



SOUTH CAROLINA EMPLOYER COUNCIL

2006 STRATEGIC DIRECTION

OUR MISSION

The South Carolina Employer Council is a diverse group of business partners that unite business and industry with organizations in the private and public sector that share the purpose of enhancing South Carolina's workforce, economy, and the quality of life enjoyed by its citizens.

OUR VISION

By aligning stakeholder groups with available resources that remove barriers to employment, stimulate continuous improvement, and enhance workforce readiness, we will stimulate South Carolina's overall economy while meeting our business' ongoing employment needs.

OUR VALUES

What is important to us?
How shall we work?
What will we be known for?

- Integrity
- Involvement
- Diversity
- Fluid exchange of Information
- Open and honest communication
- The needs of our Partners / Stakeholders
- Constructive relationships
- Adequate education for South Carolinians
- Continuous development / training
- Collaboration
- Action / Results / Added Value
- Progress / Improvement
- Positive Support / Encouragement / Enablement
- Positive Impact / Change SC for the better
- Future / Workforce improvement
- Universal Development (economic / workforce / educational / business)

EMPLOYER COUNCIL PROFILE

Who We ARE

- A BRIDGE - Providing a connection between groups involved in similar activities / needs
- A RESOURCE - Serving as a resource to guide other employers to available resources / information (value added)
- A MENTOR - Working with struggling businesses to take advantage of available resources
- AN INFORMATION CLEARINGHOUSE - Collecting business input, updates, issues, and communicating feedback to strategic partner groups
- A NETWORKING BODY - To share common issues, best practices, and available resources

Who We ARE NOT

- A political action committee
- An advisory body –
(We don't set standards for employment)
- A funding mechanism
- A leads club
- An employer

ORGANIZATIONAL SCAN

Strengths

- Size of the Council – Sustained a steady core group
- Diverse group of industry sectors represented
- Good geographic coverage throughout the state
- Assistance of the SCESC (logistics, communication, contacts)
- Quality of participant involvement

Work to be Done (Areas for Improvement)

- Diversify participation - include
 - more decision makers,
 - operational leaders,
 - other partner representatives to
 - supplement current predominance of HR representation
- Marketing of the Council – raise awareness in the community and member businesses
- Develop council structure at local and statewide levels
- Define a strategic plan including Mission, Vision, and Values statements
- Define our value proposition – craft messages and information to show added value
- Enhance follow up after meetings - communication of information / action items / updates, etc.
- Increase member engagement – broaden participation by all participants
- Identify stakeholders who have a vested interest in Council activities
- Validate our mailing list and update e-mail addresses for correct recipient
- Survey stakeholder partners to clarify the issues that are important to business
- Identify strategic partners and develop relationships
- Determine available budgetary resources or donated resources available
- Determine measures of success
- Design value added reports / metrics / communication to businesses and other partners.

Opportunities / Objectives

- Making an impact - Goals:
 - Maximizing business' tax dollars and increase use of services
 - Making businesses more successful
 - Strengthen the South Carolina economy
 - Heighten the draw to South Carolina for business development
- Better utilization of available resources
- Provide feedback to supporting partners for improvements and meeting identified needs
- Remove barriers to employment
- Provide training for members (on issues/resources/updates on changes)
- Champion issues
- Create regional Employer Councils
- Match member resources with specific issues / identified needs

Threats

- No independent revenue / monetary resources

- Becoming irrelevant
- Being invisible
- Being redundant
- Communicating an agenda but failing to deliver
- Alienating partners
- Overreaching
- Timing – need to be proactive
- Not sticking with the core objects
- Apathy of participants
- Degeneration in quality of information / added value
- Risk of legal action if we overreach

Critical Success Factors

- Knowledge of the needs and issues of business
- Ability to identify partner and resources
- Establishing effective relationships with stakeholder partners
- Active participation
- Maintain broad membership
- Build our branding / marketing and communication
- Staying relevant / Adding value
- Developing criteria and measuring success

ISSUES IDENTIFIED

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| <ul style="list-style-type: none"> • Changing demographics • Bilingual needs / communication gaps • Aging workforce – anticipated exits • Leaner candidate pool for replacements • Changes in laws and regulations (e.g. FLSA / Sarbanes-Oxley / FMLA) • Career coaching resources for applicants (e.g. interviewing / appearance / career options) • Outsourcing / Off-shoring • Barriers to employment (e.g. transportation / illiteracy / basic skills – the 3 Rs) • Competition for summer student workers • Attracting / retaining employees • Understanding / managing generational differences • Retraining / redeploying experienced talent • Improving overall work ethic / work habits • Understanding performance expectations • Social reinforcement for work habits / ethics • Work readiness training | <ul style="list-style-type: none"> • Development of craft / skill trades • Solid educational opportunities / GED initiatives • Market WIA resources • Stimulate “shop” classes (tech prep) in High School • Employability issues (e.g. bad credit / background checks / drug screens/ falsification of information / honesty) • Childcare issues • Awareness of available services / resources • CDL qualifications • Soft skill development of applicants • Human interaction skills • Worklife balance • Worklife stress • Need for computer literacy • Speed of business • Responding to technology |
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