South Carolina’s Rural Workforce Initiative

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RURAL INITIATIVE

• Significant problem for South Carolina
  → Skills deficit
  → Transportation
  → Child Care

• Strategy to Reach Rural residents
  → SC Works Comprehensive Centers
  → SC Works Satellite Offices
  → Extension Programs
    ◦ Orangeburg to Vance
    ◦ 40 extension programs
  → Connection Points: 135
  → SC Career Coach
  → Scotsman Pilot
APPLICATION OF LABOR MARKET INFORMATION

• Identification: Population Density
• Opportunity: Job Openings within Zip Code, extending to radius from Zip Code
• Willingness: Above Average Staff-Assisted Employment Services per capita
• Need: Below Average Labor Force Participation Rate per capita & Above Average Exhausting UI Benefits per Capita

1. Each factor assigned Quartile Scores
2. With each factor given equal weighting, combined into a master “Meta Score”
3. Zip-code level detail provided for each County to ES staff
SC CAREER COACH RURAL VISITS

• Mobile extension of SC Works centers
  → Work stations.
  → WiFi and printer capability.
  → Staff to assist with job-seeking activities.
  → Wheelchair accessible.

• Career Coach was scheduled 18 out of the 22 business days in July and was booked for all of August.

• Can travel to a variety of events.
  • Job fairs, expos and trade shows.
  • Recruitment and hiring events.
  • Rural areas.
Pilot Program began in Columbia in 2015

Today:

- Back to Work programs in 12 counties.
- Partnering with 14 different transitional programs.
- Celebrated 36 graduations with 245 graduates.
- 65 percent are either employed or in training.

Remainder are completing treatment, counseling or other support services while working to become job or training ready.
SCOTSMAN PILOT

• Need employees: turnover
• Good employer regarding wages, benefits, working conditions.
• Pilot Program
  • Screen for Scotsman requirements.
  • Preference to those that live within walking distance of plant.
  • Six week training program on soft skills (Back to Work and Second Chance).
  • Scotsman to give preference to graduates of the program.
  • Measure the results: How do the employees who have gone through the program compare with employees hired off the street from a standpoint of productivity, efficiency, quality, attendance, compliance with rules, etc.
  • If the results are positive, repeat once and then replicate on a larger scale.
QUESTIONS?

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