The Beaufort Comprehensive Center 164 Castle Rock Road, Beaufort SC, POC Mark Williams, (843)-562-6328

The Colleton Satellite Career Center is 1085 Thunderbolt Dr. Walterboro SC, POC Stephanie Ferguson, (843)-538-1613

The Hampton Office is 54 Tech Circle Hampton SC, POC is Shelia Bovain, (843)-226-9254
# TABLE OF CONTENTS

- Comprehensive and affiliate centers and location..............................................................3
- Organizational chart........................................................................................................4
- Organizational chart Integrated Business Service Team .................................................4
- Communication.............................................................................................................4
- Decision-making process.............................................................................................5
- Frontline Communication Process.............................................................................5
- Dissemination of State guidance..................................................................................6
- Sharing of information.................................................................................................6
- Planning and implementation of Events......................................................................6
- Branding.......................................................................................................................6
- Staff Development and Training................................................................................7
- Roles and Responsibilities.........................................................................................7
- **Service Strategy** ......................................................................................................7
- Required and Expanded Service-Job Seeker/Employer ...............................................7
- Referral process..........................................................................................................9
- Process for Providing Business Services...................................................................10
- Business Service Flow Chart....................................................................................11
- **Target Sectors** ........................................................................................................11
- Outreach Strategy.......................................................................................................12
- Business Needs Assessing.........................................................................................13
- Flow of Services.........................................................................................................13
- **Customer Feedback** ..............................................................................................14
Management/Organizational Structure

The SC Works Operator ensures consistent uniform practices and services across all centers. The Operator will be responsible for managing the day-to-day operations at each site and coordinating all center activities. The Operator also serves as the spokesperson for the SC Works system for partner meetings and the public. The Operator will be responsible for overall SC Works coordination and will facilitate the development, execution, and compliance with the MOU/IFA, resource-sharing agreements, operational business plans, and cost allocation plans. This functional supervision approach has been communicated to all on-site staff to ensure mutual understanding of the responsibilities of the functional supervisor and the agency supervisor. We continue to strengthen the system through functional alignment and integration.

The SC Works Operator and DEW Regional Manager will communicate daily regarding staffing and devise coverage plans for the deficient areas to ensure adequate coverage and efficient customer service.

The Operator will coordinate and collaborate with required and non-required SC Works partners on the following:

1. We will work with our partners to implement an improved, more effective uniform referral process.
2. We will regularly solicit input on improving services, communicate program changes, and discuss concerns. We will do this through online surveys, Business Services meetings, and regional partner meetings.
3. We will invite partner staff to participate in SC Works staff training and other joint training as appropriate.
4. We will invite partners to staff meetings to discuss their program services, eligibility, etc. Hence, our staff members understand the services partner programs offer and how they align with ours and get to know the staff of our partners so that positive working relationships are formed.

SC Works Centers

The Lowcountry Workforce area SC Works system includes one comprehensive center and two satellite centers within the region.

Beaufort/Jasper SC Works Centers
(Comprehensive)
164 Castle Rock Road
Beaufort, SC 29906
(843) 379-3532

Walterboro SC Works
1085 Thunderbolt Drive
Walterboro SC 29488
(843)-538-1613

Hampton SC Works
54 Tech Circle
Hampton, SC
(843)-226-9254
Combined Operations and Business Engagement Plan

Linking Employers & Workforce

Operational Organizational Chart

One Stop Operator

Front-Line Staff

LWDB Administrative

Employment Services

Case Management

IBST Organizational Chart

Business Service Lead

SC DEW Business Consultant

DSS Business Consultant

SCVR Business Consultant

Economic Development

Adult Education

Chambers

Communication

All staff is aware of the chain of command in each center. Staff present issues, questions, or suggestions to their immediate supervisor first, the DEW Regional Manager, then, if necessary, the Operator.
Combined Operations and Business Engagement Plan

Linking Employers & Workforce

**Decision-Making Process**

Some of the decisions being made by various management positions throughout the system include:

- **The SC Works Comprehensive Center Operator** – the Operator will call meetings, ensure Partners are there, promote good communication, etc.

- **Center Manager** – the Manager will secure the meeting room and ensure all materials are available for the meeting.

- **The center staff collectively** – Referrals; decide where customers should go as a procedural issue.

- **Single Partner agency** – Staffing; ensure each site is staffed adequately; and manage their staff.

**Communication of front-line issues**

Issues regarding frontline staff member(s) and customers will be addressed by the One Stop Coordinator, and the incident will be documented for reference. Based on the nature and severity of the specific issue, the One Stop Coordinator will meet with both parties to resolve the matter.

a. Verbal discussion

b. Document the incident

c. Document the incident and forward documentation to the Employer of Record

2. If the matter is still unresolved, the direct supervisor will notify the Employer of Record, the One Stop Coordinator as well as Center Manager. Any formal performance or conduct issues should be addressed by the appropriate Employer of Record.

   a. When determining a course of action, appropriate documentation, and communication with local agencies management will be consulted and shall follow appropriate agency policy and procedures.

   b. Coaching and/or Performance Improvement plans may be developed.

   a. Any documentation of employee incidents and/or corrective action shall comply with personnel guidelines regarding personal/confidential employee data

NOTE: The process will be recorded for future reference. All parties involved in the meeting will receive a copy of the Report.

Some of the decisions being made by various management positions throughout the system include:

- **The SC Works Comprehensive Center Operator** – the Operator will call meetings, ensure Partners are there, promote good communication, etc.

- **Center Manager** – the Manager will secure the meeting room and ensure all materials are available for the meeting.

- **Center staff collectively** – Referrals; decide where customers should go as a procedural issue.

- **Single Partner agency** – Staffing; ensure each site is staffed adequately; and manage their staff.
Dissemination of State guidance

The Workforce Development Director (WDD) is responsible for communicating State guidance, the LWDB’s goals, and vision to the project management leadership team. Items of immediate interest are communicated as deemed necessary. The project management leadership team collectively discerns the most appropriate means of communicating the topics to the rest of the staff. This may occur via email, in-person meetings, conference calls, etc.

The WDD will meet with Board staff regularly (frequency may change, but not less than quarterly) to provide updates, communicate challenges and needs and seek guidance as needed.

Sharing of information

The Operator will hold quarterly partner meetings (as indicated in MOU/IFA) to discuss formal agreements and impart important information regarding SC Works activities, coverage plans, issues, system news, hot jobs, visitors, referrals, general announcements, team appreciation, provide a report on the IFA, and seek input and consensus on important matters affecting the centers. From time to time, the Partners may also form internal committees to work on specific matters, such as the development/fine-tuning of an effective triage system, customer satisfaction surveys, and other activities that involve committees across multiple agencies.

Planning and implementation for events

The Local Workforce Development Area Integrated Business Service Team Lead position has been established to plan, coordinate, and support the business engagement efforts with all core partners, interested stakeholders, and businesses.

Business Services events are planned and scheduled during the quarterly IBST meetings or as the need arises.

LWDB’s process for appointments

The LWDB selects a Business Services Team Lead from among the business services staff of all participating workforce programs based on experience, qualifications, and ability to perform the role. The LWDB reviews and appoints/reappoints the Business Services Team Lead role annually.

Branding

To reduce confusion, accelerate response times, and ensure that SC Works Lowcountry continues to operate cohesively. All staff members in the SC Works Centers must communicate the same brand image and message set forth by the SC Department of Employment and Workforce. All staff members must identify the entity they work for and represent utilizing the SC Works brand.

This includes but is not limited to name badges, popup signs, tents, tablecloths, business cards, and email
Combined Operations and Business Engagement Plan

Linking Employers & Workforce

signatures. It is the responsibility of the operator of the system, Ross Innovative Employment Solutions, to provide or arrange for name badges, business cards, or other tangible items that must include SC Works branding. The Operator has access to and has received all logos and branding requirements and is responsible for distributing the information to other staff. The branding requirements must be strictly followed from SC DEW to the local areas.

Staff Development and Training

We strive to have staff specifically trained in certain areas, but all will be cross-trained to work where and when needed to assist all customers and those with Special Needs.

IBST members will attend Business Services 101 and TAD Grant business services consultant training. All will be cross-trained to holistically represent the workforce system, promote referrals and deliver services through an account executive approach that eliminates program focus and decreases duplication of services.

Roles and Responsibilities

WIOA requires that the LWDA IBST lead strategic planning, business engagement, and worker education and training efforts with workforce partners in a manner that coordinates strategies and resources across the workforce system in support of regional economies. Businesses should have access to a one-stop experience that seamlessly provides high-quality and professional services across partner programs.

The cooperation of core partners to the Operations/Business Engagement Plan is fundamental to a system-wide partnership of fully aligned goals. Business engagement efforts shall include but not necessarily be limited to convening, organizing, and facilitating the workforce partners to establish a functional alignment of services.

The Business Service Lead will facilitate Meetings between employers and Workforce business service staff to share referrals and IBST documentation as needs dictate, but no less than quarterly.

Service Strategy

Required and Expanded Services- Job Seeker/ Employer

The IBST is a critical component of SC Works’ service delivery, providing direct value to employers, business associations, job seekers, and other organizations. Customized business services may include the following no-cost or fee-based services and activities:
Combined Operations and Business Engagement Plan

Linking Employers & Workforce

**Section I** – **Common menu of basic employer services to be offered:**

1. Job Postings – Online, phone call, fax, in-person
2. Applicant screening and referral to employer specifications
3. Referral to Professional Testing (Typing, Basic Skills, Microsoft Office)
4. Customized Recruitment (Hiring Events)
5. Job Fairs
6. Provision of Labor Market Information
7. Interviewing Space, Scheduling
8. Provision of information and referral related to:
   a. Tax Credits
   b. Community Resources
   c. Federal Bonding
   d. Americans with Disabilities Act (ADA)
   e. Veterans’ services
9. Incumbent Worker Grants
10. OJT
11. Referral to Customized Training
12. Information on Unemployment Insurance (UI)
13. Rapid Response services
14. Trade Adjustment Assistance (TAA) information and services
15. Veterans Employment Services

**Section II** – **Expanded List of Employer Services:**
Combined Operations and Business Engagement Plan

Linking Employers & Workforce

1. Customized services for a significant company or industry dislocations
2. Referral to TABE
3. Referral to Database TABE- Achievement Test
4. Labor Market Information packets and brochures

Section I – Common menu of basic job seeker services to be offered to all job seekers:

2. Outreach and intake (which may include worker profiling and rapid re-employment services)
3. Initial assessment
4. Eligibility and service information for all partner workforce development and support programs (e.g. education, public assistance, childcare)
5. Job search assistance, career information, and career guidance
6. Resume development services
7. Job matching and referral
8. Local, regional, and statewide labor market information
9. Information on financial aid, including unemployment insurance (UI)
10. Instructions on filing unemployment insurance claims or unemployment insurance issues
11. Information on:
   a. Certified education and training providers
   b. Local performance outcomes of training providers
   c. Job fairs and supportive services
12. Orientation to use of personal computers for utilizing virtual tools available through the One-Stop system, including resume software, and enabling job seekers to perform job search activities, secure an email address and use email, and conduct research on employers.
14. Information about Entrepreneurship development skills.
15. Access to free virtual tools for job search, self-assessment and career development

Section II – Common menu of services for those enrolled in WIOA or partner programs:

1. Comprehensive assessment of knowledge, skills, abilities, and interest by use of various assessment tools
2. Development of individual employment plans
3. Individual career planning
4. Case management
5. Occupational skills training
6. On-the-job training
7. Referrals to programs or programs that combine workplace training with related instruction
8. Referrals to Adult education and literacy activities
9. Referrals to customized training

Referral Process

For staff and partners with access to SCWOS, Intake and Referral will be completed online in SCWOS and as described in the MOU and State Instruction 21-04 Required Use of the SCWOS Greeter in SC Works Centers and State Instruction 20-14 Required Use of SCWOS for Referrals. The MOU/IFA agreement provides a standard referral form approved by partners of the LWA who do not have access to SCWOS and is used in accordance with the outlined referral process that assists the LWA in reaching the three major functions/goals listed above.
Combined Operations and Business Engagement Plan

Linking Employers & Workforce

In our efforts to streamline the intake and referral process, the LWA supports sharing of best practices across partner programs to increase awareness of partner’s services via promoting a workforce environment of growth and continuous improvement and support system viewpoint.

Referral process written instruction:

Referrals are completed by DEW Workforce Specialist in the SC Works system (SCWOS). The referral will be generated once customers have expressed interest in the WIOA program. Staff will inform the patron of the Orientation held every Thursday at 10 am, providing no closure of the centers. A referral will be generated regardless of whether the patron presents or not. Referral close-out will happen if the patron attends the Orientation or no contact is made with the patron within 1 to 2 business days of the referral being generated. Once the patron has completed the WIOA Orientation, there will be a referral from WIOA Case Manager to Adult Education for testing. The referral will get closed out by Adult Education.

Center Manager will check the referrals every Friday for new and existing referrals.

If the referral is open after 14 days or more, the One Stop Coordinator will contact each program by sending a referral list for each program to closeout referred If there are issues getting actions from partners. Then, the One Stop Coordinator will contact the manager and the Center Manager to discuss closure options.

Process for Providing Business Services

The process used by our Workforce Development area allows us to deliver Business Services effectively and efficiently, enhancing outcomes and customer satisfaction.

The IBST uses a step-by-step approach to addressing the core needs of businesses, including engaging, recruiting, and sustaining long-term partnerships. This approach allows for the facilitation of impactful referrals that connect businesses to the assets and resources available throughout the workforce system.

The four phases of the Business services process:

1. Engagement- Networking & Marketing
2. Discovery- The Employers Needs
3. Solutions- Designing & implementing the plan
4. Follow-Up- Providing excellent customer service

Partners are included in the functional service delivery model. In addition, the IBST will host at least one semi-annual all-staff meeting for center staff and invite off-site partner staff as well. These meetings will be an opportunity to share the most up-to-date information, discuss customer flow concerns and ideas, and strengthen the sense of being one team with a common goal. On-site partners will participate in weekly meetings as needed. All partners are included in email blasts with center calendars and broadcast messages for community-specific events. All staff will be aware of the process to be used to refer customers for such services, and will ensure that customers are referred for the services that they need.
Combined Operations and Business Engagement Plan

Linking Employers & Workforce

Business Services Flow Chart

Employer Telephone Calls/Inquiries

Employer Visits to One Stop Center

Off-Site Employer Contacts

Notification of mass layoff or plant closure

Business Services Team/Rapid Response Unit

Rapid Response Unit

Business Services

- Qualified employees
- Training information and funding
- Labor market information
- Customized Recruitment
- Job Fairs
- Recruiting events
- Information on tax credits and other hiring incentives
- Employee work authorization
- Layoff/re-employment assistance
- Alternative staffing solutions
- WIN Testing (fee for service if non-WIOA)
- Accommodations assistance

Rapid Response Services

- On-site contact with employer
- Assessment of layoff plan and schedule
- Potential for averting the layoff
- Assistance needs of affected workers
- Reemployment activities
- Identification of resources to meet needs of affected workers
- Information and access to unemployment compensation benefits
- Information on TAA program
- Provision of emergency assistance
- Coordination with WIB and State

Targeted Sectors
Combined Operations and Business Engagement Plan

Linking Employers & Workforce

The Lowcountry local area will prioritize the clusters that will focus on our time, funding, and programming investment. For that reason, we have identified five clusters that will be our priorities going forward.

The sectors that the Lowcountry area has chosen are:

❖ Diversified Manufacturing
❖ HealthCare
❖ Information Technology
❖ Transportation/Logistics
❖ Culinary

The local area aims to align resources to resolve the workforce skill gaps of local industries, thereby enhancing their competitive advantage and producing additional high-skill, high-pay, and increased-demand jobs.

Outreach Strategy

The Lowcountry Outreach Plan aims to reach employers and job-seeker customers throughout Beaufort, Hampton, Jasper, and Colleton Counties through various print and digital media. The goal is to reach targeted populations with understandable and relevant information.

❖ Print Materials targeted to Job seekers and Employers
❖ Social media outlets to include Facebook, Twitter, Instagram, and LinkedIn
❖ Regular press releases and partnerships with local media
❖ Traditional community outreach to employers and job seekers via presentations to local business groups and partnering agencies
❖ Use of all available outlet/media opportunities
❖ Use of ZOOM and Microsoft Teams

The Business population is adjusting to COVID-19, with social distancing orders having compelled people to find alternatives to face-to-face meetings. In addition to more traditional media outreach, we encourage Staff members to become more familiar with Video Conferencing and Webinar platforms. Our leaders and staff are involved in local organizations and promote services through relationships with our partners and other community organizations and events. We also work closely with our partners to plan and execute job fairs, virtual job fairs, career information sessions, community resource fairs, and other events that provide an opportunity for us to get the word out about our services. Our customers talk to their friends and family about their program experiences, a habit that must be promoted.

When someone has a positive experience, we want that life-changing moment to be shared with as many people as possible. Word-of-mouth is perhaps the cheapest and often most effective marketing/outreach strategy around.
Combined Operations and Business Engagement Plan

Linking Employers & Workforce

To ensure that we reinforce word-of-mouth outreach, the concept will be supported at partner meetings and other appropriate settings. The outreach plan’s overall success will be measured by increased traffic to the comprehensive S.C. Works Center, increased awareness of services via requests for services, and partners meeting or exceeding their enrollment goals during the program year.

Business Needs Assessing

The IBST understands that there may be a consensus of inefficiencies in the workplace. It’s essential to fully understand these pain points by investigating the entire situation.

The IBST uses a four-step approach when assessing and reviewing employer needs:

1. **Ask Questions** - Talk with the management team about what difficulties they face and ask what their suggestions are for improving any inefficient business processes. Ask open-ended questions that pinpoint the root causes of problems.
2. **Conduct a Business Analysis** - Figure out which ineffective processes are creating problems.
3. **Apply what was Learned** - Compile all findings from Step 2 and review potential solutions.
4. **Archive Any Discoveries** - Archive where the pain points originate, which departments are experiencing them, and what solutions are needed to resolve these issues.

*Use of the Business needs assessment form to document the information*

The flow of Services & Customer Access

Below is a Customer Flowchart of the Comprehensive Center, and below is a Customer Flowchart of the System to show how customers can move through the center and the system. The current Routing Slip has also been added to show what a customer’s options in the center are when they come in for services.
Customer Feedback

Customer Feedback is gathered with various surveys and employer round table events, customer word of mouth and messages left on SC Works social media page.