PEEDEE workforce DEVELOPMENT BOARD

STRATEGIC PLAN

2025 - 2028

PEEDEE workforce DEVELOPMENT BOARD

Mission



To facilitate effective workforce-related discussions, programs, and partnerships that aim to reduce employment barriers and create a thriving Pee Dee Workforce Region.

Vision



To be a catalyst for growth by building strategic partnerships focused on support, collaboration, and progression for businesses, jobseekers, and stakeholders in the Pee Dee Workforce Region.

Staff

Bridgette Coates
Workforce Development Director

Marquel Jackson
Workforce Financial Management Specialist

Dianne Herrington
Business & Industry Coordinator

Mamie Legette
Workforce System Coordinator

April Gaskins
Performance & Reporting Specialist

Board Members

Sam Bass | Chesterfield-Marlboro EOC

Joe Bittle | CareSouth Carolina

Jessica Boston | Harbor Freight Distribution

Jeffrey DeLung | North Eastern Strategic Alliance (NESA)

Les Echols | Greater Florence Chamber of Commerce

Bernell Evans | SC Education Association

Dr. Jermaine Ford | Florence-Darlington Technical College

Terry Gainey | SC Fraternal Order of Police

Dr. Tracey Gunter | Gunter and Associates, LLC

Billy Hogge | Screwmatics of SC, Inc

Dr. Lisa Justice | Florence County Adult Education

Jacob Knight | Micro Precision, LLC

Rena McLain | Party Products LLC

Tammy Miles | McCall Farms

Dr. Derk Riechers | Northeastern Technical College

James Roberts | Perdue, LLC

JWayne Simon | Hartsville Medical Enrichment Services, LLC

Michael Stone | Marion County School District

Vicky Tyner | SC Department of Employment & Workforce

Mel West | Palmetto Brick

Shainna Williams | SC Vocational Rehabilitation Department

Guiding Principles

2025-2028

1. Foster collaboration among industry, education, workforce, and community partners.
2. Promote accessibility and opportunities for all, especially underserved groups
3. Increase awareness of training and workforce resources through outreach
4. Focus on improvement through evaluation and service enhancements.
5. Use data to guide program and workforce planning decisions

State WIOA Guiding Principles

2024-2027

- Align with the Unified State Plan for Education and Workforce Development
- Focus solely on activites that support the mission
- Evaluate economic and labor makret data and actively listen to an inclusvie group of partners, employers, and jobseekers
- Base strategies and decisions on data and input.
- Be accountable for outcomes that support business growth and economic opportunities for all South Carolinians

PDWDB Strategic Plan Alignment with State WIOA Plan

Collaboration among industry, education, workforce, & community partners

- Strengthen partnerships among industry, education, workforce, and community organizations.
- Encourage regular communication between employers, educators, and support providers.
- Build on momentum from the Innovation Grant, Level Up initiative, and manufacturing sector strategies.
- Leverage shared resources and expertise to support regional workforce development.

State WIOA Plan: 2.3 Improve strategic outreach and service delivery to employers to effectively match jobseekers with employers. 4.1 Create alignment between the workforce development system and state agenices

Accessibility & Opportunity for All

- Prioritize services for underserved populations, including individuals with disabilities, rural residents, youth, and justice-involved individuals.
- Address key barriers such as transportation, childcare, skill gaps, and mental health.
- Partner with organizations specializing in services for special populations.
- Expand access to tools, training, and support across all SC Works centers.

Outreach and Awareness

- Promote SC Works programs through strategic events, media campaigns, and partner networks.
- Target outreach to students, jobseekers, and employers in high-need or underserved areas.
- Focus efforts on youth (both in-school and out-of-school), rural areas, faith-based groups, and community organizations.
- Highlight success stories to showcase program impact.
- Equip ambassadors and partners with clear messaging to extend regional reach.

State WIOA Plan: 2.1 Increase the percentages of participants that obtain high-value credentials. 3.1 Increase awarness of resources to mitigate obstacles to employment 3.2 Implement a multi-faceted rural outreach strategy to ensure that rural areas of SC have acess to employment and training resources

Continous Improvement

- Evaluate programs using SC Works certification standards.
- Offer ongoing training and professional development for staff and partners.
- Collect feedback from participants, staff, and stakeholders to inform improvements.
- Celebrate and recognize high-performing individuals and teams.

State WIOA Plan: 1.2 Develop and implement cross-partner staff training to enhance service delivery to jobseekers and businesses. 4.1 Identify resources and funding to provide services to jobseekers 4.2 Communicate opportunties to the workforce system.

Data to Guide

- Analyze labor market data to identify emerging industries and job demands.
- Share actionable insights with employers and regional partners.
- Use data to prioritize occupations and refine service delivery.
- Align training investments and program development with workforce trends and projections.

State WIOA Plan: GP4 Base strategies and decisions on data and input

Full Board Focus

Purpose: To approach potential opportunities for impact for Marlboro County that addresses highest employment and lowest labor participation rate through strategic engagement.

Goal 1: Conduct internal assessment of past and current efforts in Marlboro County and reflect on the assessment to develop strategies

- Review past and current efforts of Bennettsville SC Works Center
  - Review all core PDWDB oversight programming and data over a selected period of time to determine trends.
  - Collect insight from Marlboro County strategic partners over a selected period of time to map support and outreach efforts.

Goal 2: Identify additional partners across Community, Education, Workforce, and Industry to serve Marlboro County.

- Evaluate community partners, which includes previously engaged community partners and new potential community partnership
  - Youth and Mentorship Programs includes - but not limited to -Man2Man, Distinguished Gentlemen, AMI Kids, Boys and Girls Club.
  - Community and Civic Organizations includes - but not limited to - NAACP chapter, Fraternity/Sorority Alumni Chapters, Marlboro County Collaboration Council.
  - Education Focus and Initiatives includes - but not limited to - Secondary (MCSD), Adult Education, Post-Secondary (NETC), SCSU 1890, Clemson Extension 4H
  - Faith-based organizations includes - but not limited to - churches, social groups, and outreach efforts.

Goal 3: Better understand mindset and perspective of citizens in Marlboro County.

- Conduct a survey to better understand the citizens in Marlboro County.
  - Define specific structure of the survey - One mass survey vs. Targeted groups
  - Draft survey questions based on specific structure.
  - Determine method to distribute
  - Analyze survey feedback and share insight

Goal 4: Develop implementation of impact approaches determined from internal and external assessment. Implementation can include developing a collective group of stakeholders to maximize buy-in, impact, and sustainability.

Business & Industry Committee

Purpose: Strengthens relationships between the workforce system and local businesses to ensure services align with employer needs and regional economic development.

Goal 1: Increase collaboration with Industries as well as Economic and Workforce Development partners to establish continuous dialogue that address barriers, challenges, and opportunities

- Serve as a source for networking and/or information sharing among regional industries for workforce related discussions.
  - Categorize existing industries partnerships and identify additional regional employers within priority occupations
  - Update and maintain resources addressing employment barriers (transportation, childcare, work readiness, etc)
  - Sustain employer engagement in the Diversified Manufacturing Sector Strategies initiative.
- Promote the value of the PDWDB and its network of partners to regional business and industries
  - Coordinate rotational industry touring opportunities for committee and/or board
  - (Criteria, Key contacts, highlight report)
  - Participate in industry targeted events for networking and/or present to share valuable insights (ex.Hiring policies)

Goal 2: Establish opportunities to deepen the understanding of data, impact, and trends for the Pee Dee Workforce Region

- Utilize data to evaluate the economic and workforce trends of the Pee Workforce Region
  - Determine key data providers and contacts and type of data that can be consistently provided for analysis/review. A process will be created.
  - Share data collected with the full board to assist with overall board and other committee goals
- Provide valuable data to business and industries
  - Create protocol for requesting data needs and sharing with existing industries

Disabilities Committee

Purpose: Ensures individuals with disabilities have full access to SC Works services by reviewing accessibility, promoting inclusive practices, and supporting ADA compliance.

Goal 1: Assess and implement accessibility assistance for individuals with disabilities.

- Complete existing inventory of accessibility assistance tools for use within each center and remote services
  - Create shared inventory sheet for Inventory Details for All Centers and Remote
    - Digital: Name, Version, License,Features/Functionality
    - Physical: Equipment used
  - Determine level of staff confidence with use of existing inventory for training needs
    - Identify best method to determine staff confidence with existing inventory.
    - Based on findings, select training topics, trainer, and schedule

Goal 2: Engage core and strategic partners to determine if there are additional tools available with their agencies and/or organizations for referrals.

- Focused Core Partner Engagement
  - SC Vocational Rehabilitation
    - Consistent Communication with VR area managers
    - Create a clear list of qualifying disabilities for VR services
    - Coordinate training for effective VR referrals.
  - Evaluate other core partner engagement
- Focused Strategic Partner Engagement
  - Palmetto Goodwill
    - Improve referral and collaboration with Palmetto Goodwill
    - Explore ways for GW participants to use accessibility tools
  - Evaluate other strategic partner engagement and potential other strategic partners.

Disabilities Committee

Purpose: Ensures individuals with disabilities have full access to SC Works services by reviewing accessibility, promoting inclusive practices, and supporting ADA compliance.

Goal 3: Participate in employment events and outreach efforts to educate and raise awareness related to benefits and accommodations for employing and retaining individuals with disabilities.

- Focus on Regional Career/Job Fair
  - Designated Staffed table to share insight, resources, and tools available
    - Create rotating schedule amongst partners for events
    - Collect materials from all partners for effective sharing
  - Identify the best time to highlight disability services to employers (before, during, or after events)
    - Encourage partners to engage directly with employers during slower event times and to determine if formal sessions should be held
- Engage with PDWDB Business & Industry Committee
  - Collaborate with the Business and Industry committee to share the benefits and accommodations for employing and retaining individuals with disabilities

Goal 4: Enhance support for education stakeholders for students with disabilities (administration, students, teachers, guardians)

- Raise awareness to educational staff, guardians, and students about service and support available as well as possible career pathways.
  - Identify key points of contacts from the educational institutions in the region (special population administrators and/or coordinators) to share services and support available.
  - Provide insight for education stakeholders to more broadly represent opportunities among career pathways through accommodations tools and success stories.

SC Works Committee

Purpose: Oversees the effectiveness of SC Works Centers by promoting service integration, improving customer access, and monitoring performance

Goal 1: Engage in continual improvement for the SC Works Centers through evaluation tools.

- Utilize SC Works Certification Standards as an on-going evaluation tool during committee meetings.
  - Review submitted 2025 certification for the Pee Dee Workforce Region.
  - Discuss potential maintenance and improvement options with key staff members to determine optimal milestones
  - Encourage dialogue and feedback from core partners, strategic partners, and stakeholders on operations, participant needs, and outreach awareness.
    - Review MOU protocols to encourage SWOIS use
  - Implement supported maintenance and improvement strategies and evaluate during committee meetings
    - Review staff recognition protocols to maintain high standards within the SC Works System.
  - Continual assessment during committee meetings will assist in more effectively completing upcoming SC Works Certification Standards.
- Enhance external engagement opportunities for partners to network and/or for timely information exchange opportunities
  - Establish and/participate in meetings geared to networking and information sharing (Informal/Formal)
  - Create designated ambassadors to attend targeted opportunities to raise awareness of SC Works
    - Develop potential opportunities for connections points that focus on Youth (In/Out School), Faith-based, Rural outreach, Community-based organizations

Goal 2: Increase professional development and continuing education opportunities for the SC Works Pee Dee staff

- Curate regional and state-level professional development opportunities
  - Curate professional development opportunities.
    - Leverage platforms like SCDEW LMS, WIOA State resources, WorkforceGPS webinars, and poverty simulation trainings
    - Establish a process to select training topics, presenters, and participating staff. Engage core and strategic partners to lead workshops on workforce trends, tools, and techniques.

Youth Committee

Purpose: Guides youth workforce programming to support career pathways and build partnerships for work-based learning opportunities.

Goal 1: Align the role and priorities of the Youth Committee with federal requirements and regional representation

- Ensure effective governance and alignment
  - Curate professional development opportunities.
    - Evaluate the core role and responsibilities of the Youth Committee with assigned board members as well as the ex-officio members.
    - Ensure ex-officio membership includes community-based organizations proven to serve eligible youth.
    - Aligning stakeholders with key focus areas such as credentials, emerging careers, apprenticeships, and barriers to employment
  - Facilitate information sharing and collaboration with partners during committee meetings to strengthen youth outreach
  - Structure committee meetings with advance agendas, including partner spotlights and data highlights, to support awareness and outreach decisions

Goal 2: Create opportunities for information sharing and collaboration during committee meetings with core and strategic partners to enhance outreach efforts for regional youth.

- Provide structure for committee meetings such as advance agendas with partner spotlights and data highlights to increase awareness and aid in decision making with outreach efforts.
  - Schedule partner spotlights and data highlights in advance of committee meetings
  - Provide instructions for submitting success stories to highlight during the committee meeting and in other outreach activities.
  - Consider coordinating committee meetings onsite with partners for tours and staff/participant engagement.
- Determine opportunities to support for regional youth
  - Support existing opportunities such as, but not limited to CTE meetings, Youth career fairs, Youth Career and Manufacturing Expo - Sector Strategies, Harbor Freight Fellow Initiative - Youth Forklift