

**Governor’s State Workforce Development Board
March 3, 2022 Executive Committee Meeting Minutes**

MEMBERS PRESENT:

Mr. Thomas Freeland
Mr. Pat Michaels
Mr. Jay Holloway
Mr. Charles Brave, Jr.
Ms. Valerie Richardson
Mr. John Uprichard
Mr. Dan Ellzey

MEMBERS EXCUSED:

Mr. Warren Snead

Welcome and Opening Remarks Mr. Thomas Freeland, SWDB Chair

Mr. Thomas Freeland, SWDB Chair, called the meeting to order at 11:00 a.m. A quorum was present.

Approval of Minutes from November 30, 2021* Mr. Freeland

Ms. Valerie Richardson motioned to approve the November 30, 2021, meeting minutes. Mr. Jay Holloway and Mr. John Uprichard seconded the motion, and the Committee unanimously approved the minutes.

WIOA State Plan Modification* Ms. Jackie Taylor

Ms. Jackie Taylor presented at each of the 3rd quarter committee meetings to share progress on the implementation of the WIOA State Plan priorities and the process for modifying the state plan in compliance with WIOA regulations. As part of the modification process, the state plan was updated to reflect changes in workforce conditions, collaborative action partners have taken to support the priorities, and relevant programmatic updates. Partners including the Department of Education, Office of Adult Education, Vocational Rehabilitation, Commission for the Blind, Department of Social Services, and the Department of Employment & Workforce, have advanced priorities such as soft skills, work-based learning, cross-program staff training, streamlining referral processes, and employer outreach. The Plan was posted for public comment on the SC Works website from December 17, 2021 to January 18, 2022. Four organizations commented on the State Plan modification:

- Florence County Adult Education
- Disability Rights South Carolina
- Apprenticeship Carolina
- Able SC

The comments received during the comment period and joint responses to the comments are organized in the SC WIOA State Plan Comments and Responses document. Minor revisions were made as appropriate. Ms. Taylor recommended approval of the Plan. There was no discussion by the Committee. Mr. Freeland motioned to approve the modification. Ms. Richardson seconded the motion, and the Committee unanimously approved the modification for submission to the US Department of Labor.

SWDB Funding Recommendation* Ms. Nina Staggers

Ms. Nina Staggers presented a funding recommendation to support the development and implementation of a statewide Secret Shopper Program. The program will supplement existing efforts to collect employment and job seeker feedback and inform continuous improvement efforts

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such as accessibility, center improvement, service delivery, and staff training. A soft launch of the program will occur in fall 2022, followed by statewide implementation. It is anticipated that the program will evaluate areas such as staff knowledge, attentiveness, willingness, and ability to provide assistance; center appearance, cleanliness, and accessibility; availability and relevancy of information and resources; referral services; and the overall process for receiving services. Ms. Staggers requested the allocation of \$100,000 to enable the implementation of a soft launch with the expectation that additional funding may be required for statewide implementation.

Mr. Pat Michaels commented on Goodwill’s secret shopper experience and highlighted several areas of consideration when developing and executing the program: reliability of feedback, clear evaluation criteria, a process for ensuring that the shopper’s identity remains unknown; and highlighting positives and promising practices. Mr. Michaels also shared that Goodwill used a private company and that the experience was very valuable. In response to employer feedback data, Mr. Dan Ellzey shared turnover data from a large manufacturing employer showing that turnover of employees referred by SC Works and through employee referrals is lower than turnover from employees referred from their temporary labor provider. Mr. Uprichard recommended that the program focuses on the expected outcomes to be achieved and serve as the framework for a playbook on ‘what great looks like’.

Following the Committee discussion, Mr. Jay Holloway motioned to approve the allocation. Mr. Charles Brave seconded the motion, and the Committee unanimously approved the allocation.

Committee Activity Reports..... Committee Chairs
Committee Chairs shared 3rd quarter committee activity reports, highlighting progress toward completion of PY’21 priorities.

Board Development Committee

The Board Development Committee coordinated the delivery of Ethics Training for Board Members on February 10, 2022. The training was attended by 12 members. Staff will work with the Ethics Commission to schedule a 2nd training in late 2022. The BDC is working with the National Governors Association to gather information from other state workforce boards on onboarding and professional development, oversight and management, and recognition and engagement. The Committee is also revising the SWDB Satisfaction and Board Development Survey for deployment in March. Staff will present findings and recommendations from the SWDB survey and NGA research at the Committee’s May meeting.

Collaboration and Partnership Committee

Mr. Richard Davis, Workforce Development Manager for the SC Commission on Higher Education, presented on the Commission’s education and workforce priorities. The Commission has an aggressive goal to see 60% of South Carolinians achieve a credential by 2030. Mr. Davis also discussed enhanced transfer and articulation between 2 and 4-year programs, the utilization of public-private partnerships, and program alignment with emerging industry demand. Ms. Richardson shared relevant highlights from the national Advisory Committee on Apprenticeships, of which she is a member. She also announced the retirement of Mr. John Durst and recognized his contributions to the SWDB.

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SC Works Management Committee

The Committee provided feedback on a draft Secret Shopper Program proposal and other recommended actions to ensure consistency across local workforce areas when assessing customer satisfaction and maintaining a high-quality workforce system.

Workforce Committee on Innovation

The Innovation Committee had the opportunity to meet DEW’s new Director of Labor Market Information, Dr. Bryan Grady. Dr. Grady is evaluating opportunities to enhance the Trends publication currently distributed to Board members and working with Workforce Development staff to develop LMI training. Mr. Holloway also reported that staff has developed a process to obtain participant and employer success stories and LWDA promising practices and created an SC Works Success page to showcase and archive submissions.

Other Business/Adjourn.....Mr. Freeland

Mr. Freeland reminded members of the Board meeting scheduled for March 29, 2022, at 11:00 a.m. The meeting adjourned at 11:33 a.m.