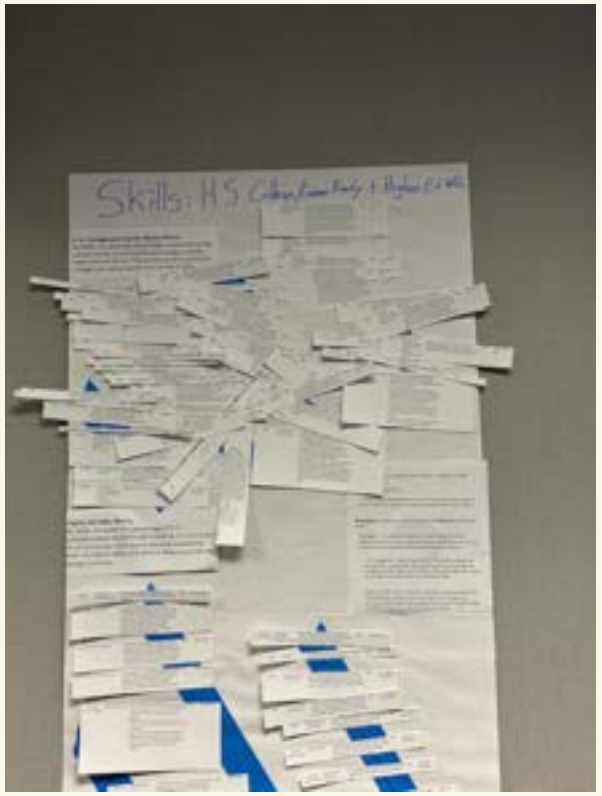
- Visualized the Workforce System
  - Staff members placed their agency's programs and activities on a sheet listing the approved metrics.
  - Visualized ongoing work to show need for program alignment or program development.

- Review of Metrics
  - Discussion of approved metrics.
  - Connected metrics to the agency programs and activities metrics.

- Developed Projects to Impact Metrics
  - Six prospective projects created by teams of staff.
  - Projects were presented and received feedback.

CCWD Staff Meeting – July 23, 2025







CCWD Staff Meeting – July 23, 2025



Obstacles Resource Guide

Obstacles

Metric

- By **2028**, institute processes to collect data necessary to measure the supply and demand for childcare in S.C.
- By **2035**, increase the number of contracts/agreements transit agencies maintain with employers to provide demand response services from **10** to **50**.

Proposed Project

- Over a period of **12 to 18-months**, create an **electronic resource guide** with information on subsidies, tax credits and incentives available.
- Create a **working group** with state and local partners to compile **relevant and current** information.
- Create **digital resources** to communicate information.
- Define **ownership** and **responsibility** for updating resources.

Targeted Sector Awareness Campaign



Awareness

Metric

- By **2040**, increase the percent of respondents who believe South Carolina provides enough opportunities for job training and career advancement to **30%**.

Proposed Project

- Over **12 months**, create a **statewide plan for communication** and sharing best practices, consolidating efforts on a targeted awareness campaign.
- Hire **strategic planning firm** to help create plan.
- Obtain an **accurate inventory** of the current outreach efforts and the **advertising budget** of each agency.
- Identify opportunities for collaboration beyond strategic plan around **delivery** and placement of **awareness** campaign.

Pre-K and K-12 on Grade Level



Skills

Metric

- By **2030**, increase the percentage of S.C. children ready for kindergarten to **75%**.
- By **2030**, increase the percentage of students at or above grade level in reading and math to **75%**.

Proposed Project

- Over a period of **13 months**, explore reasons why children were **not enrolled** in public 4K kindergarten, and if they did attend any 4K kindergarten, and diagnose the issues that prevented enrollment.
- Accepting **any 4K enrollment is better than none**, develop a plan to address the uncovered barriers to 4K kindergarten enrollment.
- Find areas of low 4K kindergarten **enrollment,** with nearby near schools, and engage to **promote** and **support** enrollment.
- Track outcomes and use **best practices** around the state.

Industry Engagement in Schools – CCR & Higher ED WBL



Skills

Metric

- By **2035**, increase the percentage of graduating high school students who qualify as college or career-ready from **65.8%** to **75%** and those who qualify as college and career-ready from **29.4%** to **40%**.

- By **2040**, increase the percentage of individuals employed or in higher education during the second quarter after receiving a high school diploma from **81.4%** to **85%**.

Proposed Project

- During an **18-month** period, promote **increased business participation** in schools/school districts ultimately increasing available **work-based learning** experiences.

- Target a **pilot** area to attempt to **standardize** forms, language, and engagement of business to provide a **common employer experience** across school districts.

- Engage in two communication campaigns, one for **hiring graduating** seniors and one for engaging schools/districts in **work-based learning**.

- Create a work-based learning **tool kit** of resources and information for education and industry.

High Value Credentials



Skills

Metric

- By **2040**, **75%** of S.C. high school graduates will earn a short-term or academic credential issued by a post-secondary institution, with at least **60%** qualifying as a High Value Credential as defined by the council.

Proposed Project

- Over an **18-month** period, communicate workforce needs from LLR boards to Vocational Rehab and State Tech for occupations that traditionally **do not receive** much attention.
- **Vocational Rehab** would act as a feeder to technical colleges, matching skills to occupations.
- **State Tech** reviews test for license and finds/creates curriculum.
- **LLR** provides outcomes of license test to Vocational Rehab and State tech to **improve training**.
- Process can **continue** after initial pilot.

Skills and Credential Use Improvement



Skills

Metric

- By 2035, increase the percentage of graduating high school students who qualify as college or career-ready from 65.8% to 75% and those who qualify as college and career-ready from 29.4% to 40%.

Proposed Project

- During a **12-month** period, establish data sharing agreements that would provide data to identify highly effective CTE programs and CCR districts.
- Data would include **employment/post secondary enrollment outcomes** for students.
- **Model CTE/CCR districts** will be acknowledged and promoted as best practices.
- **Dashboards** will be developed to communicate findings.
- Product would be **instituted** in EOC reporting **going forward**.

Requested Motion

I move the CCWD conduct the following three projects:

Project #1
Industry Engagement in Schools

- Metric Impacted: Skills (# of students college and career ready via work-based learning) and H.S. Diploma Use (% of students enrolled in post-secondary or employed)
- Promote increased business participation in schools/school districts ultimately increasing available work-based learning experiences.
- Standardize forms, language, and engagement to provide a common employer experience across school districts (pilot area first)
- Engage in two communication campaigns, one for hiring graduating seniors and one for engaging schools/districts in work-based learning.
- Create a work-based learning tool kit of resources and information for education and industry.

Project #2
College and Career Ready

- Metric Impacted: Skills (# of students college and career ready) and H.S. Diploma Use (% of students enrolled in post-secondary or employed)
- Establish data sharing agreements
- Use employment and post-secondary enrollment to identify highly effective CTE programs and CCR districts.
- Model districts acknowledged and promoted as best practices.
- Dashboards developed to communicate findings.
- Product instituted in EOC reporting going forward.

Project #3
High Value Credentials

- Metric Impacted: High Value Credentials (# of S.C. H.S. graduates earning short-term or academic credential)
- Communicate workforce needs from LLR boards to Vocational Rehab and State Tech for occupations that traditionally do not receive much attention.
- Vocational Rehab act as a feeder to technical colleges, matching skills to occupations.
- State Tech reviews test for license and finds/creates curriculum.
- LLR provides outcomes of license test to Vocational Rehab and State tech to improve training.


Metrics Baseline/Data Committee
Now the Research and Innovation Committee



Veterans Committee

Veterans Committee

Chair: Secretary Todd McCaffrey, S.C. Department of Veterans Affairs

Purpose

Coordinate with the S.C. Department of Veterans Affairs (SCDVA) to develop and implement procedures that **connect active-duty military spouses, family members, veterans, and military retirees to job opportunities and career support**.

-S.C. Code Section 41-30-540(B)(13)



SC Smart Start Video



https://www.youtube.com/watch?v=LXh0ErjIsg8



Pathways and Alignment Committee

Pathways and Alignment Committee

Chair: Bunnie Ward, TransformSC; Dr. Jeff Perez, Commission on Higher Education

Purpose

Create and maintain the following:

- **Career Pathways Tool** for students, parents of students, job seekers, educators, and counselors
- **Education Alignment Toolkit** for K-12, technical college, and higher education systems.

- S.C. Code Section 41-30-540(B)(7)



Initiatives

Career Pathways

Objective

Create a career Pathways tool that uses applicable occupational data, educational programming, workforce needs, salary information, job market analyses, in-demand occupations, and other information to provide students, parents of students, job seekers, educators, and counselors, with useful information about potential career pathways and the various routes to meaningful employment; -S.C. Code Section 41-30-540(B)(7)

Initiatives

- Compile a list of entities that currently provide some form of career pathway information and incorporate entity representatives in committee process, to the extent applicable (e.g., SREB, etc.)
- Determine uniform structure and information to include in a career pathway that will serve as a template for career pathways created by CCWD and others
- Create processes to help ensure consistency can be maintained and information remains current for creation, compilation, and publication of pathways

Education Alignment Toolkit

Objective

Create an education Alignment Toolkit that serves as an infrastructure of resources to enable the K-12, technical college, and higher education systems to individually and collectively ensure their respective educational curriculum, initiatives, and programming match workforce needs; -S.C. Code Section 41-30-540(B)(7)

Initiatives

- For K-12 and higher education institutions, involve applicable individuals and compile the following:
  - Resources used to determine workforce needs
  - Resources and frameworks utilized to decide the educational curriculum, initiatives, and programming they offer;
  - Methods utilized to determine whether curriculum, initiatives, and programming match workforce needs
- Determine standard information needed at each education level and region (e.g., priority occupations, etc.) that can always be available and current to assist education systems in their decisions
- Create processes to enable educators to regularly obtain feedback from employers and researchers that can be used to update curriculum, initiative, and program offerings



Portal Steering Committee

Portal Steering Committee

Chair: Dr. Richard Cosentino, Lander University President

Purpose

Create and maintain an Education and Workforce **Portal** to provide South Carolinians **with information critical to their lifelong educational journey**.

-S.C. Code Section 41-30-540(B)(7)



Status: Terminology and Updates

Terminology

Find Your Future Website
(exists and will remain in existence)

- Focus on fleshing out
- Updates being discussed
    - Content (not just links)
    - Interactive Dashboards
    - Interactive Map
    - Incorporation of Videos
- Continue to submit feedback and suggestions on FindYourFuture.sc.gov

Find Your Future Portal
(Does not yet exist)

- Reviewing/Summarizing information learned & Seeking additional details
    - Feasibility Study and Future Finder Personalization Pilot
    - Survey to Employers on Specific Functionality
- Confirming applicable systems and each agency's buy-in on connecting the systems and providing subject matter experts
- Refining potential functionality
- Creating Job Order for Vendor to Draft RFP, etc.

Status: Experiments

Future Finder AI Personalization Pilot (Experiment #1)

- Started wind down Sept. 8 with in-app and email notifications to users
- Officially ends Sept. 22
- Final report with lessons learned from Future Fit AI submitted by Oct. 3

Google Prototype (Experiment #2)

- Creating Universal Skills Translator that provides:
  - Job seeker - Structured map of skills and competencies
  - Employer - Enhanced job description including duties, outcomes of role, structured interview guide, and performance rubric
- Utilizing 5 personas related to becoming an RN:
  - (1) 12th-grade student, (2) nurse technician, (3) transitioning military medic, (4) career changer, and (5) hospital hiring manager
- Tentative start date is Sept. 15; end date is Oct. 27; updates every two weeks



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Other Business

Closing Questions

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Thank you!

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