

**FIND YOUR  
FUTURE**  
SOUTH CAROLINA

## **One State, One Strategy: Aligning Workforce and Education for South Carolina's Future**

*SHEEO Policy Conference 2025*

# Speakers



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**SHEEO**

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# What We'll Cover Today

- 1 Background Context
- 2 Overview of the SC Coordinating Council for Workforce Development (CCWD)
- 3 Level Setting With AI
- 4 The Central Portal and AI-Powered Future Finder (*with platform demo!*)
- 5 Lessons Learned So Far & Q&A

# Background Context: Hyperlocalism and Disconnection

# Then



# South Carolina in Context

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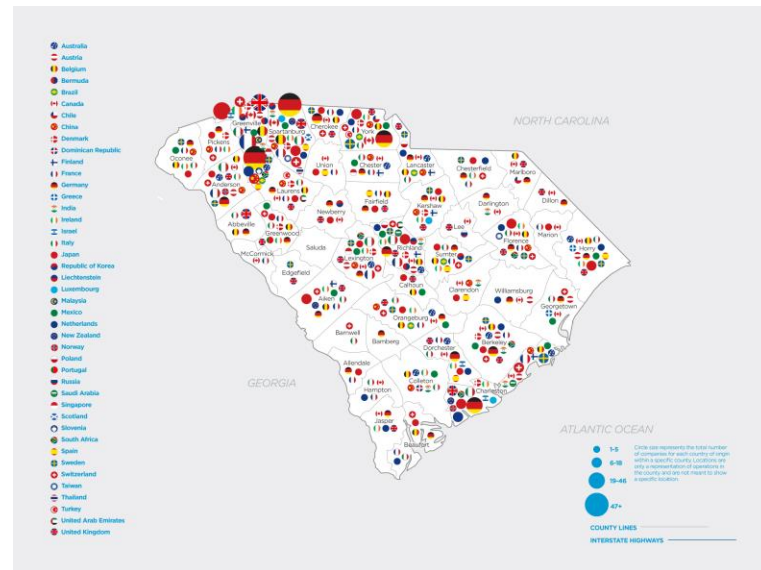
- South Carolina's policy environment is defined by localism over statewide approaches, fueled by intense geopolitical rivalries stretching back into early colonial America
- Before 2023, no entity with statutory authority to bring industry and education together to surface, evaluate, and solve human capital challenges
- No central governing authority over postsecondary education
  - South Carolina Commission on Higher Education - Coordinating
  - South Carolina Technical College System - Coordinating
  - Locally governed public institutions and no system office at the University of South Carolina
  - Independent Colleges and Universities and proprietary organizations
- Institutional lobbying ended prior efforts on performance funding while CHE experienced leadership churn since 2015
- Two efforts to establish state P20 stalled due to a significant data breach in 2013 and then derailed during COVID



A wide-angle photograph of a busy container port. In the foreground, a large blue gantry crane stands over a dense stack of colorful intermodal containers in shades of red, green, and blue. A prominent blue sign with white lettering reads "SOUTH CAROLINA PORTS CHARLESTON". In the background, another yellow crane is visible against a backdrop of green trees and a blue sky with scattered white clouds.



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**\$25.7B**

### Annual Economic Impact

1,033

### Firms Statewide

**\$87,369**

Average Wage

- DRUGS AND PHARMACEUTICALS
  - MEDICAL DEVICES & EQUIPMENT
  - DIGITAL HEALTH SOLUTIONS
  - RESEARCH, TESTING & MEDICAL LABS
  - BIOSCIENCE-RELATED DISTRIBUTION
  - BIO-AG
  - ECOSYSTEM SUPPORT
- REPRESENTS 10 ORGANIZATIONS

# South Carolina in Context

- South Carolina learned from watching the Amazon HQ2 selection process and recent efforts in Greenville and Charleston in recruiting HQs and professional services for the need of a unified approach to human capital development to win selection processes
- Winning states:
  - Couple industry and education
  - Focusing on investment in cross-agency work
  - Improve transition points
  - Link the government with research and local practices



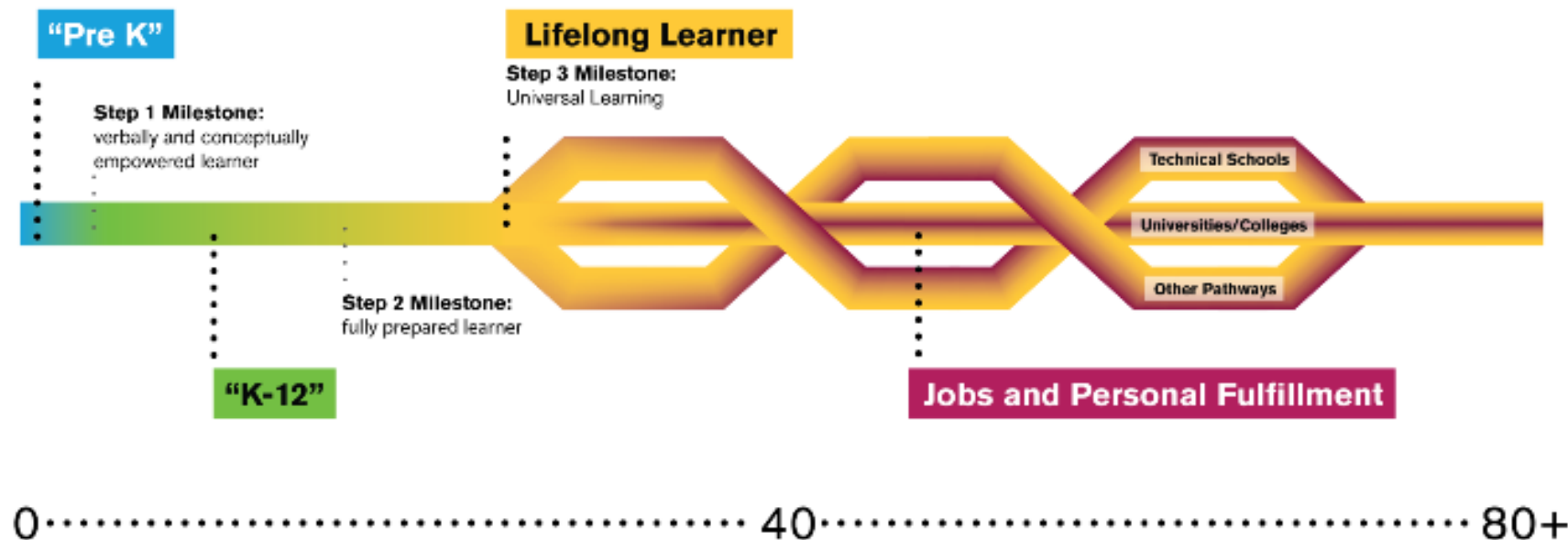


**Less**



**More**





# Overview of the Coordinating Council for Workforce Development (CCWD)

# The Coordinating Council for Workforce Development



S.C. General Assembly enacts the Statewide Education and Workforce Development Act in May 2023.



The Act expands the Coordinating Council for Workforce Development (CCWD) responsibilities and brings more agencies and groups to the council.

The Act included numerous projects, including, but not limited to, the following:



Unified State Plan for Education and Workforce Development, and



Statewide Education and Workforce Portal



# CCWD Structure

## **Executive Committee**

Review and approve actions proposed by the CCWD or Director of OSWD  
(8 organizations, meet quarterly)

## **Full Council**

Responsibilities listed in Statewide Education and Workforce Development Act  
(37 members, meet quarterly)

## **Lead Staff from all CCWD Members**

Collaborate on largest projects; speak on  
behalf of their leadership

## **Industry Associations and Other Partners**

Inform CCWD of needs; provide input on  
CCWD initiatives

**Portal  
Steering  
Committee**

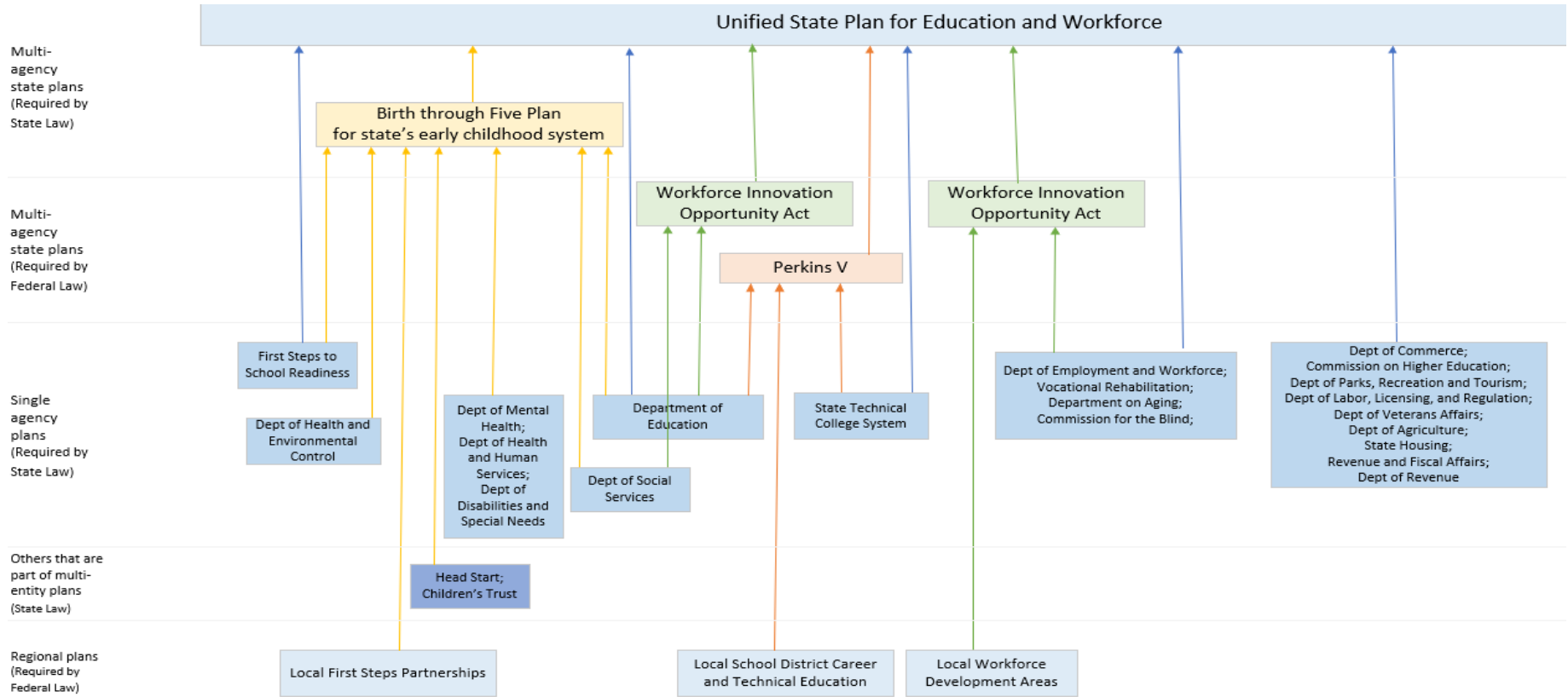
**Metrics  
Baseline/Data  
Committee**

**Comms  
Committee**

**Veterans  
Committee**

**Pathways  
and  
Alignment  
Committee**

# How the USP Relates to Other State and Local Plans



# Industry Involvement

Which industry associations and partners were engaged in the process?



United Way Association  
of South Carolina



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Above are some of the industry associations apprised or intimately involved in the process



# Unified State Plan



**Vision** Achieve and sustain South Carolina's workforce potential.

**Mission** Through collaboration and coordination, align and enhance South Carolina's education and workforce system so that it is readily accessible, highly effective, and easily understandable.



**Awareness**



**Skills**



**Obstacles**



# Summary of Metrics

## Awareness

### Services

1. Percentage of employers aware of the resources on the state's central education and workforce portal and percentage of employers who would recommend fellow employers use the portal

### Occupations

2. Percentage of households aware of the opportunities in top career clusters in the state and percentage of households with a favorable opinion about working in one or more of those clusters.

## Obstacles

### Childcare

8. Early Care & Education (ECE) capacity\* for children (under the age of 5) birth to kindergarten, in licensed childcare and public Pre-K and number of childcare facilities, including at home, in S.C.

### Transportation

9. Number of vanpool transportation options across the state, with a certain percent of ridership being work related.



## Skills

### Secondary Education

3. Percent of public high school students qualifying as college and/or career ready, which includes work-based learning.
4. Percent of individuals who during the second quarter after receiving a high school diploma are in one of the following:
  - a) Full-time employment;
  - b) Higher education, or
  - c) Year of service.

## Skills

### Higher Education and Service

5. Percent of higher education credentials issued in S.C. that are a high value credential as defined by the CCWD.
6. Percent of individuals in higher education completing a curricular or co-curricular internship, externship, volunteer/service-learning experience, co-op, apprenticeship, or applied research.
7. Percent of individuals who during the second quarter after receiving in S.C. their last consecutive high value credential, as defined by CCWD, or completing a year of service in SC., are in the following:
  - a) Full-time employment



# S.C. Priority Occupation Calculation

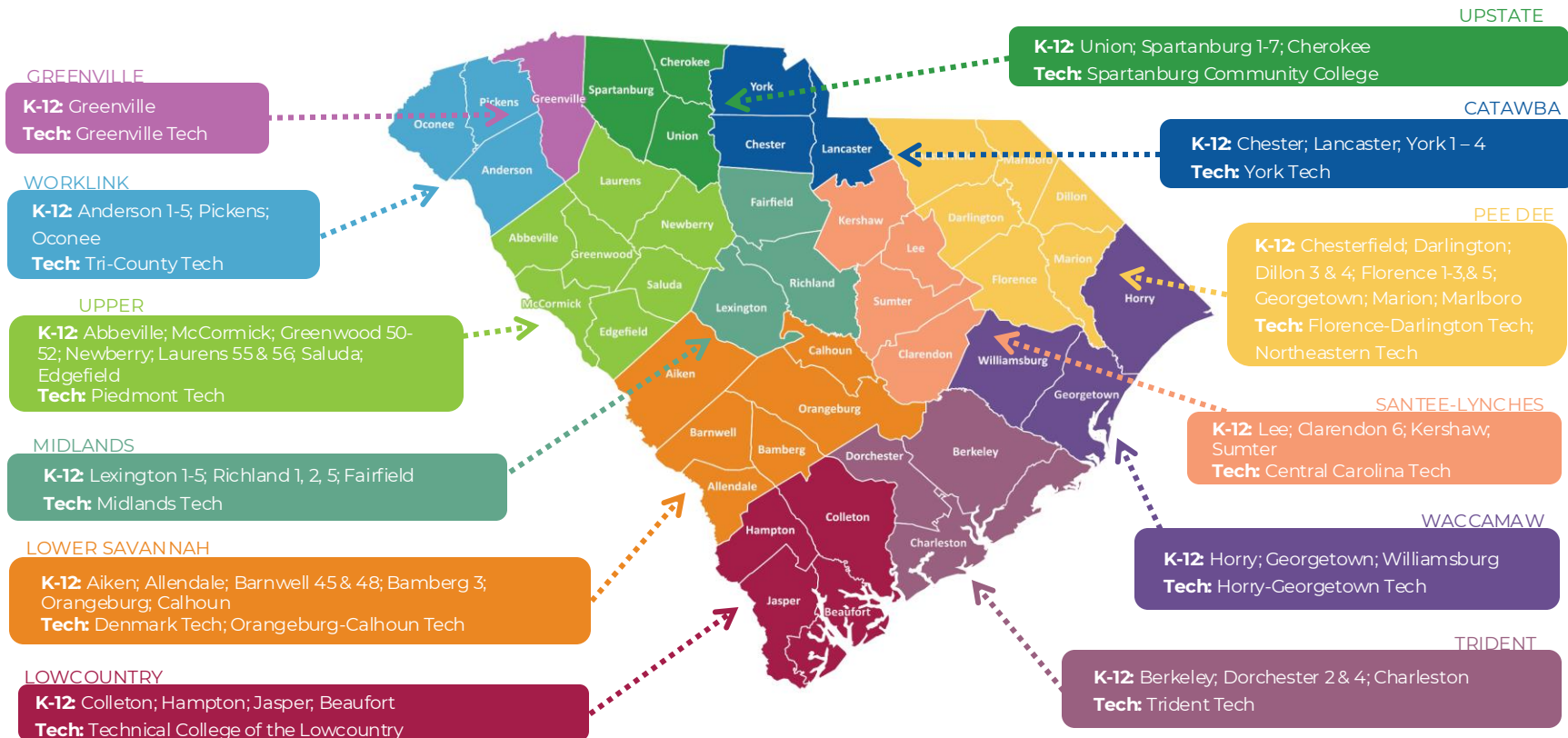
Step 1: For all S.C. occupations, obtain the number for each variable		Step 2: Objectively rank occupations from highest to lowest, then assign a percentile	Step 3: Multiply the percentile in Step Two by a subjective weight	Step 4: Obtain raw score for each variable	Step 5: Add together the raw scores for each variable
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<b>Current Demand</b>	Number of online job ads in S.C. for the prior calendar year	<i>Example: Highest number of current job openings in S.C. is 99.9 percentile</i>	40%	Priority Occupations are those that score:  50 or more (for those <u>not</u> typically requiring a higher education degree)	
<b>Future Growth</b>	Projected number of future openings in S.C. over next ten years divided by current number employed in S.C.	<i>Example: Highest number of future openings in S.C. is 99.9 percentile</i>	20%	50 or more (for those typically requiring a higher education degree)	
<b>Viability</b>	Mean annual wage in S.C. for the occupation	<i>Example: Highest wage in S.C. is 99.9 percentile</i>	20%	50 or more & Supply Gap above 100 (for those typically requiring a higher education degree)	
<b>Retention</b>	Annual turnover in S.C. for each occupation as percent of total employment in S.C. for that occupation	<i>Example: Lowest turnover in S.C. is 99.9 percentile</i>	20%		



# Priority Occupations Available at Local Level

WORKFORCE AREA



# Level Setting with AI





*It's been almost **2.5 years** since  
ChatGPT shot onto the scene...*

*...we've gone through waves of **fear,  
curiosity, skepticism, and hope...***

*...**where are you today on AI?***





## **300 million jobs could be affected by latest wave of AI, says Goldman Sachs**

**VentureBeat**

## **GPT-4 kicks AI security risks into higher gear**

**Forget about the AI apocalypse. The real dangers are already here**

## **AI Could Actually Help Rebuild The Middle Class**

AI doesn't have to be a job destroyer. It offers us the opportunity to extend expertise to a larger set of workers.

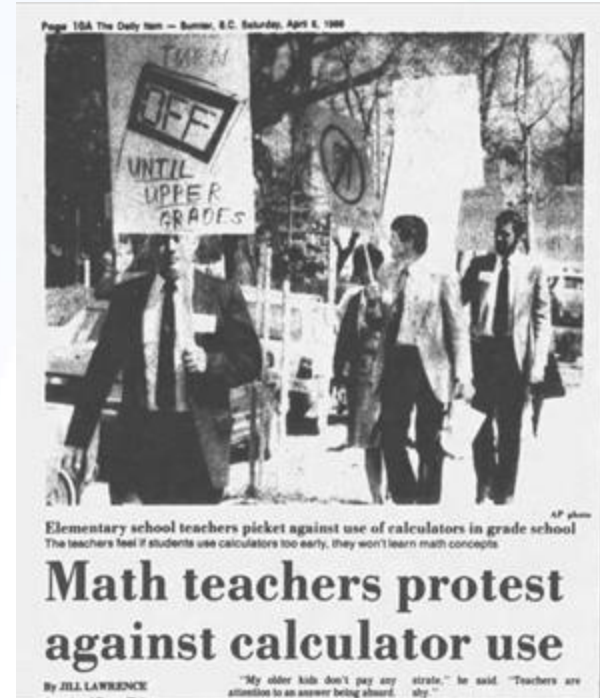
## **ChatGPT is going to change education, not destroy it**

The narrative around cheating students doesn't tell the whole story. Meet the teachers who think generative AI could actually make learning better.

## **How AI is poised to revolutionize the job search process**



December 2000



April 1965



# The Central Portal and AI-Powered Future Finder

# The future workforce ecosystem enabled by the Portal

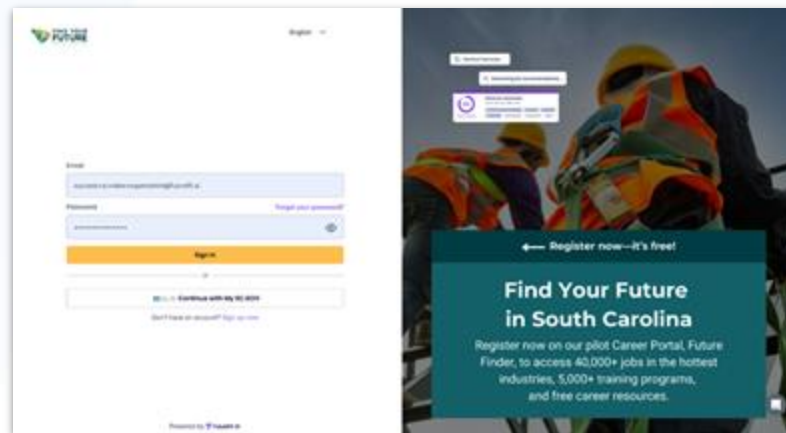


# CCWD takes an iterative approach to planning & development

**“Interim Hub” website** providing a comprehensive directory for state workforce and education resources



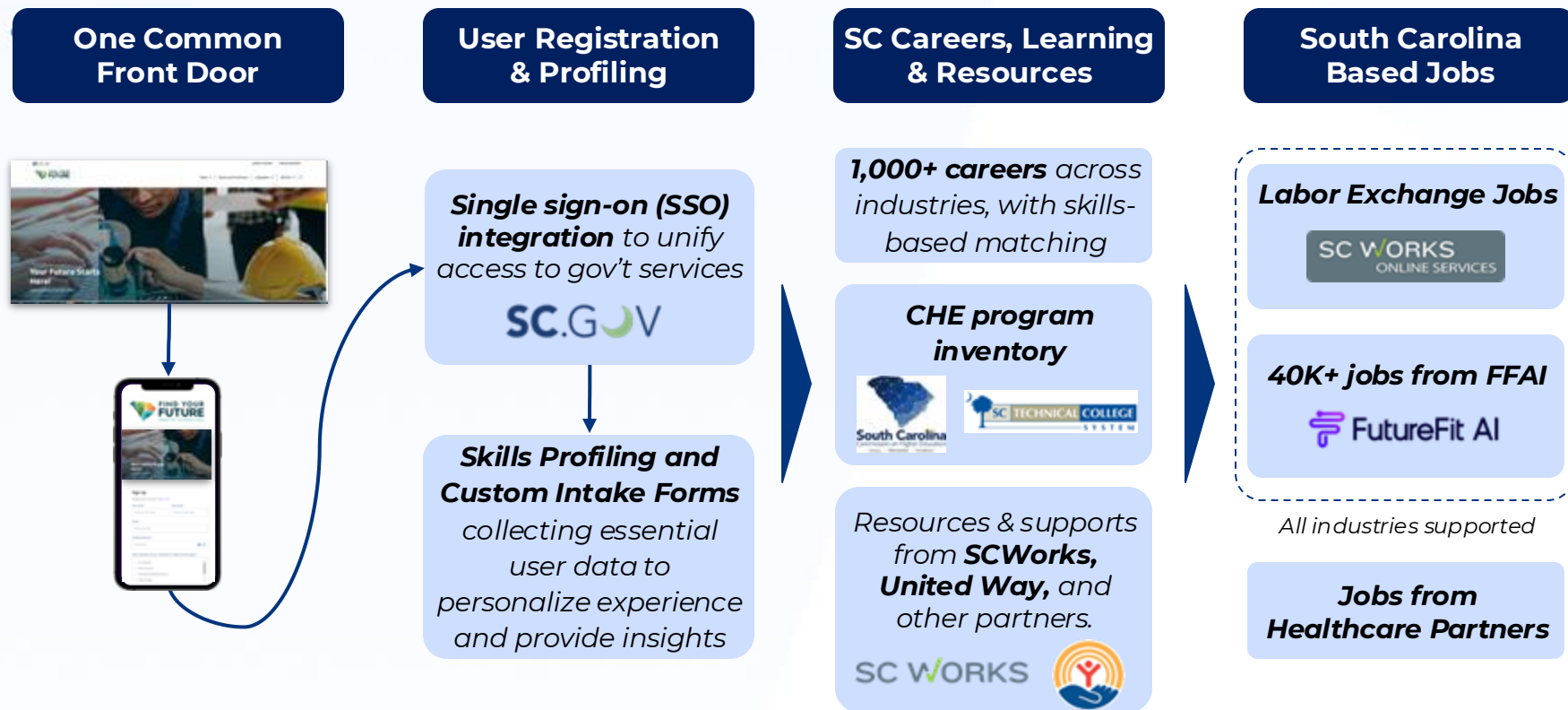
**AI-Powered “Future Finder”** built and launched in 3 months through a demonstration project with FutureFit AI



Both experiences were publicly launched on February 5. Feedback, learning, and data from these efforts will inform the final Portal build.



# Cross-agency collaboration makes it possible for Future Finder to connect to state systems and resources



Email

Password

[Forgot your password?](#)

Sign in

or

SC.GOV Continue with My SC.GOV

Don't have an account? [Sign up now](#)

Powered by FutureFit AI

Electrical Technician

Generating job recommendations...



← Register now—it's free!

## Find Your Future in South Carolina

Register now on our pilot Career Portal, Future Finder, to access 40,000+ jobs in the hottest industries, 5,000+ training programs, and free career resources.

# We've reached a broad cross-section of citizens in 5+ months since launch.

**3,500+**  
registered  
users

- Users come from **220+** towns and cities across SC
- **25%** under 20 years old ... **25%** over 50
- **40%** not working or employed part-time
- **>50%** without a post-secondary degree.
- **>10%** started but did not finish college.
- **>25%** reported having one or more barriers to work



## Early Lessons Learned from CCWD and the Future Finder

- 1 Technology is not a silver bullet. Everything depends on collaboration.
- 2 Rather than trying to build the end-vision, start showing it's possible.
- 3 Input from partners is critical, but it's not the final measure of success.
- 4 Existing systems cannot be handcuffs, but they can't be ignored either.
- 5 Having a tangible product with real data can help secure more funding.



# Time for Q&A, and please contact us if you'd like to learn more!

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Interim Hub and Future Finder: <https://findyourfuture.sc.gov/>

