

From: Pitts, Ted <TedPitts@gov.sc.gov>
To: Soura, Christian <ChristianSoura@gov.sc.gov>
Date: 6/10/2014 8:36:56 AM
Subject: FW: SC Council on Competitiveness - New Carolina

From: Laura McKinney [mailto:lmckinney@newcarolina.org]
Sent: Monday, June 09, 2014 6:02 PM
To: Pitts, Ted
Cc: Ed Sellers
Subject: SC Council on Competitiveness - New Carolina

Dear Ted,

Thank you for your time today. Following up from our meeting, FY15 state funds would be expended on projects as follows:

Asset map/website development - This project is led by research economist Dr. Joey Von Nessen whose completion of the most comprehensive data set in SC through integration of NAICS, NETS and Harvard cluster databases will allow us to:

- create a multi layered asset map that can display firms by industry/location/size and overlay available sites/education institutions/workforce availability
- identify new potential target industries for maximum economic impact
- begin competitive analysis of target industries in other states that will assist SCDOC and regional economic development groups to focus their recruitment efforts on the highest impact targets

Workforce Development - New Carolina's long standing Education and Workforce Development Task Force under Jim Reynolds, CEO of Total Comfort Services, and staffed by Dr. Peggy Torrey, also Director of TransformSC, is currently focused on:

- Connecting adult workforce to existing programs for certification and apprenticeships to get them into the workforce as quickly and efficiently as possible using existing resources
- Creating new IT apprenticeships across industry sectors
- Identifying, evaluating, and advocating for evidence-based best-practice early childhood programs
- Supporting TransformSC to ensure the workforce continuum is seamless

Aerospace - Moving forward on the current SCDOC/New Carolina partnership to support growth of the SC aerospace industry, there will be continued focus on:

- formation of a standing industry group
- development of supply chain around existing businesses through targeted assistance in aerospace certification attainment
- focus on connecting the workforce pipeline from high school to technical college/higher education

Ongoing support to existing projects begun in FY14:

- Transportation, Distribution and Logistics (TDL) sector focus will continue to support the consideration of economic development in decision making at SCDOT and will use research based approach to advise on infrastructure funding implementation.
- RecyclonomicsSC support will assist in the research of public policy initiatives that can help SC get to the recycling goal of 75% which will greatly enhance the industry in SC creating jobs and capital investment
- Insurance Technology & Services (ITSSC) industry group will continue the development of their leadership

insurance course to attract and develop talent in their sector as well as developing a marketing campaign to highlight the industry growth in SC to other industry players across the country.

- The New Carolina Cluster Network will continue to connect all of the formalized industry groups to share best practices and to benefit from activities like cluster asset mapping and education/workforce discussions.

Please let me know if you have any questions.

Thank you,
Laura McKinney

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