



*Cobb Hunter, Ballentine, J.E. Smith, Jim Home Mitchell, R. Owens, Seefeld, Ade Atwater*



**SUCCEED South Carolina is a Workforce Development Program that uses two approaches to prepare workers for high-demand jobs and to provide businesses with trained workers.**

- The first approach, *Ticket to Tech*, funds training and certification for high demand jobs, **filling the gap between high school and degree programs**.
- The second approach, *evolveSC*, funds **training programs built around the needs of businesses** that don't qualify for specialized training programs like readySC or Rapid Response.
- The Department of Employment and Workforce (DEW), our workforce development department, determines if a job seeking individual meets eligibility criteria and the **funding follows the student** to classes at the appropriate Technical College.

**Why is SUCCEED South Carolina different? *Accountability and opportunity.***

- DEW ensures training programs are connected with real jobs that will be available at the end of training.
- *Ticket to Tech* provides grants from the state to pay for certification training for positions in high demand. When a worker trains and gets a job, they pay back a portion of the cost – paying it forward for the next wave of workers.
- *evolveSC* provides grants for businesses – *or groups of businesses with similar needs* – to support training programs at their local Technical College linked to real jobs.
- With \$15 million invested in SUCCEED South Carolina – \$5 million to provide seed funding for *Ticket to Tech* grants to students and \$10 million for *evolveSC* grants to businesses – we can put thousands of South Carolinians back to work and give existing workers the skills to advance their careers.

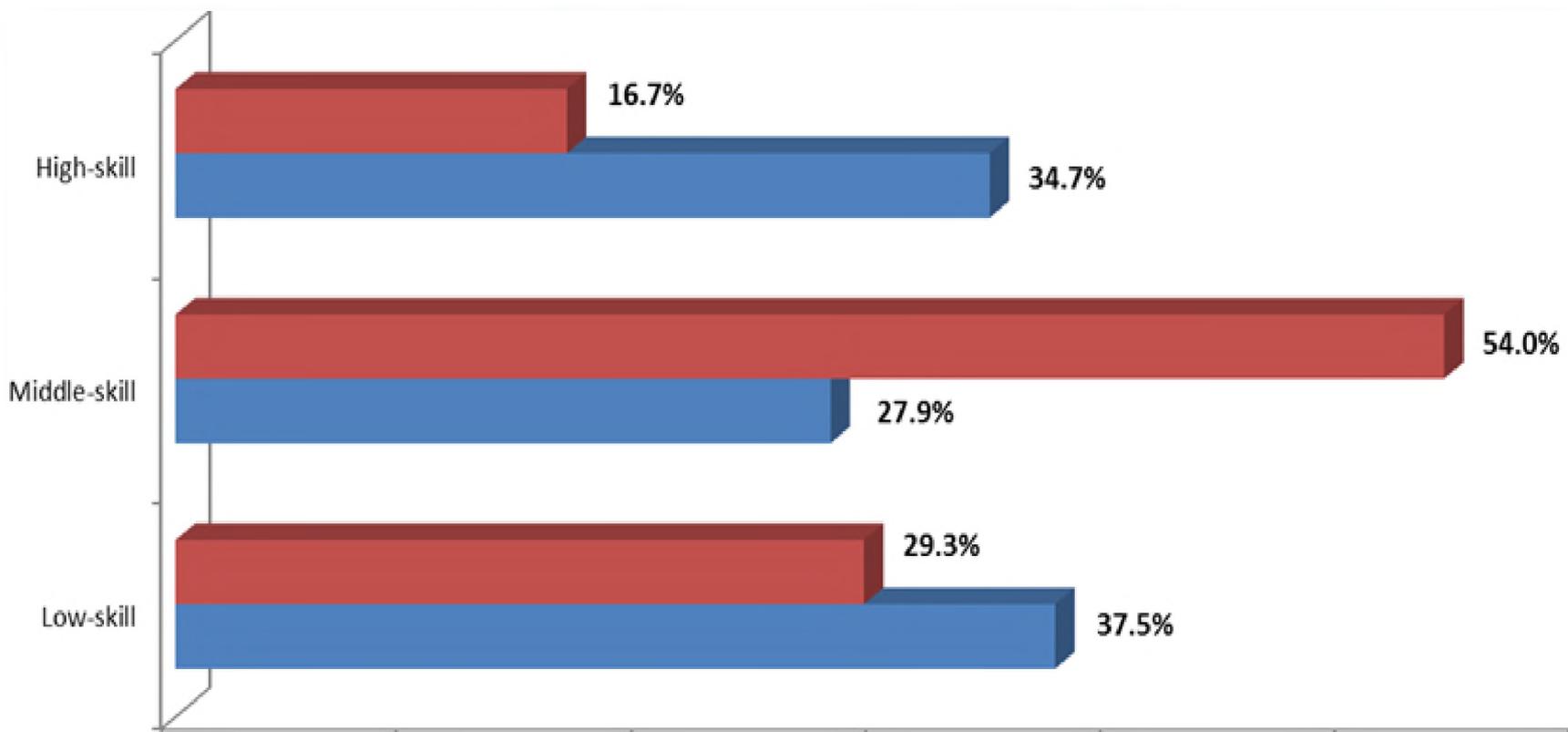
**Why do we need it? *South Carolina is growing fast.***

- South Carolina's economy has grown with more than 155,000 jobs since January 2011.
- Currently, there are more than 70,000 open jobs available in South Carolina.
- South Carolina's labor force, those working and actively seeking work, is a record 2.2 million.
- 54 percent of the state's jobs require more than a high school diploma or equivalency, but less than a four-year degree.



# MIDDLE SKILLS GAP

## Jobs and Labor Force in SC, 2013



SOURCE: Jobs: BLS, Occupational Employment Survey, 2013  
Labor Force: BLS, Current Pop. Survey, 2013

■ Jobs ■ Labor Force





March 11, 2015

**TO: Members of the South Carolina House of Representatives**

**RE: SUCCEED South Carolina Amendment**

Dear Members:

Workforce development is a top priority of the South Carolina Chamber of Commerce, the state's unified voice of business. As outlined in the *2015 Competitiveness Agenda*, an increased focus on programs to develop a skilled workforce is essential.

Governor Nikki Haley announced a new proposal called SUCCEED South Carolina to complement the readySC workforce training program. The initiative will help retrain South Carolinians for critically needed jobs and assist companies in finding skilled and qualified workers. The SC Technical College System will be an integral part of this effort to prepare and qualify South Carolinians for high-demand jobs.

Workforce development and economic development go hand-in-hand. As such, the South Carolina Chamber of Commerce supports the implementation and funding of SUCCEED South Carolina as proposed in an amendment introduced by Reps. Nathan Ballentine, James Smith, Gilda Cobb-Hunter, and Rick Quinn.

In keeping with our commitment to workforce development initiatives, the Chamber will score this vote in the *2015 Legislative Scorecard*.

For questions, please contact: *Mark Harmon, Vice President of Public Policy, at 864-490-2138*





March 11, 2015

**TO: Members of the South Carolina House of Representatives**

**RE: SUCCEED South Carolina**

Dear Members,

For the last seven months, we've worked with local and state workforce groups to develop an initiative that would ensure South Carolina industries find all the skilled workers they need at home in South Carolina. We developed SUCCEED South Carolina with the help of the South Carolina Chamber of Commerce, the South Carolina Manufacturers Alliance, the SC National Federation of Independent Business, the SC Technical College System, readySC, local Workforce Investment Areas, and others.

**We did this because our people deserve to benefit from the industrial renaissance taking place across South Carolina, and we have every confidence that, working with these partners, we've developed the best possible way to make that happen.**

This year's Executive Budget included a \$15 million investment in SUCCEED South Carolina. This is our official plan crafted with stakeholders over months last summer and fall, work that will continue through implementation. We are endorsing SUCCEED South Carolina, because we know it will get people trained in our state and into jobs.

Sincerely,

A handwritten signature in black ink that reads "Cheryl M. Stanton".

Cheryl M. Stanton  
Executive Director  
SC Dept of Employment & Workforce

A handwritten signature in black ink that reads "R. M. Hitt III".

Robert M. Hitt III  
Secretary  
SC Department of Commerce

A handwritten signature in blue ink that reads "Lewis F. Gossett".

Lewis F. Gossett  
President & CEO  
SC Manufacturers Alliance





# State of South Carolina

## Office of the Governor

NIKKI R. HALEY  
GOVERNOR

1205 PENDLETON STREET  
COLUMBIA 29201

February 12, 2015

Dr. Susan A. Winsor, President  
Aiken Technical College  
Post Office Drawer 696  
Aiken, South Carolina 29802-0696

Dear Dr. Winsor,

SucceedSC was introduced in the State of the State address as a vision of how South Carolina will train its workforce for high-demand jobs and offer businesses training opportunities for new and existing workers. The Technical College system will be an integral part of this effort to prepare and qualify South Carolinians for today's high-demand and high-growth jobs.

This groundbreaking initiative has two components – Ticket to Tech for the job seeker and EvolveSC for the business. Ticket to Tech empowers unemployed or under-employed job seekers to become certified for high-demand jobs. EvolveSC provides businesses that do not meet the criteria for other state-funded training programs, such as readySC and Incumbent Worker Training grants, to be reimbursed for specialized training programs that lead to entry- and mid-level job placement.

SucceedSC is geared toward short-term classes, industry recognized credentials, soft skills, and jobs for participants. Using labor market information data as a guide, we are employing non-credit training programs, with nationally recognized credentials, through our state technical colleges.

This is a chance to showcase the economic opportunities that exist for our citizens if they come to our technical colleges and gain recognizable high-demand skills and to demonstrate we can create a career path to better serve our citizens and employers in South Carolina.

This exciting opportunity is still in the development stage for a reason. We want to ensure key stakeholders have the opportunity to provide insight and expertise into fully developing this one-of-a-kind training program to create job opportunities for those who seek employment and a workforce pipeline for those who have available jobs.

February 12, 2015

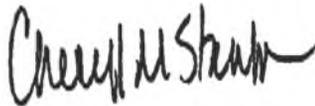
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The SucceedSC program will require input from state and local partners, as well as community-based and faith-based organizations, throughout our state in order to work. We need your support and help as we move to the next step of bringing this exciting program to your college and community.

Sincerely,



Nikki R. Haley  
Governor



Cheryl M. Stanton  
Executive Director  
SC Department of Employment and Workforce



Robert M. Hitt III  
Secretary  
SC Department of Commerce



James C. Williamson, Ph.D.  
President  
SC Technical College System



R. Michael Johnson  
Chair  
SC Workforce Investment Board

cc: State Technical College Board Members



# EMPOWERING JOBSEEKERS

Preparing workers for high-demand jobs.

**Goal:** Provide an opportunity for individuals to become certified for high-demand jobs, leading to long term employment.

**Finding the Candidates:** Potential candidates will be recruited through state workforce partners such as SC Works, Adult Ed, DSS, Voc Rehab, as well as other local workforce partners, through promotion of training programs and employment opportunities in high-demand jobs. Regional businesses will be engaged through the use of their company name in recruiting candidates, their willingness to give first consideration of hiring certified graduates and participation in speed interviewing events.

**Training Eligibility:** Candidates will be screened by DEW staff against the following criteria for training in designated high-demand jobs.

## Training Eligibility Criteria

- Lacks industry required occupational certification
- Have industry specific work experience or equivalent
- Have a minimum Silver WorkKeys score
- Pass a drug test
- Agree to pay back tuition once employed

If a potential candidate does not meet the criteria, “safety net” options will be provided to upgrade their potential in the workforce pipeline.

Adult Ed → GED

Voc Rehab → Accommodations for Disabilities

SC Works Centers → WorkKeys Training, Employability Preparations

**Pay it Forward Grants:** Candidates who meet the criteria will receive grants from the state to pay for certification training. Once the candidate becomes gainfully employed, the individual will be required to pay back the state.

**Certification Training:** The South Carolina Technical College System will provide industry or employer specific training to meet the demand.

**Job-readiness Assistance:** During training, candidates will receive assistance from DEW with building and posting their resumes and interviewing techniques. A final resume will be required as a capstone project for successful program completion.

**Matching with Supporting Businesses:** Upon successful completion of certification requirements, a hiring event will occur to match employers with graduates by hosting “speed interviews.”

Businesses select from the designated pool of trained, job-ready candidates. They have a two-week priority window to hire the graduate. If they choose to relinquish their priority status, these candidates will be moved into the larger pool of trained jobseekers and referred to recruiting businesses in the region.



# DRIVING BUSINESS GROWTH

Providing Businesses with Trained Individuals

**Goal:** Provide an opportunity for businesses that do not meet the criteria for other government-funded training programs (ie: readySC or Rapid Response) to be reimbursed for specialized training programs.

**Finding Businesses:** Regional businesses will learn of this more specialized training process through state and community marketing campaigns with targeted outreach to businesses who historically have struggled to fill open positions.

**Eligibility:** Businesses, or a consortium of businesses, will be considered based upon the following criteria:

## Grant Eligibility Criteria

- Wages offered are equal to or greater than the average for the occupation in the region
- Projected cost for training, to include average cost per trainee
- Current tax status
- Lack of eligibility for other state-funded programs (readySC)
- Economic impact on the local community

**Specialized Training:** Once approved, businesses will work closely with the technical colleges to develop and implement a specialized training program.

**Tracking Program Success:** DEW will utilize real-time data, feedback from businesses, technical colleges and wage records, to track the following measures:

- Number of training completers
- Number of completers who became employed
- Number of completers who retained employment
- Average wages