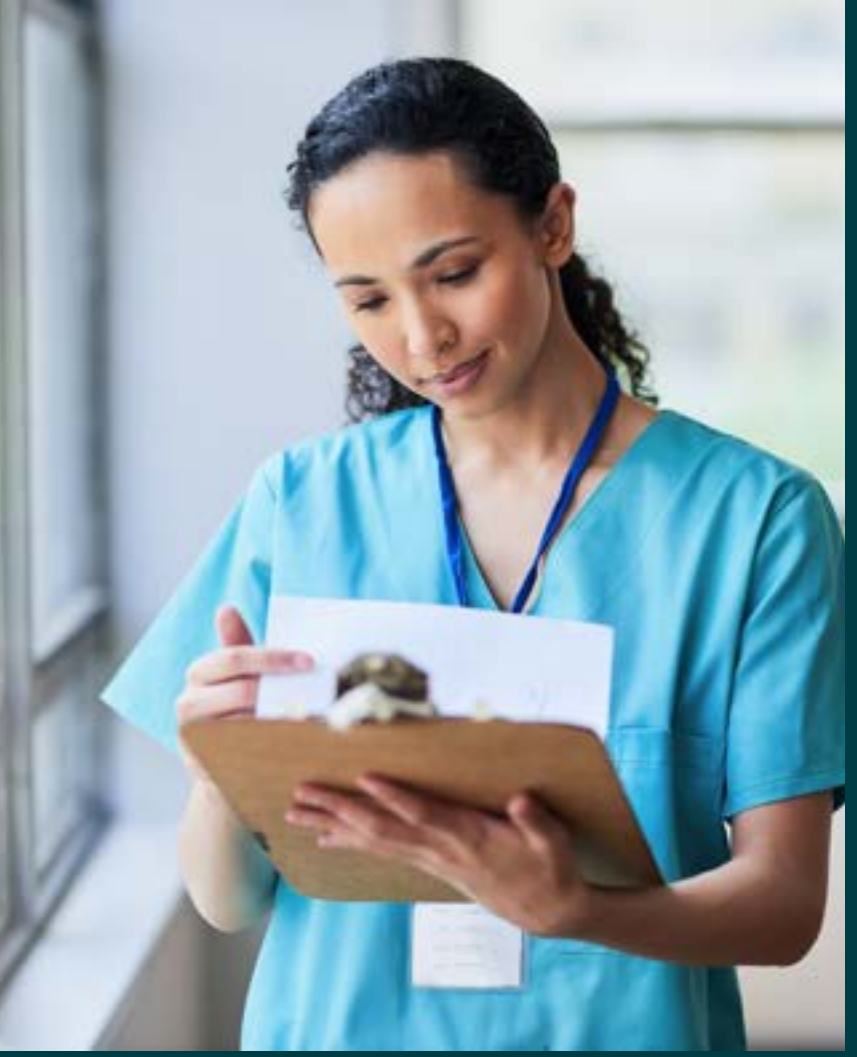




Coordinating Council for Workforce Development

December 8, 2025

FIND YOUR FUTURE
SOUTH CAROLINA



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SOUTH CAROLINA

Agenda

- Welcome, Minutes, and Membership
- Research Spotlight
    - Education Panel: Soft/Essential Skills
- Committee Updates
- Other Business and Adjournment

*Note: New CCWD Members will be available after the meeting for Networking/Meet and Greet



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Minutes and Membership

September 22, 2025 Meeting Minutes

Minutes of the South Carolina Coordinating Council

for Workforce Development (CCWD) Full Council Meeting Minutes

09/22/2025

Executive Committee Attendees	Council Member Attendees	Council Member Remote Attendees
William Floyd (Chairman) Dr. Tim Hardee (Vice-Chairman) Kayce Cook (proxy for Rep. 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) Todd McCaffrey Emily Farr Dr. Richard Cosentino Hollie Harrell Bill Kirkland (replacing Bob Quinn) Sen. Brad Hutto Dr. Harrison Goodwin Cristina Key (proxy for Hugh Weathers) Dr. Galen DeHay Felicia Johnson Michael Morris Duane Parrish Rep. David Vaughan Jess Key	Dr. Suzanne Thomas (Proxy for Dr. Cole) Sen. Rex Rice Ana Vanderviet **Council Members Not in Attendance** Cezar McKnight W. Hartley Powell Frank Rainwater Dana Yow Adrienne Fairwell Thomas Freeland

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, ensuring a quorum. The meeting was then called to order at 10:06 a.m.

BUSINESS SPOTLIGHT

Chairman Floyd welcomed Lt. Governor Pamela Evette, the council members, and other attendees. He then gave the floor to Lt. Gov. Evette to speak about youth employment. She discussed soft skills for today's entering workforce and gave several personal anecdotes related to soft skills, employment, and how to overcome some of the issues in the workforce. The Lt. Gov. touched on being a lifelong learner in today's evolving work-life and the importance of internships for young people. She ended her presentation by encouraging the audience to embrace internships.

After wrapping up, **Dr. Rebecca Battle-Bryant** introduced each workforce generation, leading to facts and data based on the different generations. She talked about the unique perspectives of Gen Z specifically and segued into the panel discussion with five Gen Z panelists.

RESEARCH SPOTLIGHT – GEN Z PANEL

Dr. Battle-Bryant then briefly introduced each panelist and welcomed them to the meeting. She began asking targeted questions based on work experience and education. The first question asked what they wished they'd learned before entering the workforce. Answers ranged from interpersonal skills, more guidance, help with scheduling, dealing with authority, and making decisions for yourself. The next question asked about priorities in a job search, with answers focusing on mentorship, fitting in, flexibility in schedule, work culture, impactful/meaningful work, work-life balance, and compensation. The last question asked about what the panelists would change about the workplace. The responses included a human connection, companies being straightforward about their values and mission, partnerships between education entities and businesses, more prepared candidates, and caring about employees from top to bottom.

Dr. Battle-Bryant thanked the panelists for their participation, then tasked the committee members with answering their own questions about what they heard and creating follow-up questions for the panel. After a 10-minute breakout for preparations, Dr. Battle-Bryant gathered everyone back to ask more questions of the panel. Each panelist talked about what influenced them to begin their workforce journey and what their generation may need to improve upon.

Chairman Floyd then reviewed the CCWD structure and turned it over to **Robert Davis** to present details regarding the metrics.

RESEARCH AND INNOVATION COMMITTEE

Robert Davis showed a visualization of the metrics (Awareness, Skills, and Obstacles) created during the CCWD staff meeting in July. He then outlined the obstacles resource guide, a targeted sector awareness campaign, industry engagement in schools, skills and credential use improvement, and pre-K and K-12 on-grade-level skills for the council to vote on the projects to support in the near future. The council approved three skills-based projects with Kim Mann motioning and Jay West seconding. Sen. Massey abstained from the vote.

VETERANS COMMITTEE

Chairman Floyd requested that **Sec. Todd McCaffrey** give an update about the Veterans Committee. Sec. McCaffrey introduced the SC Smart Start program with a video. This tool will be available in October 2025.

PATHWAYS AND ALIGNMENT COMMITTEE

Chairman Floyd then asked **Bunnie Ward** to speak about the Pathways and Alignment Committee. She presented information about the different initiatives (Career Pathways and Education Alignment Toolkit) to standardize elements related to education alignment throughout the state.

PORTAL STEERING COMMITTEE

Dr. Richard Cosentino gave a brief overview of the PSC's purpose and detailed some of the initiatives of the committee. He illustrated how the terminology for this portal project is being updated and aligned, and then provided information related to the Find Your Future website and portal. Dr. Cosentino addressed the experiments (Future Finder AI Pilot and Google Prototype).

Chairman Floyd then asked Dr. Battle-Bryant to give some final reminders and wrap up the main points of the meeting. After the review, Chairman Floyd welcomed new member **Jess Key** to her first full council meeting, approved the meeting minutes from the June council meeting, and asked **Kim Mann** to move to approve the motion.

OTHER BUSINESS AND ADJOURNMENT

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

The meeting was adjourned at 11:54 am.

Minutes transcribed by: Jennifer Judy

Jennifer Judy, Administrative Coordinator
Office of Statewide Workforce Development

COORDINATING COUNCIL FOR WORKFORCE DEVELOPMENT

Membership

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



Mandy Baltzegar
Executive Director of Human Resources, Phoenix Specialty



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



Jay Hamm
Vice President of Operations, Lexington Medical Center



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



Bill Kirkland
Interim Director, South Carolina Research Authority



Tana Lee
Business Development Manager, Pyramid Contracting, LLC



Barbara Livingston
Director of Human Resources, Gregory Electric Company, Inc



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



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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Research Spotlight

Panel Discussion: K-12 Educators



Travis Guthrie

- Anderson 1 & 2 Career and Technical Center
- Work-Based Learning Coordinator



Teri Luther

- Kershaw County School District
- Work-Based Learning Coordinator

Panel Discussion: Higher Education Educators



Dr. Ahmad Chaudhry

- Tri-County Technical College
- Dean, Health Education Division



Dr. Lloyd Willis

- Lander University
- Dean, College of Business and Technology



Dr. Suzanne Thomas

- Medical University of South Carolina
- Associate Provost of Educational Planning and Effectiveness



FIND YOUR FUTURE
SOUTH CAROLINA

Committee Updates

CCWD Structure

Executive Committee

Full Council

CCWD Member Lead Staff

Industry Associations and Other Partners

- Research and Innovation Committee
- Communications Committee
- Portal Steering Committee
- Veterans Committee
- Pathways and Alignment Committee

CCWD Project Updates

Three projects approved at the September CCWD meeting.

- **Work-based Learning - Industry Engagement**
  - Under the Pathways and Alignment Committee

- **College and Career Ready**
  - Under the Research and Innovation Committee

- **LLR – State Tech – Vocational Rehab Project**
  - Working Group of Participants

Industry Engagement in Schools – Work-Based Learning (WBL)

Communication

- Single Narrative
  - "It takes a community to prepare a student for work."
- Easily attaches to any existing plans.
  - When to push messaging (Jan. and March)
- Dispelling myths and telling stories.
  - There are strong myths and beliefs in the public about engagement.
- Target Audiences
  - Industry
    - Small and Medium sized businesses, do they engage in specific places/ways?
    - Message: Your engagement is needed.
  - Parents
    - Schools send lots of messages to parents.
    - Message: Promote conversations with child about work and their interests.
  - Teachers
    - Improve teacher interest in integrating better understanding of work and opportunities for experiences. (Tours, Class speakers, etc.)
    - Message: Shows students how their skills can be used in the workplace.

Industry Engagement in Schools - WBL

Toolkit

Initial Focus

- Myth buster handout (Washington State)
- Benefits to business (Colorado)
- Document on insurance
- Testimonials (examples from students and employers)
- Levels of engagement (Colorado)
- Terminology (Colorado)
- Conversation Starting Points
- Landing Page on Find Your Future (Tentative Launch in March)

College and Career Ready Indicators Project

USP Metrics Impacted

- Skills (# of students college and career ready); and
- H.S. Diploma Use (% of students enrolled in post-secondary or employed)

Components

- Use employment and post-secondary enrollment to identify value of college/career designation.
- Acknowledge model districts and promote as best practices.
- Develop dashboards to communicate findings.
- Include information in EOC reporting going forward.

High Value Credentials (LLR → State Tech + Voc Rehab)

USP Metrics Impacted

- High Value Credential Attainment (% earning post-high school credential, % qualifying as High Value as defined by the council)

Steps

- Communicate workforce needs
  - LLR boards → Vocational Rehab + 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 licensing tests to find/create curriculum.
- LLR provides outcomes of licensing test to Vocational Rehab and State tech to continually improve training.

Research and Innovation Committee

Chair: Dana Yow, Education Oversight Committee Executive Director

Purpose

Use data and analysis to create measurable, **time-sensitive metrics** in which all workforce pipeline stakeholders including, but not limited to, education and workforce boards, councils, and partner representatives, participate.

-S.C. Code Section 41-30-540(A)(4)

Identify long-term workforce needs

-S.C. Code Section 41-30-540(B)(3)



Supply Gap Analysis Project

USP Metrics Impacted

- High Value Credential Attainment (% earning post-high school credential, % qualifying as High Value as defined by the council)
- H.S. Diploma Use (% of students enrolled in post-secondary or employed)
- College Diploma Use (% of students employed)

Steps

- ✓ Establish data sharing agreements with CHE and SDE/EOC; obtain data linked with DEW wage records through RFA (completed).
- Use CHE and SDE/EOC data linked to DEW wage records to estimate labor supply; use National Labor Exchange and JobsEQ (subscription service) to estimate labor demand.
- Pair the data by Standard Occupation Classification codes and Career Cluster to identify the gaps in labor supply.
- Develop the full report as well as an executive summary/overview; disseminate the findings.

Pathways and Alignment Committee

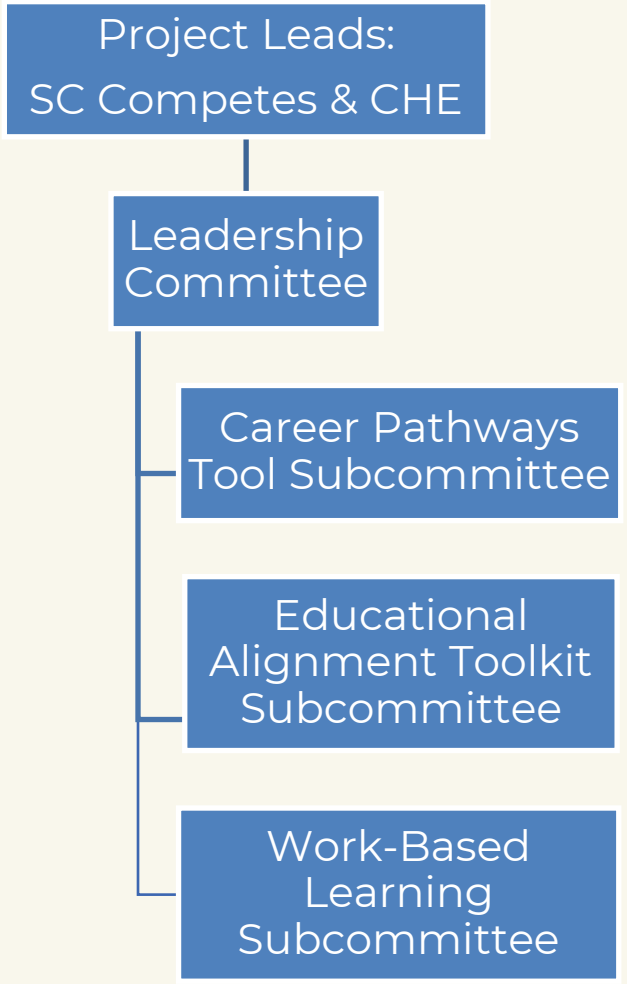
Chair: Bunnie Ward, TransformSC; Dr. Jeff Perez, Commission on Higher Education

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)



Career Pathways Tool

USP Metrics Impacted

- Awareness of training opportunities (% who believe S.C. provides enough)
- H.S. Diploma Use (% of students enrolled in post-secondary or employed)
- College Diploma Use (% of students employed)

Status

- Creating Template for Career Pathways mapping visualization.
- Using Healthcare career pathways as first test of template.
- Will expand to other industries if template is understandable and informative.
- Eventual goal is to use Standard Occupational Code (SOC) data to create actual map of career progression.

Education Alignment Toolkit

USP Metrics Impacted

- Awareness of training opportunities (% who believe S.C. provides enough)
- H.S. Diploma Use (% of students enrolled in post-secondary or employed)
- College Diploma Use (% of students employed)

Status

- Created two working groups
  - Standardization of Information Requirements/Toolkit
    - Determine standard information needed by education level and region (e.g., priority occupations, etc.) that can always be available and current to assist education systems in their decisions
  - Regional Industry/Education Feedback Mechanism
    - Create processes to enable educators to regularly obtain feedback from employers and researchers that can be used to update curriculum, initiatives, and program offerings
- Nov. 7 in-person working retreat with committee members
- Finalizing each working group's goals, deliverables, and milestones

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)



Milestones

Create and Maintain Information on Veteran Resources	South Carolina Smart Start	Veteran Career/ Entrepreneurship Work Shops	Integrate Veteran Data From State Agencies
July 2025 • Create directory of staff involved in veteran education and/ or workforce efforts across organizations in the state.* ✓ Create list of veteran-related events planned throughout the state for the remainder of 2025.	December 2024 ✓ Begin filming for SC Smart Start, (Virtual Transition Assistance Program).	May to June 2025 ✓ Identify requirements to build and host workshops.	June 2025 to December 2026 • Collaborate with the CCWD Metrics Baseline Committee and other partners to determine the transitioning service member and Veteran populations.
August 2025 • Create list of websites to which staff involved in veteran efforts across the state refer veterans for education and/ or employment information.	January to August 2025 ✓ Develop website links. • Build links to Find Your Future, education, and entrepreneurship.	September to October 2025 ✓ Conduct first Career Workshop. • Conduct first Entrepreneurship Workshop (Feb 2026)	January 2026 to June 2026 • Pilot targeted outreach to Veteran population.
September to December 2025 • Ensure staff, events, and websites are on FindYourFuture.sc.gov. • Regularly ask during committee meetings about any updates to staff, events, and websites. • Utilize staff, events, and websites information when planning new events and outreach.	September to October 2025 ✓ Launch Virtual Transition Assistance Program (Oct 2025).	February to March 2026 • Conduct second Career Workshop. • Conduct second Entrepreneurship Workshop.	January 2026 to June 2026 • Refocus referral system to identified transitioning service members.

*Directory will include the following for each individual: Organization; staff member's name, contact information, and primary responsibility (e.g., veteran workforce, veteran health benefits, etc.); staff member's previous military branch of enlistment, if any.

CCWD Veterans Committee Action Items

- ✓ Focus area sub-groups meet to every other month to share progress towards meeting metric goals.
- ❑ Discussion on Veteran data that is available by state agency and organizations.
- ❑ Create marketing campaign to attract and retain Veterans in the South Carolina workforce.
- ❑ Develop strategies to incentivize use of Veteran owned businesses.
- ❑ Update Veteran hiring tool kit to inform hiring managers on best practices for hiring Veterans.
- ❑ Provide information sessions to hiring managers on military culture and benefits of hiring Veterans.
- ❑ Veteran Entrepreneur Summit – 18 February 2026.

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)



Find Your Future WEBSITE



Planned for 2026

- Centralized location for education and workforce data dashboards from different organizations
- Best practices content (e.g., internships, etc.)
- Videos promoting occupations and industries

FIND YOUR FUTURE SOUTH CAROLINA

Have suggestions? Help shape future website changes by filling out our survey at FindYourFuture.sc.gov. This is a growing site, so check back for new updates as more content is added!

Find Your Future WEBSITE

Centralized Dashboards

Education

- How many students are **ready for kindergarten**?
- What impact does state-funded full day 4K have on a student being ready for kindergarten?

- How much are we spending per student and teacher?
- How many students are on **grade level for reading and math** (by district and school)?
- What colleges are students attending after graduation (by district and school)?

- How many students are
  - **enrolled** in college (by school, etc.)?
  - **graduating** from college (by school, program, etc.)?
  - **receiving scholarships** (by type, school, etc.)?
  - transferring?
- How much are **graduates earning** based on education obtained?

Workforce / Occupation / Industry Specific

- How many people are in the state, **working, unemployed**?
- How many **teachers** are fully **prepared**?
- Where, and in what specialties, do S.C. medical school graduates match for residency?

Veteran Specific

- How many veterans are in the state (by war and demographics)?
- How many **military-connected students** are in S.C.?

Entities Authorizing Use of Their Dashboards (to Date)

- Education Oversight Committee
- Dept of Employment and Workforce
- Commission on Higher Education
- Revenue and Fiscal Affairs
- S.C. Office for Healthcare Workforce
- SC Teacher

Find Your Future Portal: Milestones

Sept. – Nov.	Nov. – Feb.	March - May *With Consultant*	June - July *With Consultant*
Review/Summarize Information Learned & Seek Additional Details ✓	Obtain (1) Portal Product Manager & (2) Consultant to Draft RFP, etc.	Confirm Functionality & Applicable Systems that May Interact with Portal^	Draft RFP & Put out for bid
Determine potential specific functionality (posting jobs, digital wallet, etc.) ✓	Draft Job Order, Review Bids	Meet with Leadership from CCWD Members & Industry Associations to review functionality	Draft RFP
Survey employers' desires for specific functionality* ✓	Recommend to Executive Committee	Meet with IT Directors to confirm applicable systems and which are allowed to interact	Recommend to Executive Committee
Draft updated timeline for SC Nexus ✓	Onboard Vendor	Meet with IT Directors and IT to confirm SMEs available to assist with the work	Put RFP out for bid

Find Your Future Portal: Consultant

Scope of Work

- User Experience Analysis
- Technology Stack Assessment
- Market Engagement Strategy and Demonstration
- Assist with Request for Proposal Drafting
- Vendor Evaluation and Selection
- Contract Negotiation Support
- Program Assurance through all implementation phases of the Portal
- Organizational Change Management

Note: Funds for the consultant will come from the Portal's $2.8M recurring budget.

Timeline

Nov. 17 – 24 Weeks

- ✓ Project Team reviews and edits Statement of Work

Dec. 1 Week

- ✓ Statement of Work sent to all vendors
- ✓ Portal Steering Committee approves Evaluation Team making vendor recommendation to Exec.

Dec. 8 Week

- Vendors submit bids
- Evaluation team begins reviewing bids

Dec. 15 Week

- Evaluation team reviews and makes recommendation

Dec. 22 Week

- Exec. Committee meets to vote on recommendation

Dec. 29 Week

- Paperwork sent to the selected vendor to sign

Jan. 5 Week

- Remaining State Procurement paperwork completed

Employer Survey Responses

Top Desired Features

#1

Post internships, apprenticeships, seasonal work, and full-time positions **in a single location**

#2

Select specific audiences and/or **local online job boards** on which a job is shared

#3

Screen and identify candidates with relevant skills, credentials, licenses, etc.

#4

Retrieve previously posted jobs from the existing database

429 responses

Employer Survey Responses

Top Ways Willing to Engage

#1 Sharing preferred job posting data (skills, certifications, qualifications)

#2 Offering work-based learning opportunities (internships, job shadowing, apprenticeships, etc.)

#3 Hosting site visits, guest speakers, or classroom talks

#4 Serving on an employer/industry advisory group or panel

Common Barriers to Engagement

#1 Time constraints

#2 Unclear points of contact

#3 Lack of awareness

Portal Update Experiment #2



Purpose

Determine if Google can create better way to obtain and provide data to users through large AI capabilities

Prototype

Universal Skills Translator

Status

End date extended

Told higher-level Google executives have increased interest

Google coming in person to discuss front-end design



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Other Business

Closing Questions

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Thank you!

LEARN MORE AT FindYourFuture.SC.GOV