

P.O. Box 995
1550 Gadsden Street
Columbia, SC 29202
dew.sc.gov



Henry McMaster
Governor

G. Daniel Ellzey
Executive Director

STATE INSTRUCTION NUMBER 20-12

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

Subject: Virtual Events in the Brazen Platform Policy

Issuance Date: June 23, 2021

Effective Date: Immediately

Purpose: To provide guidance regarding the use of the Brazen Virtual Event Platform to ensure quality services are provided to employers and job seekers in a virtual environment.

Background: The vision for the American Job Center (AJC) network reflects the long-standing and ongoing work of dedicated workforce professionals to align a wide range of publicly- or privately-funded education, employment, and training programs, while also providing high-quality customer service to all job seekers, workers, and businesses. The Workforce Innovation and Opportunity Act (WIOA) builds on the value of the AJC network and encourages the workforce development system to increase capability and capacity to deliver services to jobseekers and businesses through virtual modes.

Policy: Virtual services are necessary to provide jobseeker customers with resources, tools, and program services vital to education, skill development, and training to meet business demand. Employers rely on virtual services that provide assistance with layoff aversion, downsizing or layoff assistance, and recruitment and hiring support to supply qualified candidates to meet particular business needs. As such, the SC Works system has the responsibility to increase the availability and delivery of virtual workforce services for job seekers and employers to align with changing workforce conditions.

The Brazen Virtual Event Platform allows attendees to enter into a virtual lobby to engage with and connect to employers in a web-hosted experience, including hiring events, opportunity events and community resources events. The Brazen platform is an extension of SC Works Online Services (SCWOS) and staff must adhere to all state issued policies, including State Instruction 17-01, Change 3: Required Employer Registration in SCWOS and Effectiveness in Serving Employers.

Within the platform, Administrators, or “Admins,” build and manage events, as well as assign user roles, and access analytics and reports. To increase collaboration across the state, each Local Workforce Development Area (LWDA) will be granted admin access to one of the following four Regional Accounts in the system:

- Greater Upstate Region- Upstate, Greenville, Upper Savannah, and WorkLink
- Central Region- Catawba, Lower Savannah, and Midlands
- Pee Dee Region- Pee Dee, Santee-Lynches, and Waccamaw
- South Coast Region- Lowcountry and Trident

LWDA Business Services Team Leads and DEW Regional Managers will serve as Primary Admins and be responsible for the following activities:

- Choosing and managing staff that have Secondary Admin privileges
- Alerting virtualhiringevents@dew.sc.gov of changes in staff access needs, which includes submitting the name and email of staff requiring access and immediately submitting the name and email of staff needing access removed
- Ensuring that large LWDA virtual hiring events (events with 10 or more employers) do not conflict with other LWDA virtual hiring events within the Regional Account
- Managing the activities of the Secondary Admins, event activities, and employer activities in the Local Area Account
- Obtaining approval for and creating events, registering employers, registering job seekers, marketing events, pulling reports, and other responsibilities within the Brazen platform

Secondary Admins are assigned by the Primary Admins and are responsible for the following activities:

- Creating Approved Events
- Registering employers
- Registering job seekers
- Assist with creating and editing booths
- Marketing events
- Running reports as needed
- Other assigned tasks within the Brazen system

A “**Virtual Booth**” within a virtual job fair is the virtual location within an event where an employer uploads a company logo, content, and job orders for job seekers to visit and view. The job seeker can also apply for available job opportunities and/or web-chat with the employer while visiting the virtual booth.

“**Booth Owners**” are responsible for the virtual booth within a virtual job fair. The Booth Owner must ensure that Representatives, as defined below, are assigned to work the booth during virtual events. A Booth Owner can be employers, organizations, or staff depending on the type

of virtual event. Primary and Secondary Admins assign Booth Owners within the Brazen system. If the booth is a SC Works Booth, as outlined below, the Primary Admin must review the booth design to ensure it complies with all state and local policies and guidelines.

A “**Representative**” is an individual assigned to respond to chats within the virtual booth during an event. All virtual booths must have a Representative in order to web-chat with job seekers. Primary Admins, Secondary Admins, and Booth Owners can assign Representatives to booths. However, if the booth is a SC Works booth, the Primary Admins will be responsible for designating the staff person to be assigned the role of Representative. A Booth Owner and Representative can be the same person for a virtual booth.

SC Works Booths and/or Information Booths are highly encouraged at all virtual events. These booths give job seekers the opportunity to ask questions throughout the event and to learn more about SC Works services. The Primary Admin must review the booth design to ensure it complies with all state and local policies and guidelines and assign Representatives to work the booth. Representatives of SC Works Booths and/or Information Booths are not required to be Primary Admins, Secondary Admins, or Booth Owners.

Event Requirements

The Brazen platform is an extension of SCWOS and staff must adhere to all state issued policies regarding SCWOS. In accordance with State Instruction 17-01, Change 3: Required Employer Registration in SCWOS and Effectiveness in Serving Employers, the employer registration requirement in SCWOS may be waived for job fairs and hiring events in response to mass layoffs and closure activities or worker shortages. 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 using the *Local Area Hiring Event Waiver Request* document located in SCWOS under Staff Online Resources.

Prior approval for all virtual events within the Brazen platform is required. Additionally:

- All events must include the following questions in the registration form:
 - “Did you serve in the military?”
 - “Are you an eligible military spouse?”
- All virtual booths must have at least one Booth Owner and one Representative. The Booth Owner can also be the Representative.
- Prior approval is needed in order to activate the “Open Networking” function, which allows job seekers to interact with each other during the event with the written interaction being visible to all attendees.
- The local area Regional Account will be responsible for branding determinations for approved events; however, the SC Works logo that includes the AJC reference is required on all events within the landing screen. The local area Regional Account determines the location of the logo within the landing screen.
- The employer’s logo may be used for approved individual hiring events.

- The Brazen survey for job seekers and employers is required.

Upcoming proposed virtual events for approval must be submitted using the *Virtual Events Proposal Form* located in SCWOS under Staff Online Resources. To ensure sufficient review time, all requests for approval must be submitted within ten business days prior to the proposed event. Events are approved on a first come, first served basis. If there is a competing event in another region utilizing the same resources or employers, the event may be denied.

All Primary Admins and Secondary Admins must:

- Complete the following three Brazen trainings:
 - Administrator Training;
 - Marketing Best Practices Training; and
 - Pre-Event Best Practices Training.

**Training names and content are subject to change as updates are made available.*
- “Tag” an event with the LWDA’s name and all LWDA’s involved if it is a combined regional event.
- Not make any changes or delete events not created by the LWDA or where the LWDA or region is not “tagged.”
- Follow the pre-approval event process as outlined above.
- Work events as needed, including but not limited to, set up of the virtual event (selecting dates, times), assisting employers with event registration, including the verification of SCWOS registration status, and listing job postings on the platform, etc.
- Run reports within the Brazen platform as needed or requested.

Action: Ensure that all staff receive and understand this policy, as appropriate.

Inquiries: Questions may be directed to PolnPro@dew.sc.gov.



Kevin Cummings, Assistant Executive Director
Technical Services, Policies, and Reporting