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## STATE INSTRUCTION NUMBER 17-09

**To:** Local Workforce Development Board Chairs  
Local Workforce Area Signatory Officials  
Local Workforce Area Directors  
DEW Area Directors and Regional Managers

**Subject:** Employer Service Performance Indicators and Employer Service Codes

**Issuance Date:** April 26, 2018

**Effective Date:** Immediately

**Purpose:** To transmit guidance regarding employer service performance indicators for Workforce Innovation and Opportunity Act (WIOA) Title I and Wagner-Peyser programs and issue revised employer service codes and definitions.

**References:** Workforce Innovation and Opportunity Act, Public Law 113-128, Section 116(b)(2)(A)(i)(VI), 20 CFR Parts 677.155(a)(1)(vi) and 677.155(c)(6), USDOL Training and Employment Guidance Letter 10-16, Change 1.

**Background:** One of the primary indicators of performance required by the Workforce Innovation and Opportunity Act is Effectiveness in Serving Employers (ESE). This indicator is measured as a shared outcome across all six core programs within each state to ensure a holistic approach to serving employers. The U.S. Departments of Labor and Education are implementing the ESE indicator in the form of a pilot program. Three approaches for measuring ESE were developed at the federal level:

- Retention Rate – the percentage of participants with wage records who exit and were employed by the same employer in the second and fourth quarters after exit;
- Repeat Business Customers Rate – the percentage of employer establishments using services during the year that also used services within the previous three years; and
- Employer Penetration Rate – the percentage of employer establishments using services out of all employer establishments in the state.

NOTE: The number of employer establishments is defined by the Bureau of Labor Statistics (BLS) Quarterly Census of Employment and Wages (QCEW) program. For employers with more than one physical location, the QCEW reports each work site as a separate establishment and therefore, the total number of business establishments receiving services is counted this way.

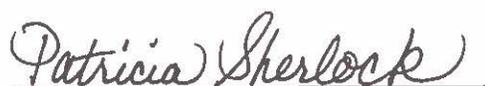
States were required to select two of these three approaches to report on the ESE indicator. The ESE approaches currently being piloted in South Carolina include *Employer Penetration Rate* and *Repeat Business Customers*.

**Policy:** The new ESE performance indicator makes tracking employer services in the SC Works Online Services (SCWOS) system vitally important. In preparation for this reporting requirement, the employer service codes have been revised (Attachment A) and mapped to eight employer service categories specified by the U.S. Departments of Labor and Education (Attachment B). The first annual reporting on the ESE indicator will be October 2018 and will cover the period July 1, 2016 through June 30, 2017. No data prior to July 1, 2016 will be included in federal reporting.

Reviews of employer services records in SCWOS reveal that changes are required to ensure the accuracy and integrity of data for annual ESE reporting. All employer services entered in SCWOS must meet the definition of the applicable employer service code. In addition, it is integral that case notes be added concurrently with employer service codes to protect the integrity of the data, to ensure compliance with guidance for monitoring purposes, and to advise other Business Services staff of the engagement in detail to avoid duplication of services. Local WIOA Title I and Wagner-Peyser staff are instructed to review all employer services in SCWOS from July 1, 2016 forward and correct employer service codes in accordance with this guidance. See Attachment C for examples of incorrect or incomplete employer service data in SCWOS, as well as instructions to identify and correct data.

**Action:** Ensure that all appropriate staff receive and understand this policy. SCWOS data for employer services July 1, 2016 and forward must be reviewed by staff and necessary change notices submitted by June 30, 2018.

**Inquiries:** Questions may be directed to [PolnPro@dew.sc.gov](mailto:PolnPro@dew.sc.gov).



Patricia Sherlock, Director  
Policies and Procedures

Attachment A – Employer Service Codes

Attachment B – Employer Service Categories

Attachment C – Examples of Incorrect/Incomplete Data and Instructions for Correction

**Employer Service Codes**  
Definitions/Notes/DOL Reporting

Service Code #	Service Code Name	Definition	Notes	Services That Do Not Require Employer Verification Are Marked Yes	DOL Reporting Item On ETA-9169
E01	On-Site Consultation Services	On-site visit to the employer to discuss and promote the range of services available through SC Works.	Case note required to summarize the results of this visit. Include the services company expressed an interest in.	Yes	B.1 - Employer Information and Support Services
E02	Provided Job Fair/Hiring Event Services	Organized a job fair or hiring event on behalf of the employer and/or provided screening services for the employer at a job fair or hiring event.	Case note required to specify the nature of this service. Include outcomes when available.		B.2 - Workforce Recruitment Assistance
E03	Provided Job Order Assistance and Follow-up	Assisted the employer in creating or editing a job order in SCWOS. May include 30/60/90 day follow-up on open job orders.	N/A		B.2 - Workforce Recruitment Assistance
E04	Provided Mass Recruitment Services	Provided labor exchange services (company matching & job matching) at an employer's site or alternate location.	Case note required identifying how many staff members were out stationed, how long the out station was, and how many applications were taken.		B.2 - Workforce Recruitment Assistance
E05	Provided Detailed Labor Market Study	Provided customized workforce information to the employer such as : • Information on state, regional or local labor market, industries, and occupations; • Skills analysis for the business; • Local employment dynamics such as workforce availability, worker supply and demand, business turnover rates, or; • Identification of high growth and high demand industries	Case note required to summarize the labor market information provided. Do not use this code if you direct the employer to a website or provide information readily available through the LMI module of SCWOS.	Yes	B.1 - Employer Information and Support Services
E07	Promotional Call	Telephone call to the employer to promote the use of the range of services available through SC Works.	Case note required to summarize the results of this call.	Yes	Not Reported to DOL - For Internal Purposes Only
E12	Job Profile	One or more job profiles were conducted for the employer.	Case note must include the job titles that were profiled.		B.2 - Workforce Recruitment Assistance
E13	WIOA OJT Agreement	Employer signed an OJT Agreement. May include follow-up with employer on existing OJT agreement.	Case note must include the OJT agreement number, number of positions, and timeline. If for follow-up, must include status of ongoing OJT.		B.5 - Training Services

**Employer Service Codes**  
Definitions/Notes/DOL Reporting

Service Code #	Service Code Name	Definition	Notes	Services That Do Not Require Employer Verification Are Marked Yes	DOL Reporting Item On ETA-9169
E15	RR Management Meeting - On-Site	Coordinated and facilitated a Rapid Response Management Meeting with the employer in-person.	This service is only to be entered by state level staff. Local staff should not be using this service at this time.	Yes	B.6 - Rapid Response/Business Downsizing Assistance
E16	RR Group Orientation	Coordinated and facilitated Rapid Response Group Orientation(s) for the impacted workers of an employer.	This service is only to be entered by state level staff. Local staff should not be using this service at this time.	Yes	B.6 - Rapid Response/Business Downsizing Assistance; B.6a - Planning Layoff Response
E20	RR-Funded IWT Agreement for Layoff Aversion	Employer signed a Rapid Response-funded IWT Agreement for Layoff Aversion.	Case note must include the IWT agreement number, number of positions and timeline.		B.5 - Training Services; B.5a - Incumbent Worker Training Services; B.6 - Rapid Response/Business Downsizing Assistance; B.6a - Planning Layoff Response
E21	Federal Tax Credit	Federal tax credit is provided (WOTC) to an employer.	System Generated	Yes	B.1 - Employer Information and Support Services
E22	Community Resource Connections	Use this code when an employer is referred to an economic or community partner for additional services and resources.	Case note required to summarize who the employer was referred to.	Yes	B.1 - Employer Information and Support Services
E23	Federal Bonding	Issued a bond to an employer.	This service is only to be entered by state level staff. Local staff should not be using this service at this time.		B.4 - Untapped Labor Pools Activities
E24	On-Site Re-employment Services	Use this code to schedule and record the provision of on-site reemployment services to a worker group, prior to their separation date. This includes resume building and posting in SCWOS, job search assistance, and soft-skill awareness training.	Case note required to summarize the services provided.	Yes	B.6 - Rapid Response/Business Downsizing Assistance; B.6a - Planning Layoff Response
E25	readySC Recruitment Activity	Use this code when working directly with readySC to provide an employer with mass recruitment services.	Case note required to summarize the number of positions, referrals, and outcomes.		B.2 - Workforce Recruitment Assistance
E26	Engaged in Strategic Planning/Economic Development	An employer was engaged in either workforce investment strategic planning or business growth and economic development strategic planning. These activities could include, but are not limited to, participating in community based strategic planning, sponsoring employer forums, securing information on industry trends, providing information for the purpose of corporate economic development planning, and partnering in collaborative efforts to identify workforce challenges and developing strategies to address those challenges.	Case note required to summarize the engagement.		B.3 - Strategic Planning/Economic Development Activities

**Employer Service Codes**  
Definitions/Notes/DOL Reporting

Service Code #	Service Code Name	Definition	Notes	Services That Do Not Require Employer Verification Are Marked Yes	DOL Reporting Item On ETA-9169
E27	Employer is Participating in a WIOA-Funded Registered Apprenticeship Program	An employer is participating in a registered Apprenticeship program that combines structured on-the-job training, job related education, and a scalable wage progression. WIOA funds are being used for the classroom and/or on-the-job training.	Case note required to summarize the length and type of apprenticeship and indicate how funding is being used (CT or OJT).		B.5 - Training Services
E28	RR Management Meeting - Not in Person	Provided the employer (electronically or telephonically versus in-person) the range of services and other assistance available to workers and employers affected by layoff.	This service is only to be entered by state level staff. Local staff should not be using this service at this time.	Yes	B.6 - Rapid Response/Business Downsizing Assistance
E30	TAA OJT Agreement	Employer signed an OJT Agreement funded by TAA. May include follow-up with employer to existing OJT agreement.	Case note must include the OJT agreement number, number of positions, and timeline.		Not Reported to DOL - For Internal Purposes Only
E40	WIOA State or Local IWT	Employer signed a State or Locally-funded IWT Agreement.	Case note must include the IWT Agreement Number. Number of positions and timeline.		B.5 - Training Services; B.5a - Incumbent Worker Training Services
E90	Referred Qualified Applicants	Automatically recorded in SCWOS when job referrals are entered	System Generated		B.2 - Workforce Recruitment Assistance
E92	Notification to employer of potential applicant	Automatically recorded in SCWOS when staff elect to notify the employer of a potential applicant (not a job referral to the employer).	System Generated		B.2 - Workforce Recruitment Assistance
E93	Field Checks/Inspections	This activity code is used by Rural Manpower Services.	This service is only to be entered by state level staff. Local staff should not be using this service at this time.		Not Reported to DOL - For Internal Purposes Only
E94	Employer viewed internal resume	Automatically recorded when an employer views a resume stored within the system.	System Generated		B.2 - Workforce Recruitment Assistance

## **Attachment B – Employer Service Categories**

### **Employer Information and Support Services**

The total number of establishments that, during the reporting period, received staff-assisted services designed to educate them about and engage them in the local job market/economy and the range of services available through the One-Stop delivery system. Establishment information services may be provided in a variety of service interventions including orientation sessions, workshops, or other business consultations (e.g., initial site visits). Information and support services that are delivered to establishments through mass mailings or communications, “cold” calling or other follow-up contacts, and regular establishment newsletters, brochures, or publications are not reportable services under this category.

These services include, but are not limited to, providing information on:

- State and Federal tax credits or workforce investment incentives (WOTC);
- Customized workforce information on State, regional and local labor market conditions, industries, occupations, and the characteristics of the workforce, skills businesses need, local employment dynamics information such as workforce availability, worker supply and demand, business turnover rates, job creation, and job identification of high growth and high demand industries; and
- Proactive linkage and referral of establishments to community resources that support their workforce needs.

### **Workforce Recruitment Assistance**

This category includes the total number of establishments that, during the reporting period, received workforce recruitment assistance from staff or remotely through electronic technologies.

These services include, but are not limited to, assisting employers to meet their human capital and skilled workforce needs by:

- Supporting employers’ search for qualified candidates;
- Securing information on job requirements and providing employers with One-Stop staff support for candidate screening and pre-employment interviews at the One-Stop Career Center (or affiliate site) or on site at the place of business;
- Taking job order information and promoting the employment opportunities (advertising the opening to the workforce);
- Conducting special recruitment efforts including out-of-area or out-of-state recruitment for candidates with special skills;
- Organizing, conducting, and/or participating in job fairs;
- Providing employers with meeting/work space at the One-Stop Career Center (or an affiliate site) for screening and interviewing;
- Conducting pre-employment testing, background checks and assistance in completion of the I-9 paperwork; and
- Providing employers with job and task analysis services, and absenteeism analysis.

### **Engaged in Strategic Planning/Economic Development**

This category includes the total number of establishments that, during the reporting period, were engaged in either workforce investment strategic planning or business growth and economic development strategic planning.

These activities could include, but are not limited to:

- Participating in community-based strategic planning;
- Sponsoring employer forums;
- Securing information on industry trends;

## **Attachment B – Employer Service Categories**

- Providing information for the purpose of corporate economic development planning; and
- Partnering in collaborative efforts to identify workforce challenges and developing strategies to address those challenges.

### **Accessing Untapped Labor Pools**

This category includes the total number of establishments that, during the reporting period, established pipeline activities in partnership with the public workforce system.

Activities include, but are not limited to:

- Outreach to youth, veterans, individuals with disabilities, older workers, ex-offenders, and other targeted demographic groups;
- Industry awareness campaigns;
- Joint partnerships with high schools, community colleges, or other education programs to improve skill levels; and
- Programs to address limited English proficiency and vocational training.

### **Training Services**

This category includes the total number of establishments that, during the reporting period, received publicly funded training assistance, including customized training, on-the-job training, and incumbent worker training.

### **Incumbent Worker Training Services (subset of Training Services)**

This category includes the total number of establishments that, during the reporting period, received publicly funded incumbent worker training assistance.

### **Rapid Response/Business Downsizing Assistance**

This category includes the total number of establishments that, during the reporting period, received an initial on-site visit or contact to either (a) discuss the range of rapid response services and other assistance available to workers and employers affected by layoff, plant closures, or natural disasters, or (b) as required by WIOA Section 3(51)(A), plan a payoff response following notification of a current or projected permanent closure or mass layoff, including natural or other disasters.

### **Planning Layoff Response (subset of Rapid Response/Business Downsizing Assistance)**

This category includes the total number of establishments that received an initial on-site visit or contact, as required by WIOA section 3(51)(A), to plan a layoff response following notification of a current or projected permanent closure or mass layoff, including natural or other disasters.

**Attachment C – Examples of Incorrect/Incomplete Data and Instructions for Correction**

**Incorrect Use of Service Codes**

**Example 1** – Twelve (12) “E20 – RR-Funded IWT Agreement for Layoff Aversion” service codes were entered for one employer in a span of three months. The description and notes of the service code that are currently available from SCWOS Online Resources-Employer Service Code Definitions read, “Employer signed a RR-funded IWT Agreement. Case notes must include the IWT Agreement Number. Number of positions and timeline.”

The revised codes attached to this state instruction do not redefine the description and notes, but simply improve the language to strengthen the meaning and intent of the service code, “Employer signed a Rapid Response-funded IWT Agreement for Layoff Aversion. Case note must include the IWT agreement number, number of positions and timeline.”

This activity should only be used when a business actually signs a RRIWT agreement or for follow-up once the agreement is signed, not for the purposes in the example below.

<b>Staff Name:</b>	Pepper Potts	<b>Phone:</b> 843-555-1212								
<b>*Activity/Service:</b>	E20 - RR-Funded IWT Agreement for Layoff Aversion									
<b>Scheduled Date:</b>	<input type="text"/> <a href="#">Today</a>									
<b>Scheduled Time:</b>	: <input type="text"/> AM <input type="text"/>									
<b>Actual End Date:</b>	<input type="text"/> <a href="#">Today</a>									
<b>Completion Code:</b>	Successful <input type="text"/>									
<b>*Region:</b>	<input type="text"/>									
<b>*Office:</b>	<input type="text"/>									
<b>Position:</b>	Staff <input type="text"/>									
<b>Contact Type:</b>	None Selected <input type="text"/>									
<b>Contact Method:</b>	None Selected <input type="text"/>									
<b>Contact Name:</b>	None Selected <input type="text"/>									
<b>Rapid Response Event Number:</b>	<input type="text"/> <a href="#">[ Find Rapid Response Event ]</a>									
<b>TAA Petition Number:</b>	<input type="text"/> <a href="#">[ Find TAA Petition ]</a>									
<b>*Worksite Location:</b>	Stark Industries 100 Iron Way Chester, SC <a href="#">[ Find Worksite Location ]</a>									
<b>Comments:</b>	Howard had a question regarding Maria's email. <a href="#">[ Add a new Case Note ]</a> <a href="#">[ Show Filter Criteria ]</a>									
<b>Case Notes:</b>	<table border="1"> <thead> <tr> <th>ID</th> <th>Create Date</th> <th>Subject</th> <th>Actions</th> </tr> </thead> <tbody> <tr> <td colspan="4">No data found.</td> </tr> </tbody> </table>		ID	Create Date	Subject	Actions	No data found.			
ID	Create Date	Subject	Actions							
No data found.										

**\*Note** – During research, it was identified that E20 employer service codes were being used when providing RRIWT or IWT information only. The description and notes for the service code must be adhered to at all times.



Attachment C – Examples of Incorrect/Incomplete Data and Instructions for Correction

Incorrect Use of Service Codes (cont'd)

Example 3 – “E02 – Provided Job Fair/Hiring Event Services” or “E03 – Provided Job Order Assistance and Follow-up” codes entered for an employer that is not verified in SCWOS and is set as a recruiting lead.

**Staff Name:** [Empty]

**Activity/Service:** E02 - Provided Job Fair/Hiring Event Services

**Scheduled Date:** 8/21/2014

**Scheduled Time:** 11:00 AM

**Actual End Date:** 8/21/2014

**Completion Code:** Successful

**Region:** [Empty]

**Office:** [Empty]

**Position:** LEVER (WHIS)

**Contact Type:** Name Selected

**Contact Method:** Name Selected

**Contact Name:** Name Selected

**Rapid Response Event Number:** [Empty]

**TAA Partition Number:** [Empty]

**Worksite Location:** [Empty]

**Comments:** [Empty]

**Case Method:** [Empty]

**Staff Name:** [Empty]

**Activity/Service:** E03 - Provided Job Order Assistance and Follow-up

**Scheduled Date:** 8/21/2014

**Scheduled Time:** 11:00 AM

**Actual End Date:** 8/21/2014

**Completion Code:** Successful

**Region:** [Empty]

**Office:** [Empty]

**Position:** VFA (NWS)

**Contact Type:** Staff Initiated

**Contact Method:** In Person at One Stop

**Contact Name:** Name Selected

**Rapid Response Event Number:** [Empty]

**TAA Partition Number:** [Empty]

**Worksite Location:** [Empty]

**Comments:** [Empty]

**Case Method:** [Empty]

**Employer Access Rights**

**Current Access Rights:** Not Verified

**Access Rights History:**

To sort on any column click a column title

ID	Create Date	Staff Name	Access Right	Enable
13468	8/21/2014 11:47:20 AM		Not Verified	No

Page 1 of 1

1 Records Found

**Case Notes:**

No data found

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**Account Type:**

Marketing Lead

Recruiting

# Attachment C – Examples of Incorrect/Incomplete Data and Instructions for Correction

## Steps to Identify and Correct Data

### Instructions to Run Services Provided Employer Report

To identify employer services data requiring corrections or to monitor employer service code use, the following instructions should be used to run *Services Provided Employer Reports*:

Path to Run Report – Log in → Left navigation bar → “Detailed Reports” → “Services Provided Employer” → “by Region/LWIA” → Select local area → Select “Marketing Lead” as the Employer Account Type → Select desired employer service codes or ignore to include all service codes → Select desired date range → Click “Run Report”

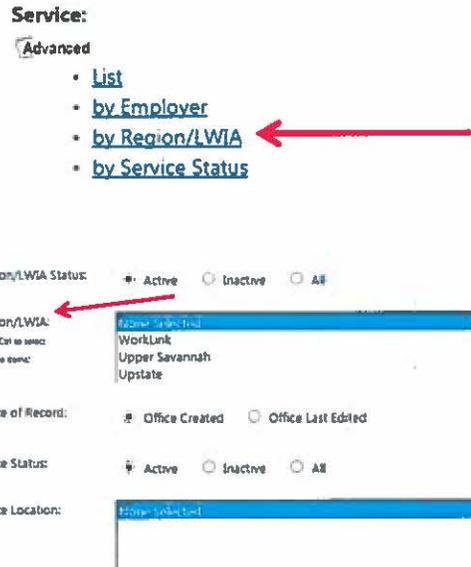
1.



2.  
3.



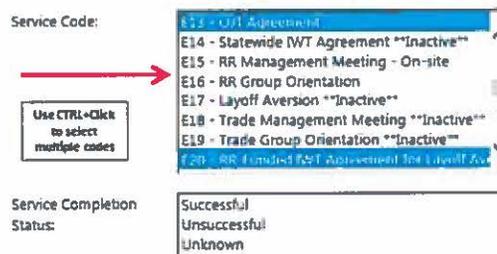
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5.

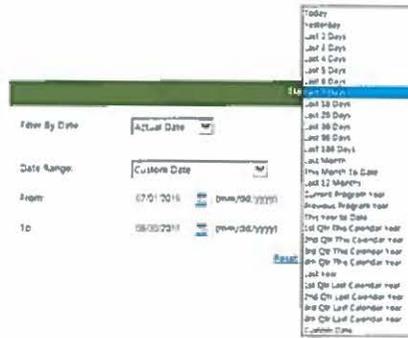


6.



Attachment C – Examples of Incorrect/Incomplete Data and Instructions for Correction

7.

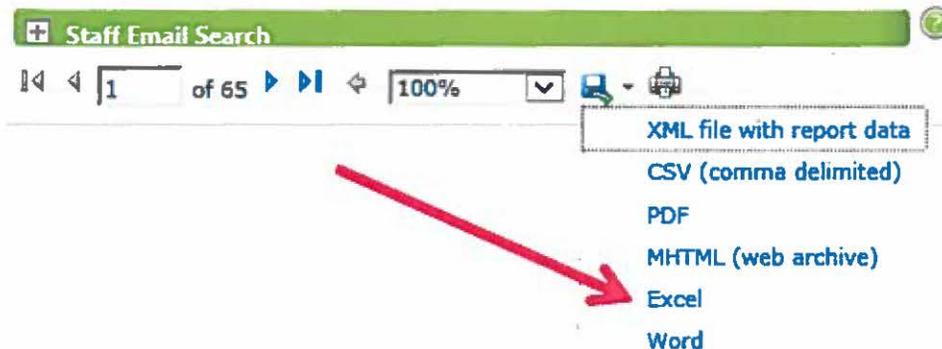


The report should then display. You may export to PDF, Excel, Word, etc.

Services Provided Employer Reports - by Region /LWIA

- Region/LWIA  
 - Employer Account Type: Marketing Lead  
 - Office of Record: Office Created  
 - Actual Date: 1/21/2018 - 4/20/2018

Region/LWIA	Total Employers	Total Services
Region/LWIA	54	211
Region/LWIA		
<b>Total Rows: 1</b>	<b>54</b>	<b>211</b>



**Instructions to Correct Data**

Document any change to the employer record in case notes and submit a change request to [PolnPro@dew.sc.gov](mailto:PolnPro@dew.sc.gov). If an incorrectly entered service code needs to be deleted, a case note outlining the activity that occurred must be entered before deletion of the service proceeds; this will ensure continuity of contact made and allow other business services staff to understand all contact that has transpired with an employer.