

Service After the Sale



South Carolina
Department of Commerce

Just right for business.

Service After the Sale: Business Services

Existing Industry (EI) Site Visitation

Supplier Outreach

Small Business

Innovation

Recycling Market Development

Export/Trade

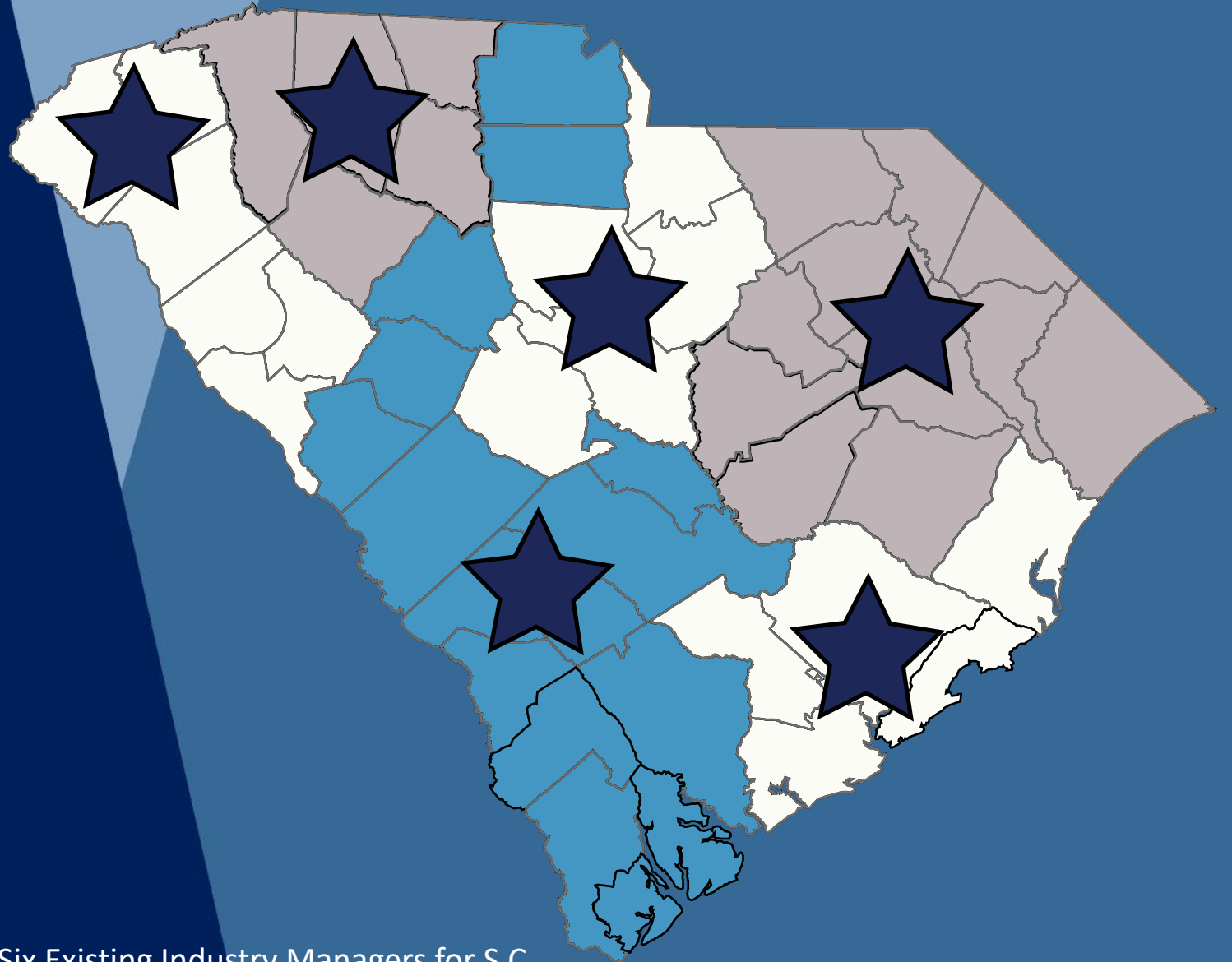
Workforce Development

Emergency Management/COVID-19 Support

Business Impact



Service After the Sale:
**Existing Industry (EI)
Site Visitation
Program**



*Six Existing Industry Managers for S.C.



Service After the Sale: Existing Industry Site Visit Program

GOAL: Assess the business need and identify solutions for improvement.

APPROACH

The Existing Industry team visits S.C. manufacturing companies to evaluate needs and coordinate resources to remedy production and profitability obstacles.

Types of lead generation:

- ✓ Local county
- ✓ Direct company contact
- ✓ Networking events and conferences
- ✓ Website inquiries
- ✓ Referral from industry sector partners

KEY SUPPORT AREAS

- ✓ Identify expansion opportunities
- ✓ Labor force challenges
- ✓ Training
- ✓ Production and quality resources
- ✓ Supplier identification



Service After the Sale: Existing Industry Site Visit Program

El visit

Assess the need

Identify solutions & make appropriate referral(s)

Follow-up

Resolved

Industry Roundtables



Service After the Sale: Existing Industry Site Visit Program

Key Industry Support Partners

Partners

- ✓ **The South Carolina Council on Competitiveness**

- ✓ **The S.C. Manufacturing Extension Partnership**

KEY SUPPORT AREAS

- ✓ Research
- ✓ Industry Cluster Support
 - Aerospace
 - Logistics
 - Cyber
- ✓ Education/Workforce
- ✓ Technical Assistance

We also work closely with the SC Automotive Council and SCBIO.



Service After the Sale: Existing Industry Site Visit Program

Manufacturing Visitations

2016-17
259

2017-18
382

2018-19
501

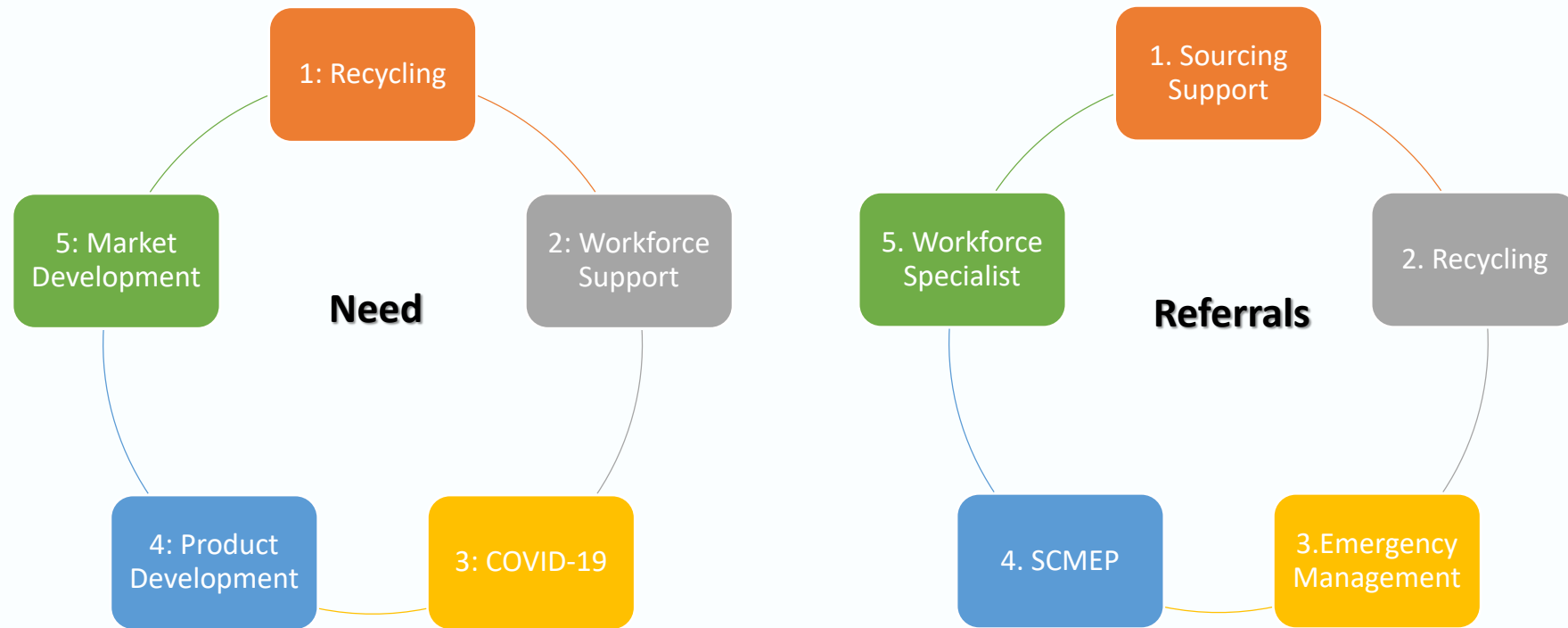
2019-20
778

(*Uptick in virtual visits due to COVID-19 support *)

2020-current
530+



Top 5 Areas of Interest and Referrals by Existing Industry As of May 2021



Average Size Business Visited
100 employees or less



SC Manufacturing Extension Partnership (SCMEP)

Private, non-profit based in Greenville, SC

Assists SC manufacturers with a wide range of business solutions

Operates under the US Department of Commerce

6 Regional Vice Presidents (Technical Consultants)

Connected to an extensive network of Third Party Providers

Existing MOU agreement with Dept. of Commerce



Service After the Sale: Existing Industry Site Visit Program

Business Assessment and Support

Competitiveness Review (CR)

Comprehensive, on-site evaluation of the company's operations that appraises capabilities and gauges the effectiveness of business systems

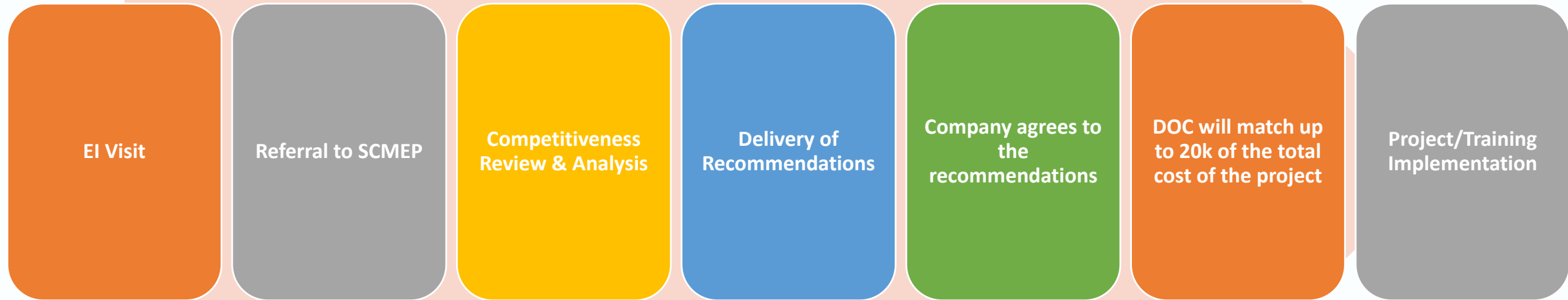
- No cost to the company
- Reveals (or confirms) limiting factors
- Provides a snapshot comparison to other companies
- Delivers a roadmap to improve business performance

Match Funding

- DOC provides match grant funding for company projects
- Limit \$20k per company per fiscal year
- Funding Percentages
 - Rural Counties - up to 90%
 - Under 20 Employees (any county) - up to 90%
 - Urban Counties - 20%-50% depending on # of employees



Service After the Sale: Existing Industry Site Visit Program



Service After the Sale: Existing Industry Site Visit Program

5 Most Common Areas of Need: Competitiveness Review Assessment

1) A need to increase sales revenues

- **Solution:** Propose entering into the Sales and Marketing Boost Program

2) Implementation of lean manufacturing

- **Solution:** Propose participation in lean manufacturing training to adopt new techniques

3) Lack of a strategic plan

- **Solution:** Strategic planning and policy development training

4) Workforce challenges centered around employee retention and recruitment

- **Solution:** Implementation of leadership development pathways and developing the talent pipeline

5) Registering to the appropriate international standard such as ISO9001 and AS9100

- **Solution:** Propose training resources that will help implement these standards and train employees within their operation, maintenance and auditing.



Service After the Sale: Existing Industry Site Visit Program

SC Manufacturing Extension Partnership (SCMEP)

Prepare manufacturers to implement a wide range of continuous improvement tools that provide sustainable results

January-December 2020 Impact Results

400 companies served

406 projects completed

7,099 new/retained jobs

\$90MM in New Sales

\$165MM in Cost Savings

\$2.5B in Retained Sales

Statewide Impact of \$3 Billion



Greenville County- Packaging Solutions

Situation: Company was looking for ways to improve competitiveness and productivity. One client made up 60% of total revenue (lack of diversification).

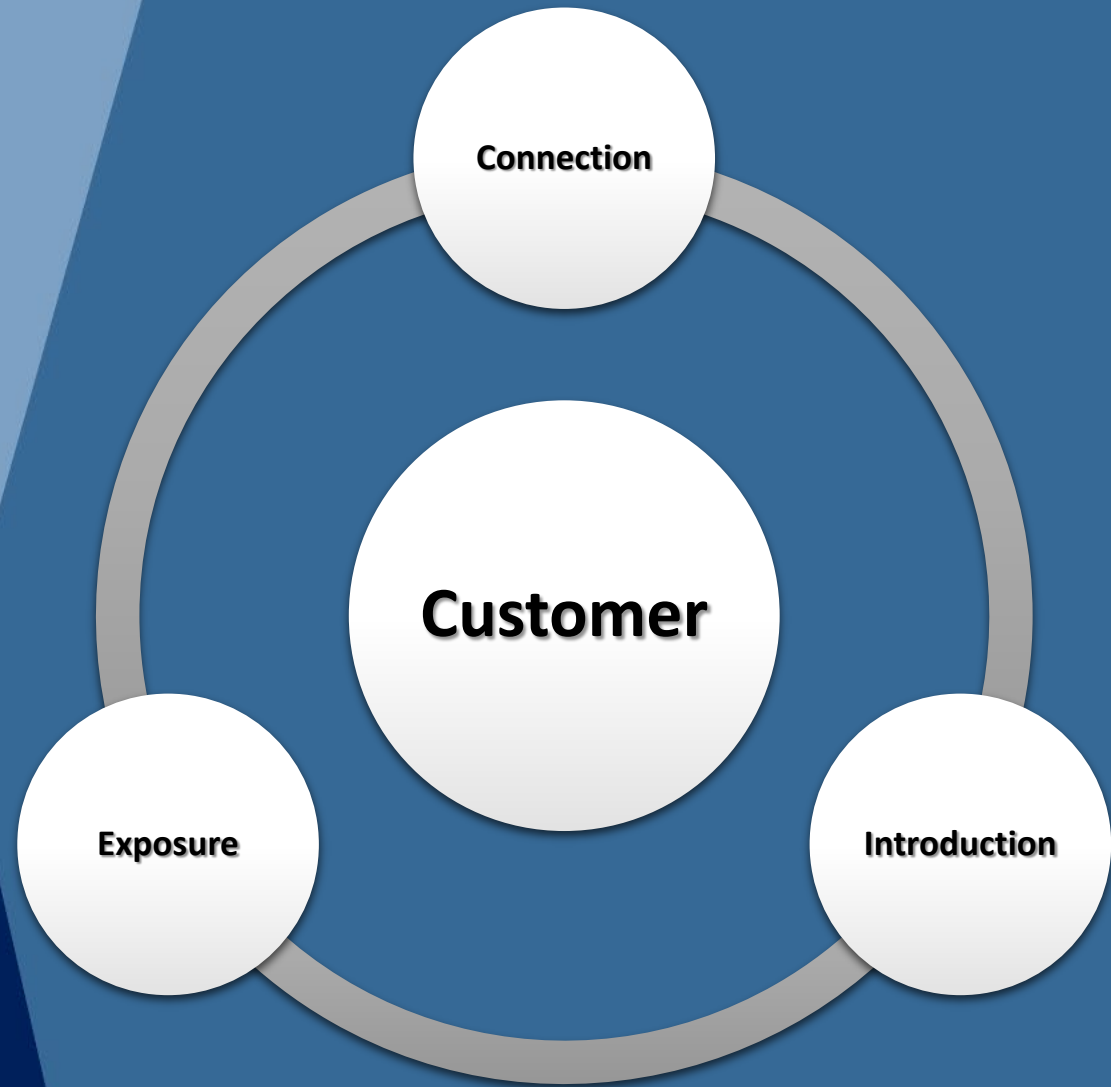
Solution: Enrolled and completed the Sales and Marketing Boost Program (6 training courses). As a result, the company has implemented a lead generation system and a new business development system.

Orangeburg County-Warehousing, Logistics & Distribution

Situation: Company needed assistance with increasing brand awareness and developing a loyal customer base.

Solution: Developed a new web presence, email marketing campaign platform and lead generation system.

Service After the Sale: Supplier Outreach



Video Overview



Service After the Sale: Supplier Outreach

GOAL: Support South Carolina companies large and small, new or existing, with any supplier needs they may have currently and ongoing.

APPROACH

The Supplier Outreach Team provides personalized sourcing and matchmaking for large manufacturing facilities.

By supporting the manufacturing community with supplier introductions for new construction, expansion and ongoing operational needs, we strengthen the SC business network.

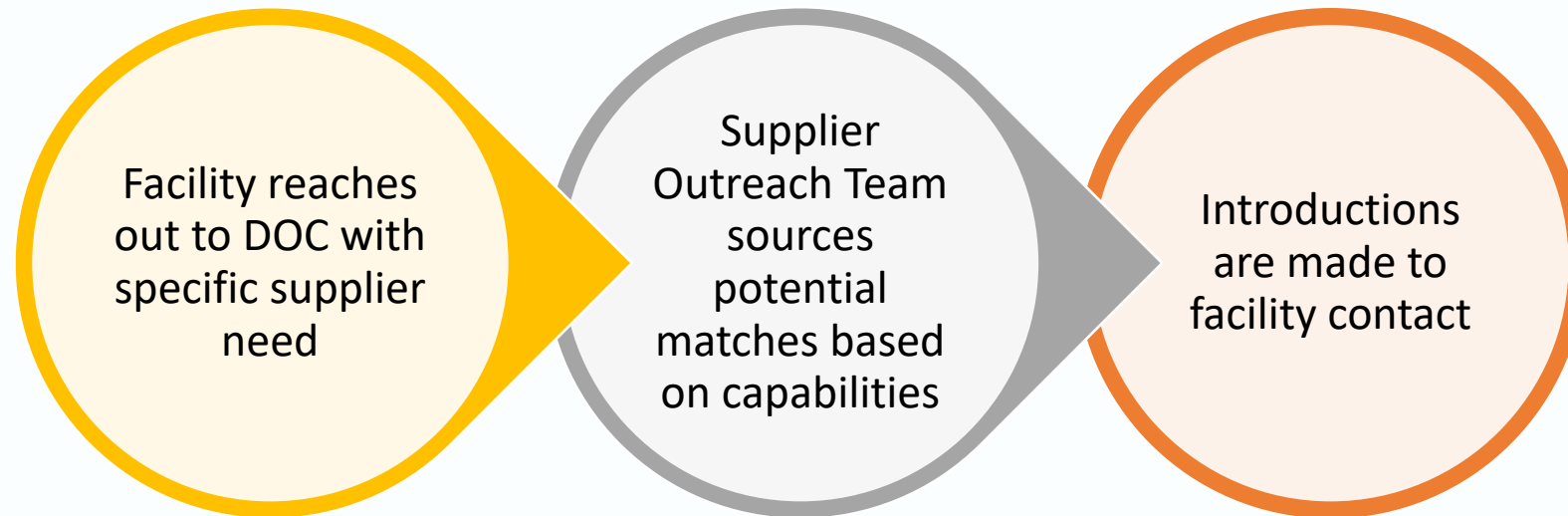
KEY SUPPORT AREAS

- ✓ Identify South Carolina Suppliers/
SourceSC Industry Directory
- ✓ Host B2B Matchmakers
- ✓ Host Supplier Outreach Events



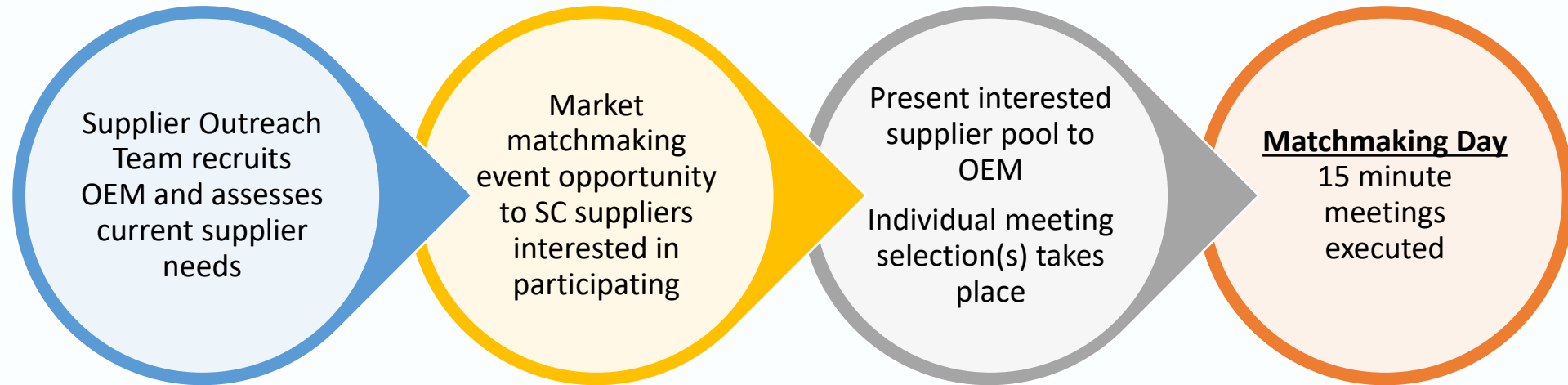
Service After the Sale: Supplier Outreach

Assist with identifying SC Suppliers



Service After the Sale: Supplier Outreach

Host B2B Matchmaker Events



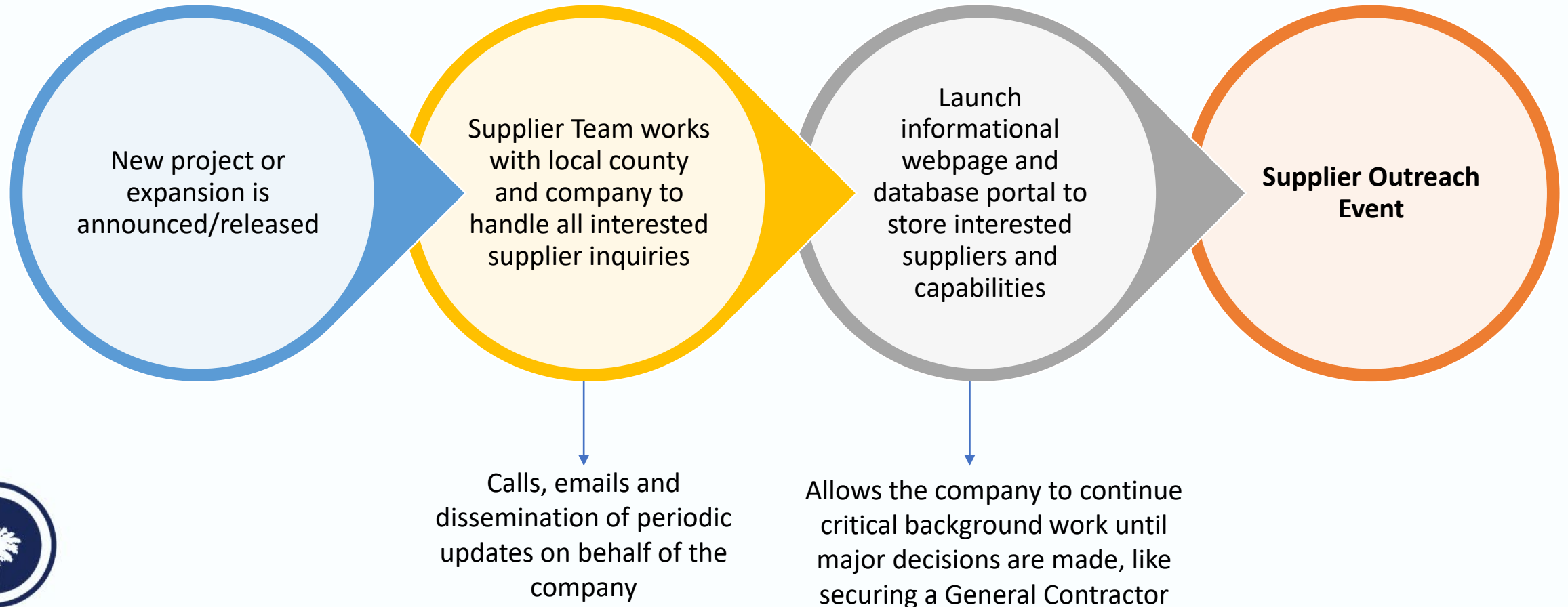
2019 & 2020 automotive matchmaking events
generated 400+ meetings

May 2021
85 virtual meetings generated
(Due to COVID-19)

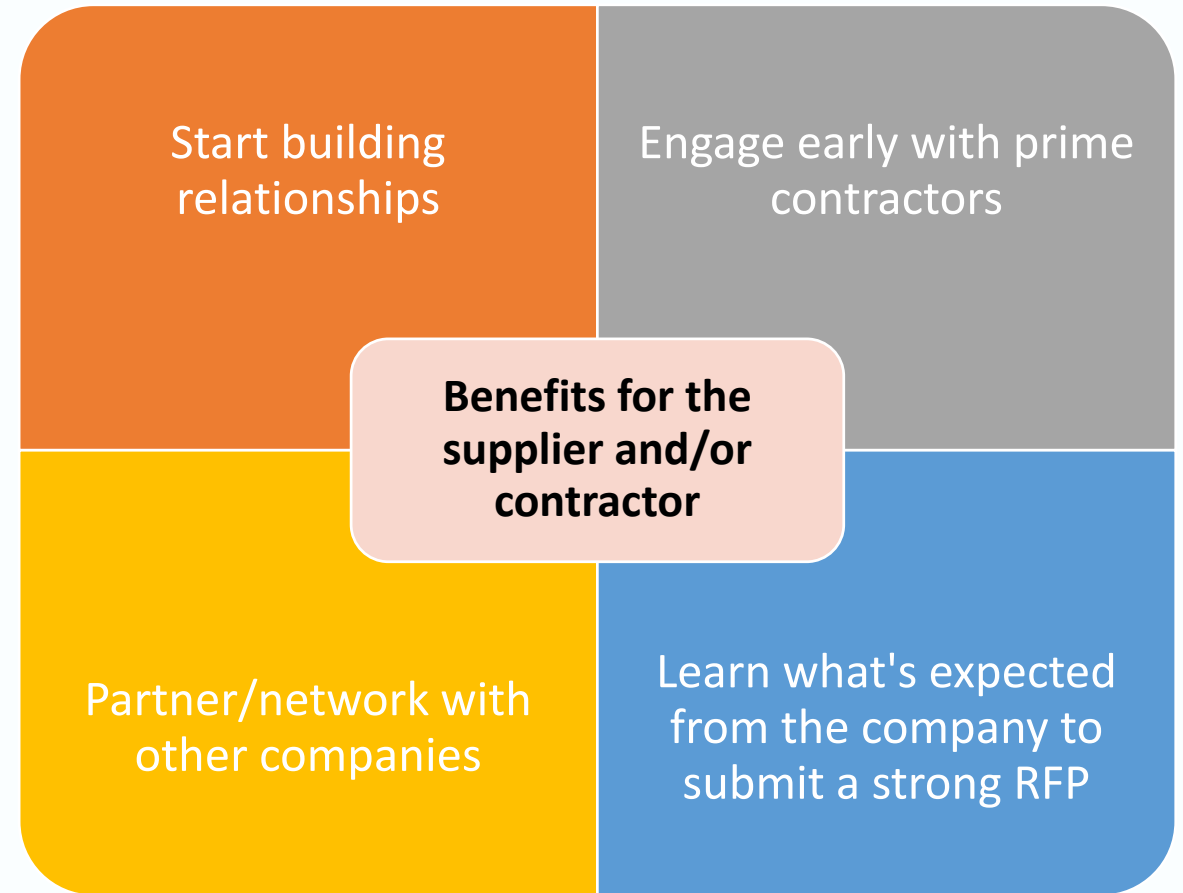


Service After the Sale: Supplier Outreach

Host Supplier Outreach Events



Service After the Sale: Supplier Outreach



Volvo Supplier Outreach Event Video



Service After the Sale: Supplier Outreach

of SC Companies that participated in SC Commerce hosted B2B/Outreach Events

2016-17
683

2017-18
581

2018-19
490

2019-2020
485

2020-current
500+



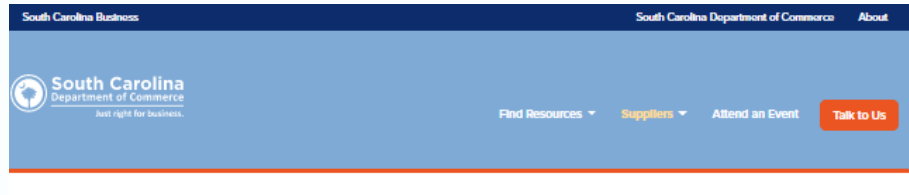
SourceSC Enrollment



www.sourcesc.com



Service After the Sale: Industry Directory



SourceSC Industry Directory

Our Industry Directory is a comprehensive listing of industry suppliers and vendors within the state. We have aggregated all the contact information in one easy-to-use resource.

Search more than 6,500 companies in South Carolina. The industry directory provides a comprehensive catalog of manufacturers, suppliers, vendors, distributors and other service-related businesses. Simply search by keyword or refine your query using the advanced criteria below.

Keyword Search

Enter your keywords and click Search

[Keyword Search](#)

Company Name

Company Industry Sector(s) / Markets Served

Company NAICS

Type of Operation

Business Classification

Is SourceSC Company

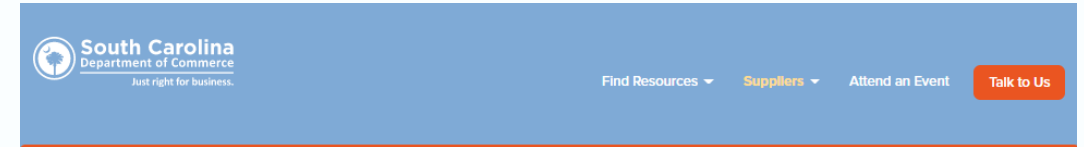
Number of Employees

Parent Company Country of Origin

County

[Search](#)

Data is based on company's response to SC Industry Survey, news sources or other research. [Submit changes](#) to this record.



SourceSC Industry Directory

Our Industry Directory is a comprehensive listing of industry suppliers and vendors within the state. We have aggregated all the contact information in one easy-to-use resource.

i Results for Keyword search: plastic

[New search](#)

248 companies found

[Download results](#)

| Company Name ▼ | Industries | NAICS | Type of Operation | Number of Employees | Parent Company Country of Origin | County |
|---|----------------------------|--|-----------------------------------|-------------------------------------|--|------------------------|
| ACE Environmental of SC, LLC (SC) - Pelzer | Recycling | 423930 - Recyclable Material Merchant Wholesalers | Service | N/A | USA | Anderson |
| ACI Plastics South, LLC | Plastics & Rubber | 325991 - Custom Compounding of Purchased Resins | Manufacturing | 11-50 | USA | Oconee |
| AEIPLUS, Inc. | Recycling | 562920 - Materials Recovery Facilities | Service | N/A | USA | Not In SC |
| ATD Recycling | Recycling | 562920 - Materials Recovery Facilities | Service | N/A | USA | Greenville |
| All Tech Solutions | Plastics & Rubber | 326199 - All Other Plastics Product Manufacturing | Manufacturing | N/A | USA | Oconee |
| Alliance Plastics, LLC | Plastics & Rubber | 326299 - All Other Rubber Product Manufacturing | Manufacturing | 51-100 | USA | York |
| Allnex USA, Inc. (SC) - Langley (formerly Cytec Industries, Inc.) | Plastics & Rubber | 325211 - Plastics Material and Resin Manufacturing | Manufacturing | 11-50 | USA | Aiken |
| Allnex USA, Inc. (SC) - North Augusta | Plastics & Rubber | 325211 - Plastics Material and Resin Manufacturing | Manufacturing | 101-250 | USA | Aiken |
| Alltrista Plastics, LLC (formerly Jarden Plastic Solutions) | Plastics & Rubber | 326111 - Plastics Bag and Pouch Manufacturing | Manufacturing | 251-500 | USA | Greenville |

Supplier Outreach Spotlight:

Automotive B2B 2019

Atlantic Tooling and Fabricating (Supplier) – Quinby, SC

“B2B’s really help you network. It helps you connect to people & companies that you may not normally have had exposure to.”

Draexlmaier Outreach Event 2018

Draexlmaier Supplier Team (Tier 1 Supplier) – Duncan, SC

“Out of the 30 suppliers present we anticipate following-up with 18 companies.”



Service After the Sale:

Small Business Development



Service After the Sale: Small Business Support

GOAL: Connect entrepreneurs and small businesses with resources to start, maintain and grow their business

APPROACH

The Small Business Support team can help small businesses connect with funding, local resources, buyers, even data and analytics to guide business decisions.

The **S.C. Small Business Development Centers** are a key partner for technical assistance.

KEY SUPPORT AREAS

- ✓ Serve as the statewide connectivity lead for small businesses
- ✓ Business Resource Hub
<https://scbizdev.sccommerce.com/>
- ✓ Support small business stakeholders who provide one-on-one technical assistance



Service After the Sale: Small Business

of SC Small Business Inquiries Addressed

2016-17
325

2017-18
491

2018-19
347

2019-2020
330

2020-current
620+

Inquiry received

SB Team assess the need

Deliver referral recommendation (s)

Referral introduction

Follow-up

Top 5 requests for resource assistance:

1. Available loan/grant programs
2. Business planning assistance
3. Business licensing and registration requirements
4. Opportunities for business development
5. Marketing/web presence

**Average Size Business Assisted
10 employees or less**



Service After the Sale: Small Business Partners

SC Small Business Development Centers (SBDC)

Lead statewide small business technical assistance provider

Lowcountry Local First/Good Enterprise Program (LLF)

Promote and develop local-independent business growth

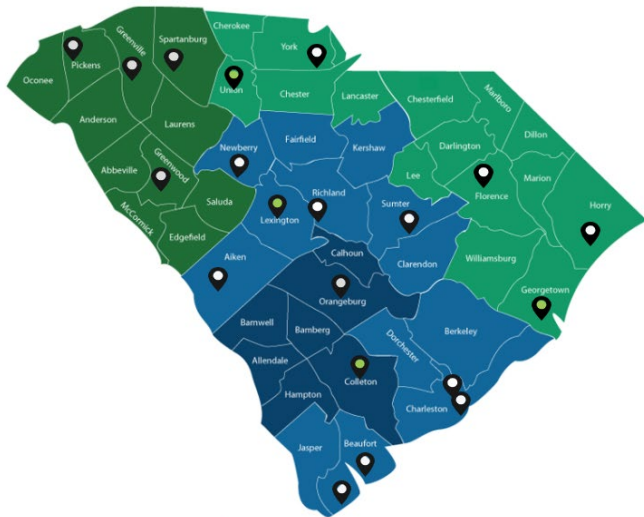
Minority Business Development Agency (MBDA)

Champion for minority-owned businesses in SC



Service After the Sale:

SC Small Business Development Centers (SBDC)



Non-profit organization

Provides no-fee consulting and training to assist small business owners and potential owners in starting and growing a successful business

SBDCs are created through a partnership between the U.S. Small Business Administration and local universities

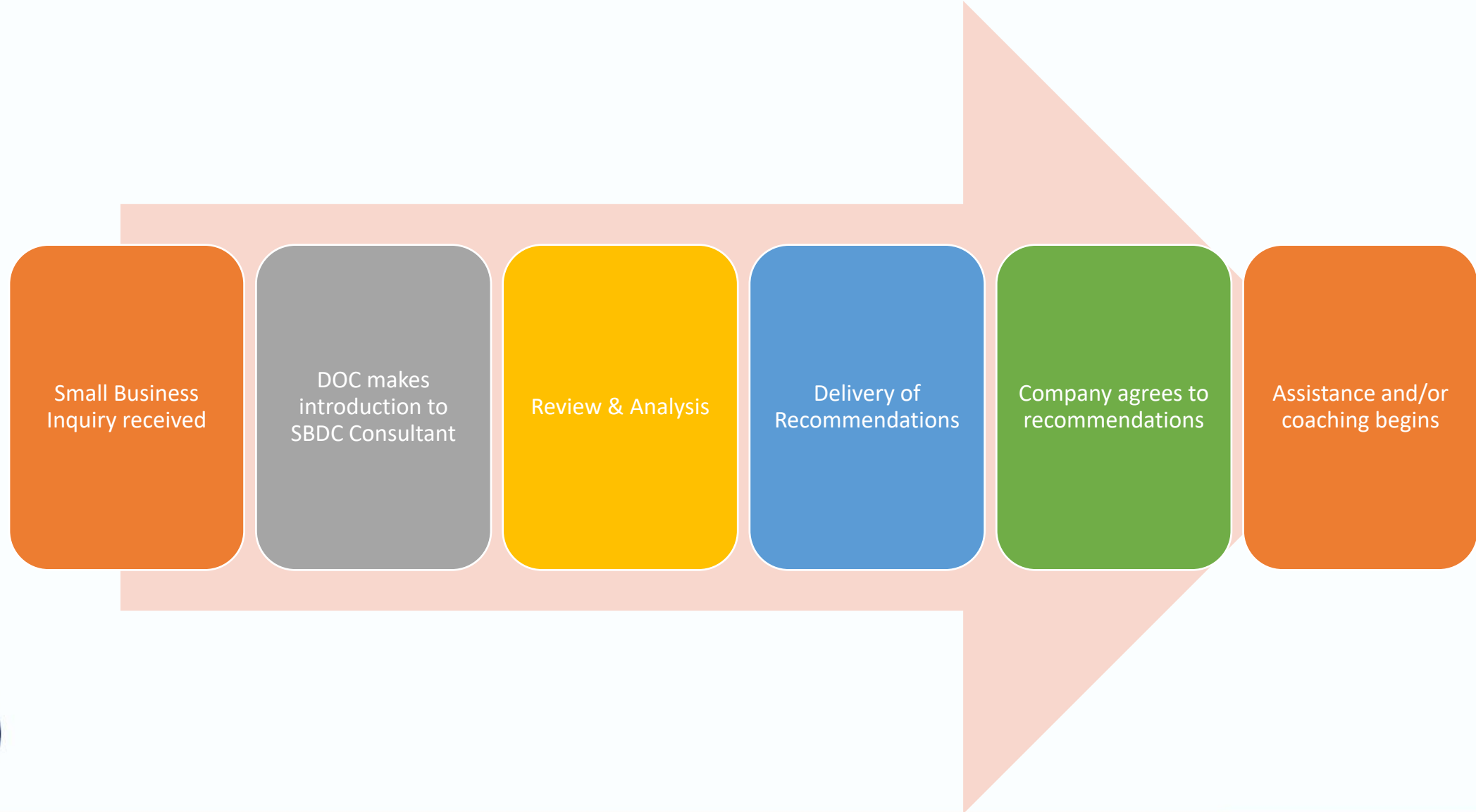
4 Regions –UofSC, Clemson University, SC State & Winthrop University

35 business consultants across the network

Existing MOU agreement with Department of Commerce



Service After the Sale: Small Business Development Centers



Service After the Sale: Small Business Development Centers

Suite of Services

- Start a New Business
- Grow an Existing Business
- Work with the Government
- Exporting
- Technology Commercialization
- Recovery Assistance
- COVID-19 Pandemic Support

2020 Statewide Services & Outcomes



Service After the Sale: Small Business Development Centers

Barber Tech Academy Orangeburg, SC



Aspiring academy owner visited the Orangeburg Area SBDC with the objective to open a barber training academy in Orangeburg.

Primary needs were obtaining financing to open the school and developing a strategy to receive accreditation.

SBDC consultant assisted with developing a comprehensive business plan, preparing financial projections and identifying a target market that could afford the training out-of-pocket. These students would sustain the business until the academy received its accreditation.

Today, Barber Tech Academy is considered one of the pillars of the Orangeburg community in the downtown area. The academy is fully operational, has grown from a 1400 sq. foot space to a 4200 sq. foot building.



Service After the Sale: **Innovation**



Service After the Sale: Innovation – 3Phase

The **3Phase Program**, in partnership with the **UofSC Columbia Technology Incubator**, assists companies with pursuing and successfully acquiring Small Business Innovation Research (SBIR) and Small Business Technology Transfer (STTR) awards.

Small Business Innovation
Research (SBIR)

Small Business Technology Transfer
(STTR)

US government programs, coordinated by the Small Business Administration, intended to help small businesses conduct research and development.



SBIR & STTR are congressionally-mandated research and development (R&D) funding programs (created in 1982).

SBIR & STTR are designed to help small businesses turn innovative ideas into market-worthy products.

SBIR & STTR have identical review criteria and processes.

STTR requires the small business to partner with a not-for-profit research institution in their proposal. SBIR does not have this requirement.

Service After the Sale: Innovation – 3Phase

Launched Feb. 2018

SBIR grants secured: \$7.5MM (12 total)

Proposals Awaiting Funding: 20 totaling \$8.9MM

Total Applications Received: 94

Total Applications Accepted: 87

Total Proposal Submissions: 66

Total Educational Outreach Workshops: 11

Total Consultation Hours: 3,245



Service After the Sale: Innovation – 3Phase

How it works?

Federal Gov't (investor) seeks to help a small business convert innovative technology into a marketable product

Significant milestones must be met before all money is awarded

SBIR and STTR Awards are broken into 3 phases

Phase 1 Objective: Proof of Concept

Phase 2 Objective: R&D

Phase 3 Objective: Pursue Commercialization



Service After the Sale: Innovation – 3Phase

SC small business reaches out to a state supported program (3Phase Team) to develop a proposal for a new technology and submit application.

Application is accepted...

SBIR or STTR Federal awarded for \$1MM over 2.5 years



Phase 0

- State sponsored programs provide awareness to increase participation and training on services
- Pre-proposal analysis
- Proposal preparation and submission

Phase 1

- Feasibility study (approx. 6 months)
- Studies require \$100k-150k in grant awards
- Once studies are complete, the remainder of the grant awards are issued

Phase 2

- \$750k-\$1MM awarded for two more years of research and development
- **Note:** Phase 1 and 2 awards complete the entirety of funding the government will provide

Phase 3

- Commercialization pursuit
- Companies that receive Phase 1 and 2 funding are now expected to raise capital to move their product towards commercialization (to market).
- **Note:** A commercialization strategy is required as part of the original application so the funding agency knows the SB has a credible plan to commercialize the product if R&D is successful.

Service After the Sale: Innovation – 3Phase



- Based in Charleston, SC
- Imaging technology firm
- Awarded a Phase 1 Grant to develop a 3-dimensional imaging technology using artificial intelligence
- Potential to be used in NASA telescopes



- Based in Anderson, SC
- Biotechnology firm
- Awarded a Phase 2 Grant to develop a degradable stent to include animal studies and the pilot of human clinical trials
- Minimize patient pain and anxiety

As of May 2021, South Carolina ranked #2 with a 30% SBIR success rating. The national average is 12%.



Service After the Sale: Innovation – The Relentless Challenge

The **Relentless Challenge Grant** solicits proposals for projects that focus on fostering technology-based economic development, entrepreneurship and innovation in South Carolina communities.

Competitive Grant for Incubators & Non-profits

The goal is **growth** and **sustainability**:

The grant seeks to help expand service portfolios and do it in a sustainable way.

Up to \$750k in competitive grants may be awarded.

Individual awards are up to \$75,000.

Dollar for dollar non-state match is required.



Service After the Sale: Innovation – Relentless Challenge Grant

Relentless Grant project proposals must address at least one or more of these goals:



Generate High-Growth Entrepreneurship

Accelerate innovation in the marketplace



Talent Development and Recruitment

Generate solutions for long-term workforce demands in tech sector



Unlock Risk Capital

Create networks for high-growth startups to tap into capital resources



Service After the Sale: Innovation – Relentless Challenge Grant

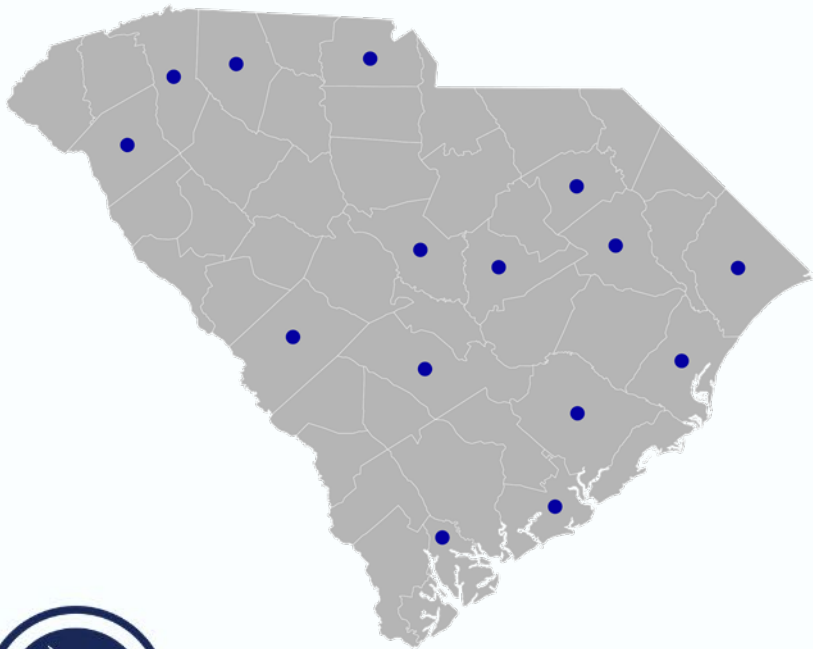
Investment Overview

2014-2021

\$6.5M+ Total Awards

40 projects

15 counties



Venture Carolina Greenville, SC

- 3 grants awarded totaling \$325,000
- Providing a comprehensive suite of workshops, curricula and conferences for entrepreneurs to learn about early stage funding and how private individuals can become angel investors

I.H.O.P.E Charleston, SC

- 1 grant awarded totaling \$55,000
- Developed I-HOPE Accelerator Pilot program aimed to increase the volume of high-scale minority owned startups
- Provide training, mentoring, minority certification assistance and access to venture capital

Rock Hill Economic Development Corporation Rock Hill, SC

- 4 grants awarded totaling \$675,000
- Launched Knowledge Park Center, an initiative to attract and grow tech business
- The organization has deployed a Technology Incubator, Talent Pipeline Apprenticeship Program, Winthrop University CreatorSpace and more

Service After the Sale:

Recycling Market Development



Service After the Sale: Recycling

GOAL: Support the economic growth of South Carolina's recycling industry through building recycling markets, increasing material recovery and promoting the recycling value chain.

APPROACH

The Recycling team works to strengthen existing and emerging recycling markets offering **direct business assistance** and **resolving recycling concerns** for manufacturers and recycling companies in South Carolina.

The **S.C. Department of Health & Environmental Control** is a key partner.

KEY SUPPORT AREAS

- ✓ Recycling/manufacturing company visitation & matchmaking
- ✓ Materials management consultation
- ✓ Recycling Markets Directory
- ✓ Recycling Market Development Advisory Council



Service After the Sale: Recycling Market Development



The screenshot shows the website's navigation menu with options: RECYCLING IN SC, HOME, BUSINESSES, RESIDENTS, RECYCLING MARKETS DIRECTORY (highlighted), RESOURCES, ABOUT US, and CONTACT. Below the menu is a large green graphic with a white recycling symbol. A yellow banner reads "RECYCLING DIRECTORY". The main content area is titled "Recycling Markets Directory" and includes a descriptive paragraph: "The South Carolina Recycling Markets Directory directory helps manufacturers keep valuable materials in motion by reducing waste and helping businesses meet sustainability goals. The platform showcases more than 300 South Carolina recycling companies, and it allows manufacturers to easily find recyclers in the area." Below this are two search options: a "Category Search" section with dropdown menus for "Please Select A Category" and "No Category Selected", and a "Keyword Search" section with a text input field labeled "Search by Keywords (City, County, Zip, Name, Types Recycled)". To the left of the map is the "SC RECYCLING MARKETS DIRECTORY" logo with the tagline "Connecting Materials to Markets" and a circular icon of a palm tree. To the right is a map of South Carolina with a "Map" tab selected.

The South Carolina Recycling Market Development team launched an online tool called the SC Recycling Markets Directory. The directory helps manufacturers keep valuable materials in motion by reducing waste and helping businesses meet sustainability goals. The platform showcases more than 300 SC recycling companies, and it allows manufacturers to easily find recyclers in the area.

<http://www.recyclinginsc.com/directory>



Service After the Sale: Recycling Market Development

Recycling industry inquiries addressed by the Recycling Team

2016-17

263

2017-18

322

2018-19

263

2019-2020

231

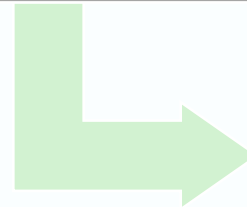
2020-current

200+

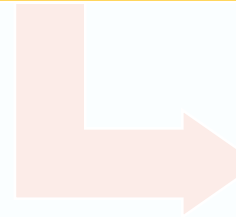
Waste stream need discovered during a EI or partner visit



Referral made to Recycling Team



Recycling Team assesses the need



Connection made to a recycler



Company Spotlight: WP Rawl (Lexington County)

Company Overview

Vegetable grower, shipper and processor.

Situation

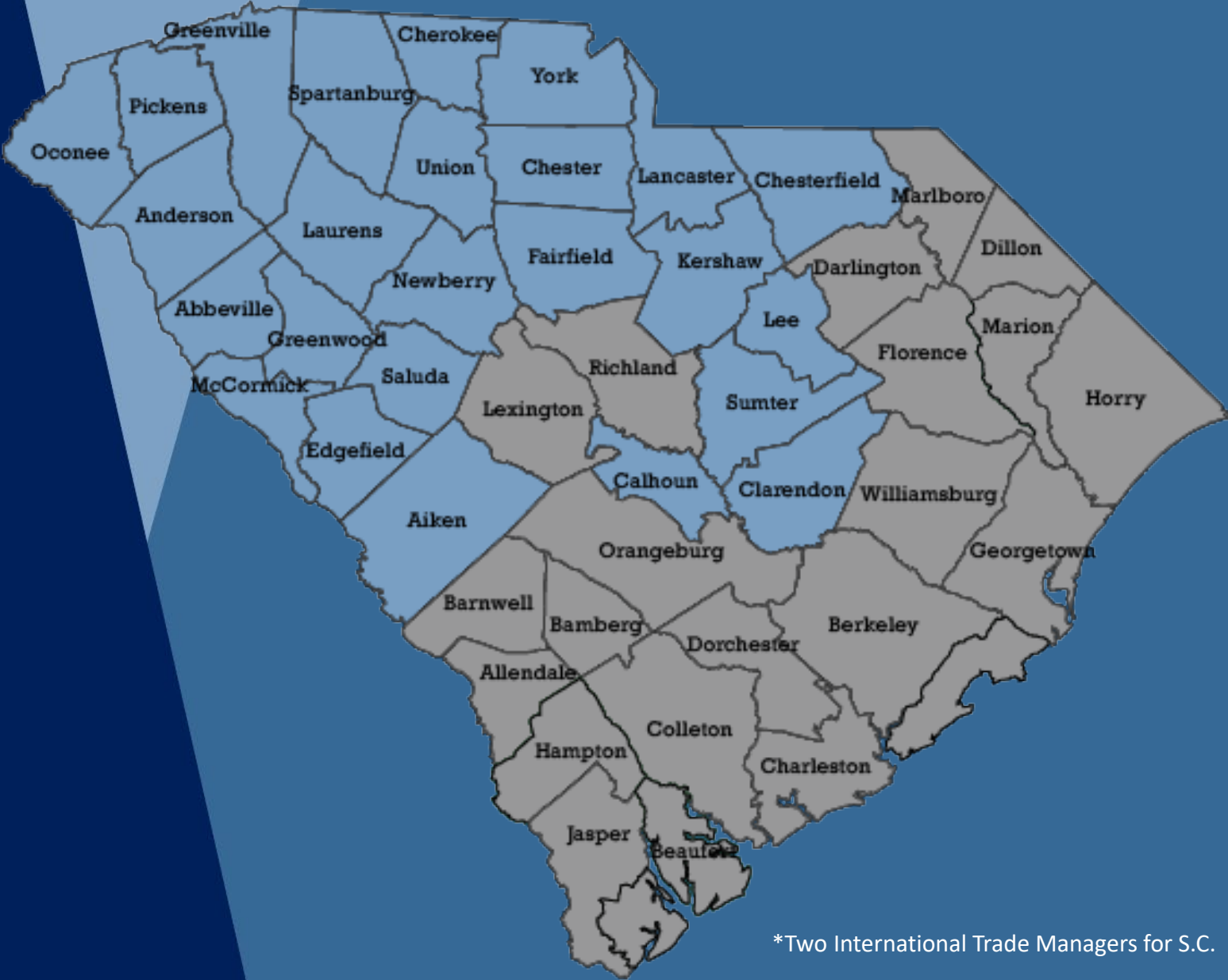
The company discontinued a product line which led to one semi-trailer load of plastic clamshell, which is made out of the same plastic that is used in water or soda bottles.

Solution

Recycling staff connected them with a variety of companies that ultimately included Sonoco Recycling. Sonoco, a global packaging company, took the clamshell material for recycling (reuse) and transformed it into new strawberry or blueberry plastic clamshell containers.



Service After the Sale: **Export**



*Two International Trade Managers for S.C.



Service After the Sale: Export Support

GOAL: Increase the number of new-to-export companies in the state and expand export markets for existing South Carolina exporters.

APPROACH

The Export Team serves as the statewide lead to grow the number of South Carolina companies that export products and services globally.

Companies that export:

- Increase sales and profits
- Create more jobs
- Diversify risk by selling in multiple markets
- Pay higher wages

KEY SUPPORT AREAS

1. Provides **export counseling** and **technical assistance** support.
2. Conducts **export training** seminars throughout the state.
3. Provides customized **B2B meetings** for S.C. companies through trade missions.
4. Supports companies to **exhibit at international trade shows**.
5. Facilitates **grant reimbursements** to support small-to-medium sized exporters.



[Trade Promotion Video](#)

Service After the Sale: Export Support

Export Training

Goal: Increase the number of South Carolina companies trained in export processes and procedures.

S.C. Commerce is the lead export training entity in the state



of Attendees

Supporting Existing Industry by opening up new markets, complying with export regulations and providing market intelligence.

2016-17
243

2017-18
183

2018-19
248

2019-2020
185

2020-2021
116

“The training provided by SCDOC has been vitally important for HeliBasket LLC. At the time we were in negotiations with a new Canadian customer, I attended the USMCA webinar, which provided important information that enabled me to speak knowledgeably with the customer and develop a solid plan for exports to that market. We now have customers in Canada, Japan, Spain, England, and Brazil, just to mention a few of the countries we serve.”

– Greg Hilewitz, General Manager, HeliBasket

Service After the Sale: Export & Trade

Export Grant Program Criteria

GOAL: To help small and medium-sized businesses enter new markets and/or increase their exporting activities.

- **Meet the U.S. SBA's definition of a small business.**
- **In business for at least two years.**
- **Currently operating at a profit.**
- **Headquartered in S.C. or manufacturing in S.C. with at least 51% U.S. content and 25% S.C. content.**
- **Currently have an export/market-ready product.**
- **Demonstrate an understanding of the costs associated with exporting and doing business with foreign purchasers.**
- **In good standing with S.C. Department of Revenue or the IRS and able to certify eligibility for federal grants.**
- **Companies that receive funding must be willing to report export sales data.**



EXPORT GRANT PROGRAM



Exhibit Space

Qualifying companies can receive up to \$6,000 in reimbursement toward booth costs associated with exhibiting on their own at a virtual or in-person trade show with an international focus.



Travel

Qualifying companies can receive up to \$3,500 in reimbursement toward eligible flight and lodging cost for travel associated with exhibiting at a trade show or select trade missions.



Export Services

Qualifying companies can receive up to \$2,000 in reimbursement toward services which aid them in reaching foreign markets. Eligible services include virtual and in-person B2B matchmaking.



Website Localization & E-Commerce

Qualifying companies can receive up to \$6,000 in reimbursement toward fees associated with digital marketing and e-commerce. Eligible services include the design/creation of websites localized to foreign markets and digital ad fees.

Export Grant Program Results (2015-2020)

of Export Grant Awards
220

Average # of Employees
64

New Markets Entered
70+

Export Sales
\$138 million

Export Spotlight: JH Global



About:

- Located in Greenville County
- Manufacturer and distributor of low-speed electric vehicles and accessories
- 60 employees
- Women-owned business

Export Grant Program:

- Began receiving export assistance in 2015
- Exhibited at trade shows in Caribbean, Middle East and India
- Participated in export training workshops

Results:

- Entered new markets in 20+ countries
- Held its first international dealers meeting in Dubai
- Recipient of SC Export Achievement award
- 2021 expansion plans

“We are very appreciative of the support from the South Carolina Commerce Department, and we will continue to put forth our best efforts to grow JH Global internationally.”

- Jane Zhang, CEO



Export Spotlight: Innovative Poultry Products



About:

- Located in Bamberg County
- Manufacturer and distributor of trolley system for the poultry industry
- 8 employees

Export Grant Program:

- Began receiving export assistance in 2017
- Participated in trade shows and state trade missions to Panama and Colombia
- Participated in export training workshops

Results:

- Entered the Canadian market
- Expanded facility in 2019

“The team from SC Commerce really held our hand as we introduced the Poultry Hawk® overseas. They set up and attended meetings on our behalf in Colombia and Panama. We are so grateful for all their guidance.”

- Chad Brubaker, President



Service After the Sale:

Workforce Development



SOUTH CAROLINA WORKFORCE ECOSYSTEM

| Advocacy, Engagement, Recruitment and Job Placement | Education, Training and Labor Market Data |
|--|---|
| <p>1) SCDEW/SC Works System Partners (Local Workforce Development Board, DSS, Vocational Rehabilitation)</p> <ul style="list-style-type: none"> - Job Recruitment - Job Placement | <p>1) South Carolina Technical College System</p> |
| <p>2) SC Department of Commerce</p> <ul style="list-style-type: none"> - Regional Workforce Advisors (RWAs) - Coordinating Council for Workforce Development (CCWD) - Talent Management with Existing Industry | <p>2) Apprenticeship Carolina/Youth Apprenticeship</p> |
| <p>3) SC Future Makers (an initiative through the SC Manufacturers Alliance)</p> | <p>3) On-the-Job Training (OJT)</p> <ul style="list-style-type: none"> - SC Works - Vocational Rehabilitation - Department of Social Services |
| <p>4) SC Department of Veterans Affairs (Transitioning Military/Veterans)</p> | <p>4) Incumbent Worker Training</p> |
| <p>5) SC Chamber of Commerce</p> | <p>5) SC Manufacturing Extension Partnership (SCMEP)</p> |
| <p>6) SC Council on Competitiveness & SC Bio</p> | <p>6) ManuFirstSC</p> |
| | <p>7) SC Power Team</p> |

SC Commerce Workforce Initiatives

Regional Workforce Advisors (RWAs)

- The 12 RWAs bridge gaps at the local level between educators, students and the business community to develop the necessary workforce.

Talent Management Services

- Working with existing industry to assess workforce needs and providing resources to address recruitment and retention.

Coordinating Council for Workforce Development (CCWD)

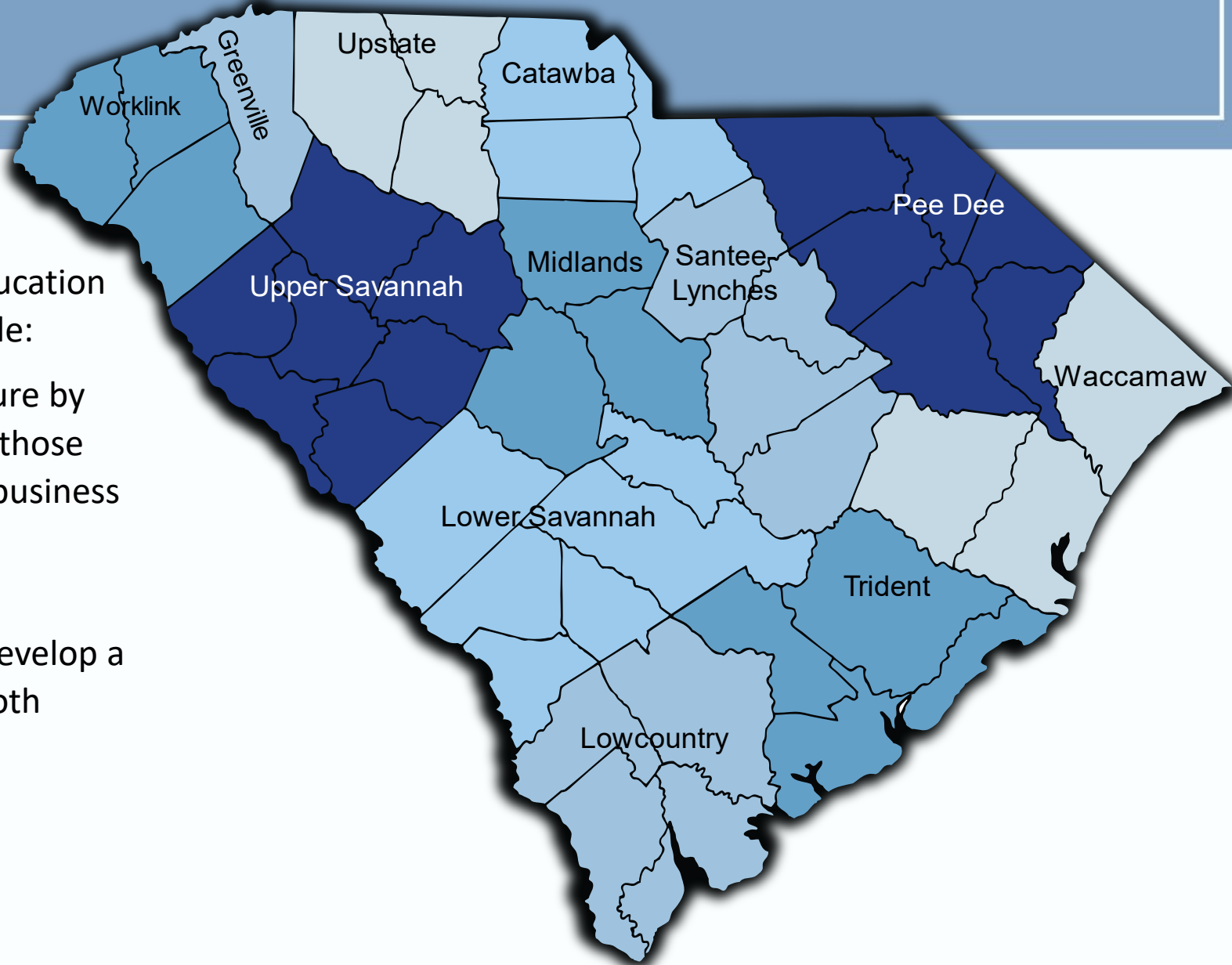
- Advocating through the work of the CCWD, including legislative engagement and interagency data sharing, in order to prepare and train workers to meet current and future workforce needs.



Regional Workforce Advisors (RWAs)

As the translators between business and education for talent development, RWA services include:

- Helping to create a workforce of the future by bridging gaps at the local level between those who educate students and those in the business community;
- Connecting students to future career opportunities and higher education to develop a workforce that will meet the needs of both existing and prospective industry.



Regional Workforce Advisors (RWAs)

RWAs serve their regions through a number of services:

- Career Development Facilitator training for educators and counselors
- Coordinate career fairs, business/industry showcases and tours
- Implement Educators in Industry initiatives
- STEM Educator Days
- Supporting college application days
- Boeing Days



Example of RWA Engagement: SC Boeing Days



- Boeing visits engage all members of the community to educate them about the aerospace industry, careers in aerospace and advanced manufacturing and Boeing's SC supplier network.
- Boeing has visited all 46 counties and started a second round of trips in 2018/2019 until COVID hit.
- Boeing has partnered with our RWAs to host virtual engagements in 2020/2021. These innovative efforts have reached 257,734 participants to include:
 - educators,
 - teachers,
 - students,
 - parents/family members.



Regional Workforce Advisors (RWAs) Engagement

Number of educators
receiving information,
resources and services

2017-18

9,529

2018-19

7,303

2019-20

8,993

Number of students
receiving information,
resources and services

2017-18

78,350

2018-19

49,734

2019-20

62,442



Talent Management Services

OBJECTIVE: Support existing industry by identifying workforce challenges, providing resources and solutions and connecting companies with other appropriate partners in the state's workforce ecosystem as applicable.

Talent Management Services provide:

- Concierge style resource to supporting recruitment and retention for existing South Carolina industries;
- Structured problem solving methodology to drive improvements to workforce challenges;
- Utilization of collaborative efforts with SC Commerce resources and state workforce partners;
- Up-to-date, relevant knowledge of South Carolina in-demand workforce skills.



Talent Management Services: Example

TD Bank Workforce Solutions (Greenville and Lexington locations)



- Assisted the Greenville County Call Center with demographic data and identified schools with large Hispanic populations to increase the bilingual customer service workforce.
- Provided the Lexington Data Center occupational data by place of residence to better target online advertising for job positions.
- Hosted community workforce partner events at TD Bank to provide an overview of alternative talent pipelines.



Coordinating Council for Workforce Development (CCWD)

Advocate for the talent in South Carolina.

CCWD – Mission and Advocacy

- Created Strategic Partners and Business Advisory Groups to provide feedback on all Council activities and decisions.
- Established partner consensus for developing a statewide comprehensive workforce plan.
- Makes recommendations to the General Assembly concerning matters related to data sharing, a comprehensive workforce plan and coordination among workforce partners.

CCWD - Data and Initiatives

- Coordinated with CCWD member agencies to develop language for an interagency integrated data system legislation.
- Created a first-of-its kind South Carolina Workforce Dictionary documenting terminology, acronyms and other important workforce system language.
- Created Regional Workforce Snapshots to centralize education, workforce and economic development data through one published resource.



ManuFirstSC



ManuFirstSC


- A public-private initiative between Volvo Cars, the South Carolina Department of Commerce, Trident Technical College, readySC and Berkeley County.
- The certificate's strength originates from employers accepting it in lieu of one-year of manufacturing work experience.
- Qualifying any individual with a certificate as meeting the minimum requirements to apply for employment.
- Volvo Cars was first SC company to accept the ManuFirstSC certificate, motivating regional adoption.











ManuFirstSC

- Engaged over 2,200 citizens through community-hosted events.
- More than 1,200 certificates issued state-wide to date.
- The certificate has been adopted by Mercedes-Benz Vans, BMW suppliers and over 85 manufacturers in Dorchester County.



 **CHOOSE YOUR PATH TO A MORE REWARDING JOB IN SOUTH CAROLINA MANUFACTURING.**

| PATH #1 | PATH #2 | PATH #3 | PATH #4 |
|---|---|--|---|
| High School Diploma / Equivalency | High School Diploma / Equivalency or HS Senior |  |  |
|  Manufacturing Experience |  Manufacturing Experience | SIGN UP FOR: Career Readiness Courseware Resume Assistance Other Workshops | SEEKING: HS Equivalency |
|  |  | Sign up for Free   SC WORKS | ADULT EDUCATION |

A BETTER JOB IS WAITING. START TODAY.

NON MANUFACTURING: Interested in a different type of journey, not sure where you fit, or need other assistance? > **PATHFINDERS**

Service After the Sale:

**Emergency
Management
(ESF-24)**



Service After the Sale: Emergency Management

GOAL: Minimize downtime for Business & Industry in the event of a disaster.

APPROACH & KEY SUPPORT AREAS

Pre-and post-disaster SC Commerce is the coordinating agency (via ESF24) to assist companies with the following :

- ✓ Activation of a 24/7 ESF24 hotline for Business & Industry
- ✓ Business Re-entry Program
- ✓ Collection point for business operational status, damage assessment and needs
- ✓ Preparation, contingency and continuity planning for a disaster

PRIMARY PARTNERS

- ✓ SC Emergency Management
- ✓ SC Department of Administration
- ✓ SC Department of Agriculture
- ✓ SC Department of Employment and Workforce
- ✓ SC Department of Insurance
- ✓ SC Department of Parks, Recreation and Tourism
- ✓ SC Insurance Association
- ✓ SC Manufacturing Alliance (SCMA)
- ✓ SC Office of the Commissioner of Banking
- ✓ SC Retail Association
- ✓ SC Business Development Centers (SBDC)
- ✓ SC Chamber of Commerce
- ✓ Clemson-University Livestock-Poultry Health (CULPH)



Service After the Sale: Emergency Management



SCEMD

SIGN UP FOR CODE RED ALERTS

CONTACT SCEMD



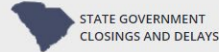
WHO WE ARE

STAY INFORMED

PREPARE

RECOVER

EM PROFESSIONALS



Columbia, SC



91°



ZONE FINDER



MAKE A PLAN



EMERGENCY SHELTERS



CLOSINGS & DELAYS

Virtual Business Emergency Operations Center

CLICK FOR LATEST DISASTER INFORMATION



A large-scale disaster anywhere in the state could disrupt normal operations and affect employees of any business. Every business in South Carolina should have continuity and safety plans in place prior to a major incident.

TWEETS BY @SCEMD

RT @scdhec: Today, DHEC announced 322 new cases of COVID-19 (192 confirmed, 13 probable), 10 new deaths (10 confirmed, 0 probable), and 9 hours

BUSINESS REENTRY



BUSINESS CONTINUITY PLANNING AND EVENTS



FINANCING



STATEWIDE BUSINESS PARTNERS



LISTSERV SUBSCRIPTION



RESOURCES



KNOW YOUR ZONE

Know how your area will be affected during a storm.

CLOSINGS & DELAYS

Near your location.

MAKE A PLAN

Create a plan to help ensure safety during an emergency.

EMERGENCY SHELTERS

Near your location.

Service After the Sale: COVID-19 Business Support

**Timeframe:
March 2020-March 2021**

Business Designation Clarification Process: 6,700 businesses assisted

Mass Gatherings Exception Process: 1,690 applications reviewed, in consultation with DHEC, and processed.

Manufacturing Support: 293 businesses assisted

Recycling Support: 179 businesses assisted

Small Business: 350+ businesses assisted

Supplier/PPE Sourcing: 130 businesses assisted



Business Impact Survey Summary



*Measuring the impact of in-house programmatic services to SC
businesses*



Service After the Sale: Business Impact Survey Summary

Companies, within a selected time period, who received direct assistance from the Existing Industry, Small Business, Supplier Outreach & Recycling Programs were contacted.

Fall of 2019 and Spring of 2021 Survey
2020 survey was not issued due to COVID-19

Data is used internally to re-evaluate program offerings and shared with agency/industry partners.



Service After the Sale: Business Impact Survey Summary

2019 Business Impact Survey

83 company responses

30% response rate

Timeframe: July 1st-Oct. 31st

2019 contacts

(Survey conducted December 2019)

Breakdown of respondents:

Manufacturers-42%

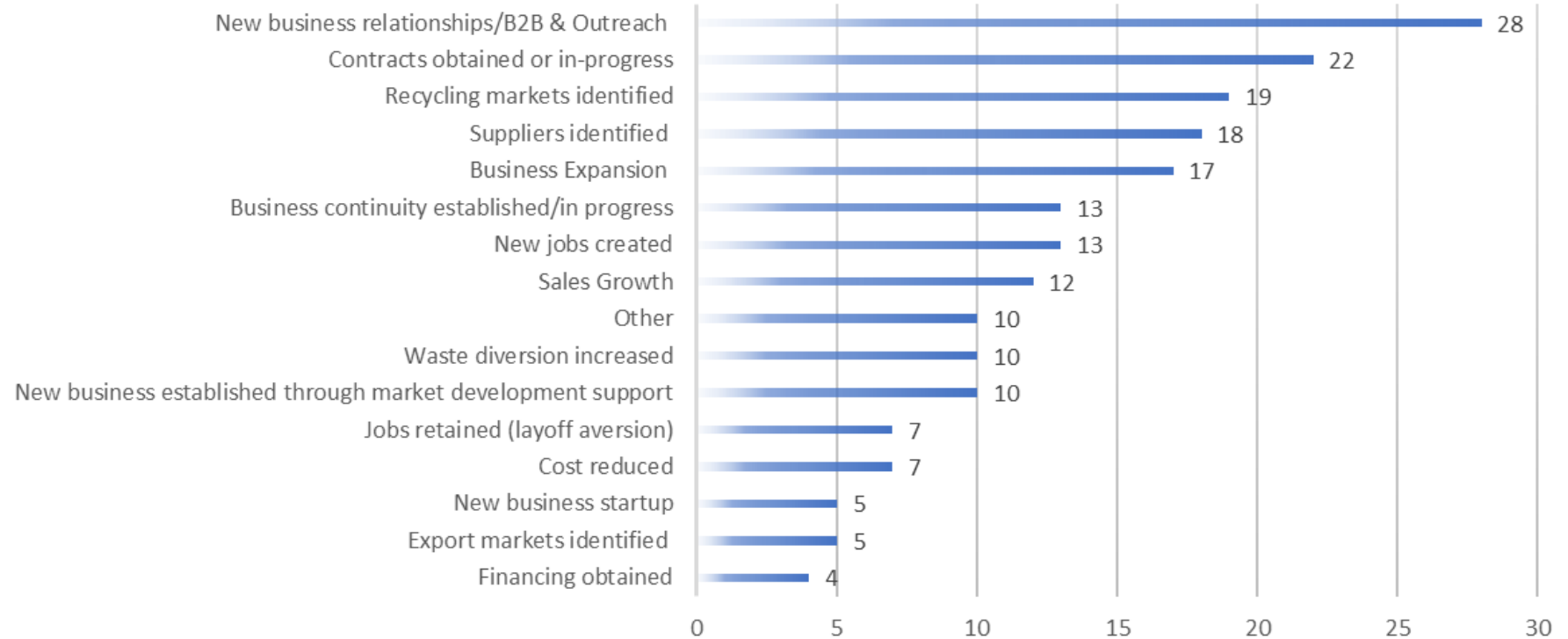
Small Businesses-28%

Recycling-15%

Identified as other-15%

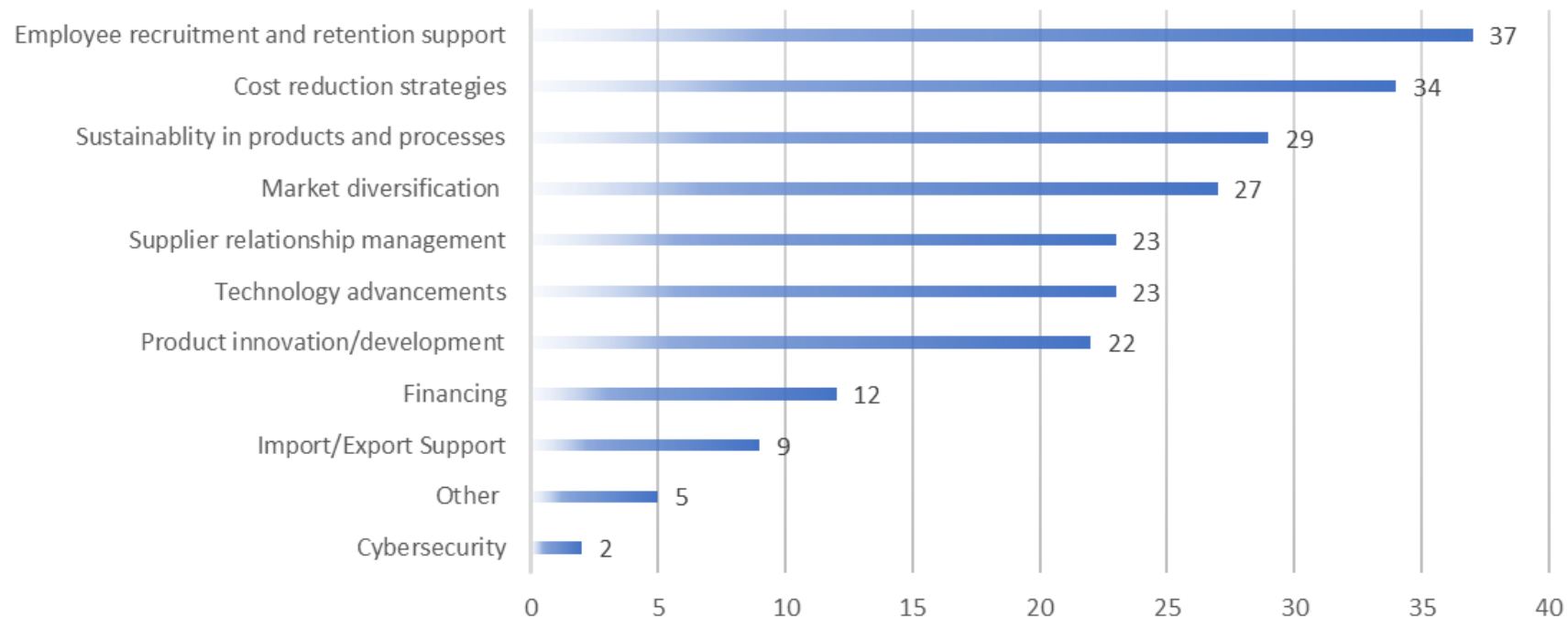


DIRECT IMPACT TO YOUR COMPANY AS A RESULT OF DOC PROGRAM RESOURCE CONNECTIONS



Service After the Sale: Business Impact Survey Summary

WHAT DO YOU SEE AS THE MOST IMPORTANT STRATEGIC OPPORTUNITY/CHALLENGE FOR YOUR COMPANY?



Service After the Sale: Business Impact Survey Summary

2021 Business Impact Survey

107 company responses

5% response rate

Timeframe: April 1st -

December 31st 2020 contacts

(Survey conducted March 2021)

Breakdown of respondents:

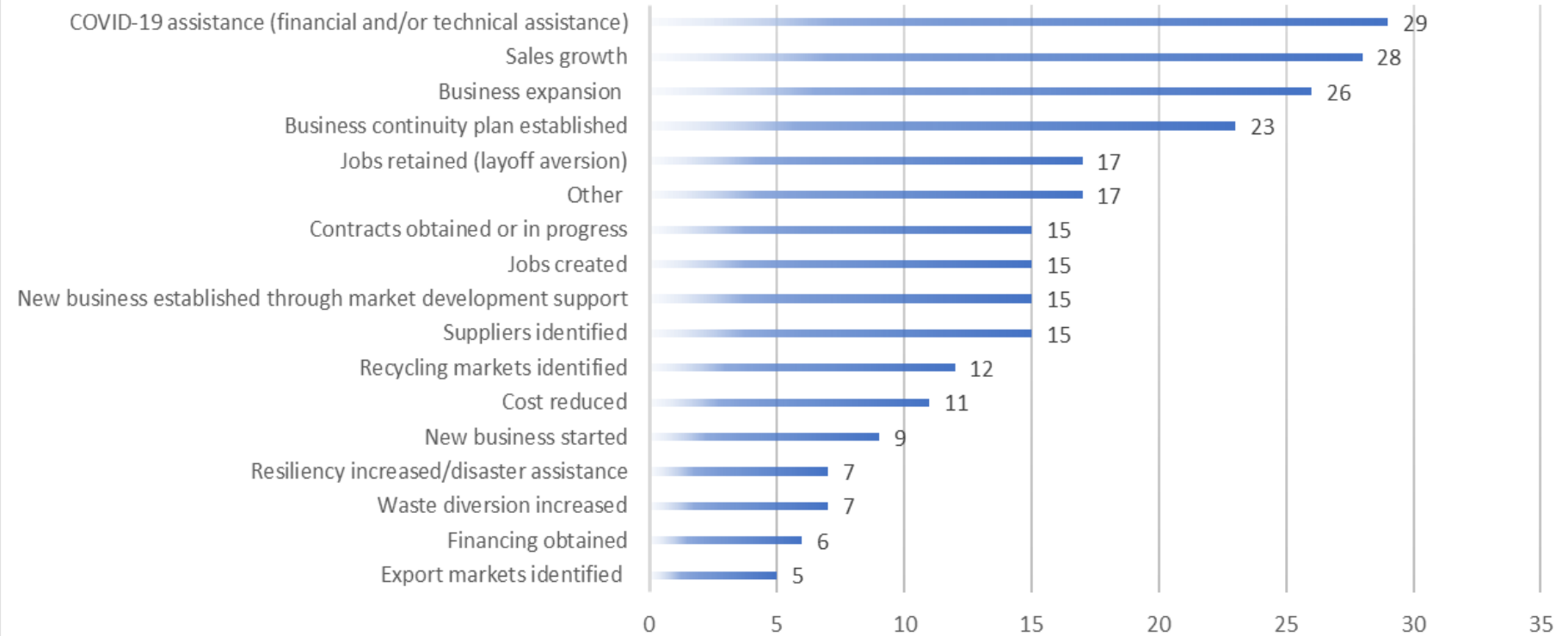
Manufacturers-47%

Small Businesses-38%

Recycling-8%

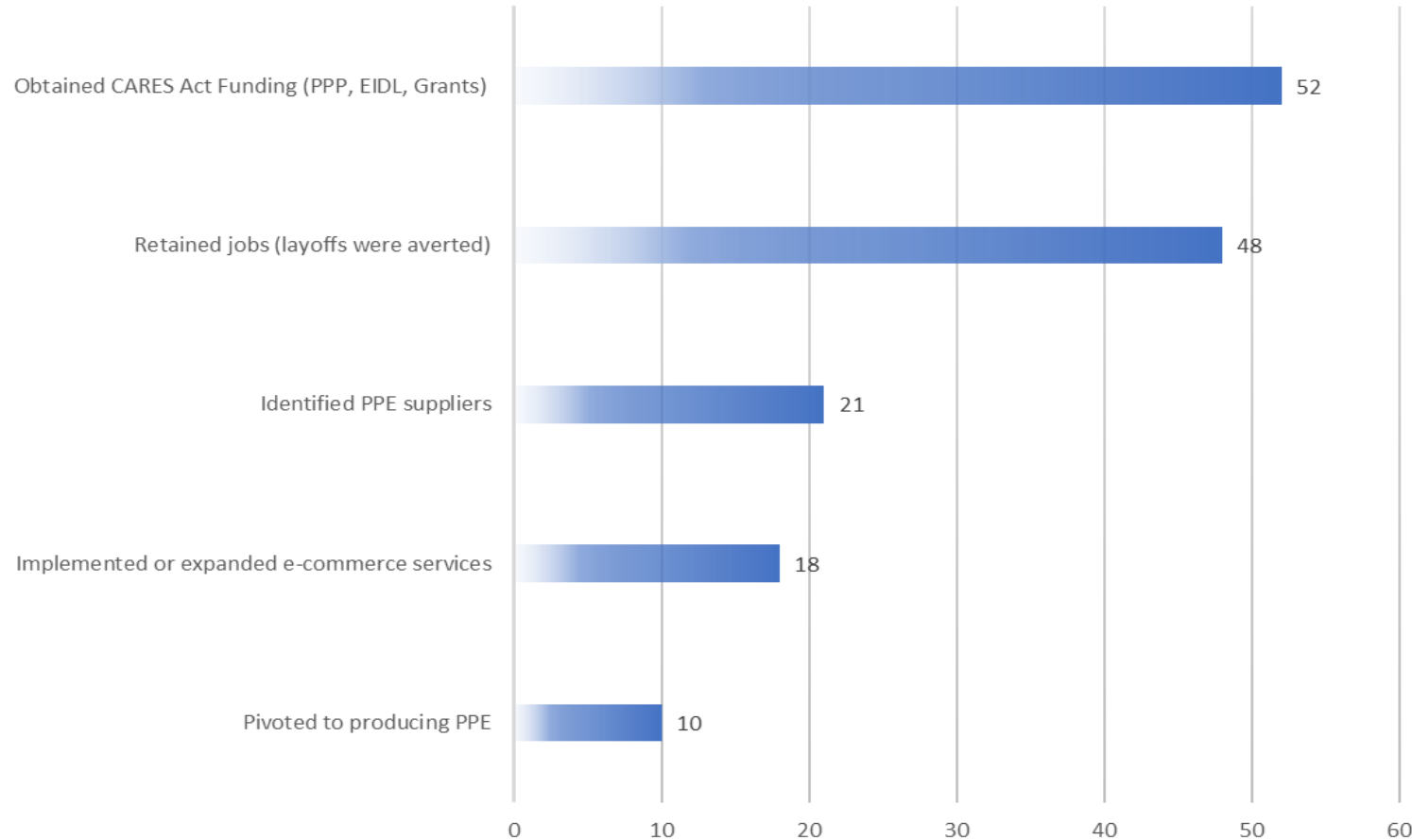
Identified as other-5%

DIRECT IMPACT TO YOUR COMPANY AS A RESULT OF DOC PROGRAM RESOURCE CONNECTIONS



Service After the Sale: Business Impact Survey Summary

DIRECT IMPACT TO YOUR BUSINESS AS A RESULT OF DOC COVID-19 BUSINESS RESOURCE ASSISTANCE AND CONNECTIONS



Service After the Sale: Business Impact Survey Summary

WHAT DO YOU SEE AS THE MOST IMPORTANT STRATEGIC OPPORTUNITY/CHALLENGE FOR YOUR COMPANY?

