



Dr. Rebecca Battle-Bryant

DIRECTOR
OFFICE OF STATEWIDE WORKFORCE DEVELOPMENT (OSWD)



**FIND YOUR
FUTURE**
SOUTH CAROLINA

SC Workforce Environmental Scan

Enabling Meaningful Connections
Local Action = Local Impact

What is the Office of Statewide Workforce Development?



CCWD and OSWD

What Does This Mean?

CCWD

Expands reach with 20 new CCWD members



CCWD

Executive Committee

Adds decision-making group with Executive Committee and reporting on all agency engagement



CCWD Chair – DEW Exec Director

Identifies lead workforce agency as DEW and lead recruiting agency as Commerce



Office of Statewide Workforce Development

OSWD Director, appointed by the Governor, confirmed by Senate, to coordinate and initiate action.

Unified State Plan

Coordination among agencies increases accountability and transparency. Plan must be published so public can monitor

Specific Projects

25+ projects are included to start working towards that will ensure sufficient, skilled workers and data for policymakers



COORDINATING COUNCIL FOR WORKFORCE DEVELOPMENT

Membership

Chair



William Floyd, Chair*
Director, Department of
Employment and Workforce

Vice-Chair



Dr. Tim Hardee, Vice Chair*
President, State Technical
College System

Executive Committee



Dr. Rebecca Battle-Bryant*
Director, Office of Statewide
Workforce Development



Harry M. Lightsey, III*
Secretary, Department of Commerce



Shane Massey*
Senator, South Carolina Senate



Dr. Jeffrey Perez*
President & Executive Director,
Commission on Higher Education



Ellen Weaver*
State Superintendent,
Department of Education



Jay West*
Appointee of the Speaker of the
House of Representatives

Full Council



Mandy Baltzegar
Executive Director of Human
Resources, Phoenix Specialty



Andy Carr
President/CEO,
Manufacturing Extension
Partnership



Dr. David Cole
President, Medical University
of South Carolina



Dr. Richard Cosentino
President, Lander University



Dr. Galen DeHay
President, Tri-County
Technical College



Anna Duvall
Student Transitions Services
Team Lead, Department of
Education



Adrienne Fairwell
President & CEO, SCETV and
SC Public Radio



Emily Farr
Director, Labor, Licensing,
and Regulation



Thomas Freeland
Chair, State Workforce
Development Board



Dr. Harrison Goodwin
Superintendent, Kershaw
County School District



Jay Hamm
Vice President of Operations,
Lexington Medical Center



Hollie Harrell
Director, Anderson 1 & 2
Career and Technology
Center



Brad Hutto
Senator, South Carolina
Senate



Richard Hutto
Director, Housing Finance
and Development Authority



Felicia Johnson
Commissioner, Vocational
Rehabilitation Department



Jess Key
Director of Talent Acquisition,
Development, and
Administration, Newport
News Shipbuilding



Bill Kirkland
Interim Director, South
Carolina Research Authority



Tana Lee
Business Development
Manager, Pyramid
Contracting, LLC



Barbara Livingston
Director of Human
Resources, Gregory Electric
Company, Inc



Todd McCaffrey
Secretary, Department of
Veterans' Affairs



Cezar McKnight
Former Member, South
Carolina House of
Representatives



Michael Morris
Head of Site HR /
Compliance Delegate



Duane Parrish
Director, Department of
Parks, Recreation, and
Tourism



W. Hartley Powell
Director, Department of
Revenue



Frank Rainwater
Director, Revenue and Fiscal
Affairs



Rex Rice
Senator, South Carolina
Senate



Ann Vandervliet
Executive Director, First
Steps to School Readiness



David Vaughan
Member, South Carolina
House of Representatives



Hugh E. Weathers
Commissioner, Department
of Agriculture



Dana Yow
Director, Education Oversight
Committee



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



The Workforce Ecosystem in 2026



The Workforce Ecosystem



Five Workplace Forces

1. Nature of the WORLD has changed.
2. Nature of the WORK has changed.
3. Nature of the WORKPLACE has changed.
4. Nature of the WORKFORCE has changed.
5. Nature of CHOICE has changed.



Top Ten Workforce Trends for 2026

10. Fractional Work

9. Career Path/Internal
Mobility

8. Workplace Flexibility

7. Workplace Civility

6. Cultural Atrophy

5. Belonging/Networking

4. 5 Generations @ Work

3. Skills, Skills, Skills

2. AI – Use & Policy

1. Human Connections

Top Workforce Trends for Leaders in 2026, TTI SI Blog; 12/18/25; SHRM, HR Daily, 12/11/25; HR Dive, Carolyn Christ, 12/8/25.

Skills, Skills, Skills

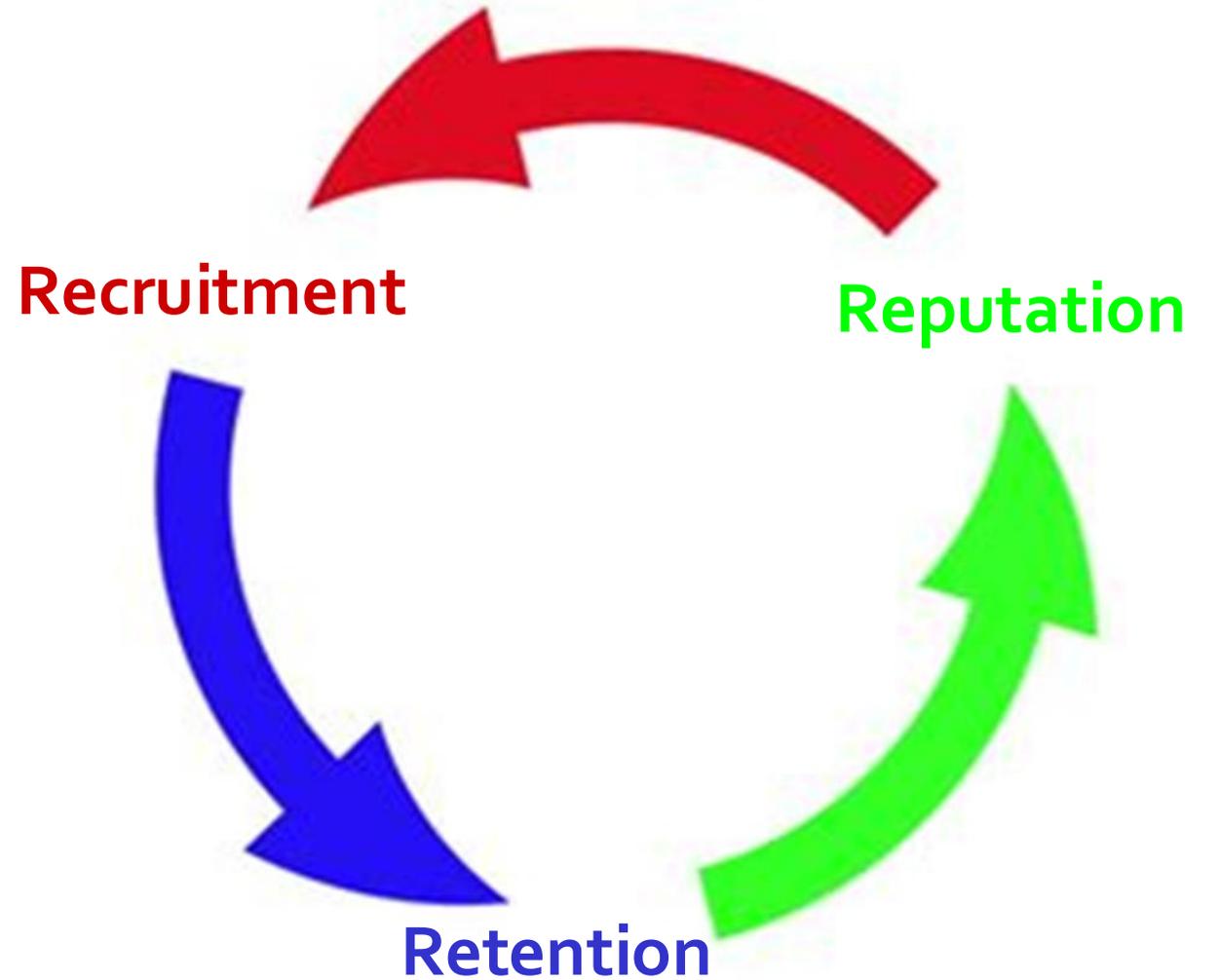
Top Hard Skills

1. Use of software tools
2. Data analysis
3. Cybersecurity awareness
4. Project management
5. Technical writing & documentation
6. Quality assurance & testing
7. Automation & workflow
8. Product management
9. Data visualization
10. AI tools

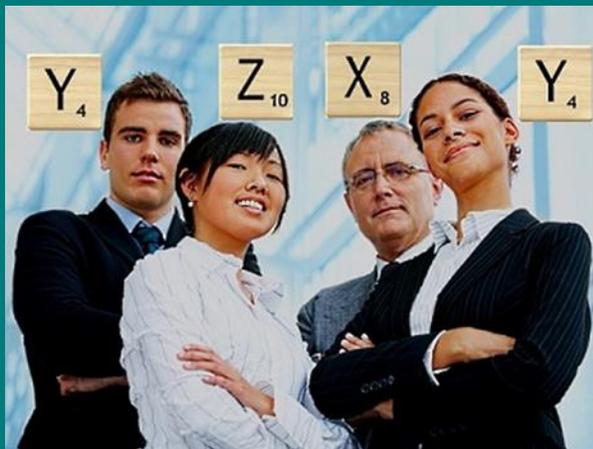
Top Soft Skills

1. Communication
2. Professionalism
3. Time management
4. Accountability
5. Resilience
6. Problem solving
7. Critical thinking
8. Attention to detail
9. Collaboration
10. Adaptability

The Three R's of Workforce Strategy



Generations



- Traditionalists/Silent Generation/Matures
 - Prior to 1945 (80+ years of age)
- Baby Boomers
 - 1946 – 1964 (79 – 61 years of age)
- Generation X/Baby Busters
 - 1965 – 1980 (60 – 45 years of age)
- Millennials
 - 1981 – 1997 (44 – 29 years of age)
- Generation Z
 - 1997 – Present (28 – 0 years of age)
 - *Generation Alpha – 2013-2015 (12-0)*

Five Generations @ Work

Multiple Generations at Work

- Generation Z is here...and Generation Alpha is coming.
- Traditionalists and Baby Boomers are still here.
- Plan for the 100-year life span.
- Shorter employee life cycle.

The 5 Generation Workplace				
Traditionalists	Baby Boomers	Generation X	Generation Y (Millennials)	Generation Z (Digital Natives)
DOB: 1900–1945 <ul style="list-style-type: none">• Loyal to the company• Dedicated• Disciplined• Job for life• Retiring later 	DOB: 1946–1964 <ul style="list-style-type: none">• Dedicated to work• Optimistic• Committed• Team orientated• Experimental 	DOB: 1965–1980 <ul style="list-style-type: none">• Open-minded• Appreciate diversity• Work–life balance• Competitive• Entrepreneurial• Independent 	DOB: 1981–1996 <ul style="list-style-type: none">• Career determined by switching roles often• Keen on mobility• Socially vocal• Tech-savvy• Immediacy 	DOB: 1997–2015 <ul style="list-style-type: none">• Critical and selective• Career multitaskers• Technology is intuitive• High expectations• Coached, not managed 

Shaw, Hayden, *Sticking Points*, 2020.

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GEN Z Insights



What do you wished you had learned in high school/college that would have better prepared you to move into the workforce?

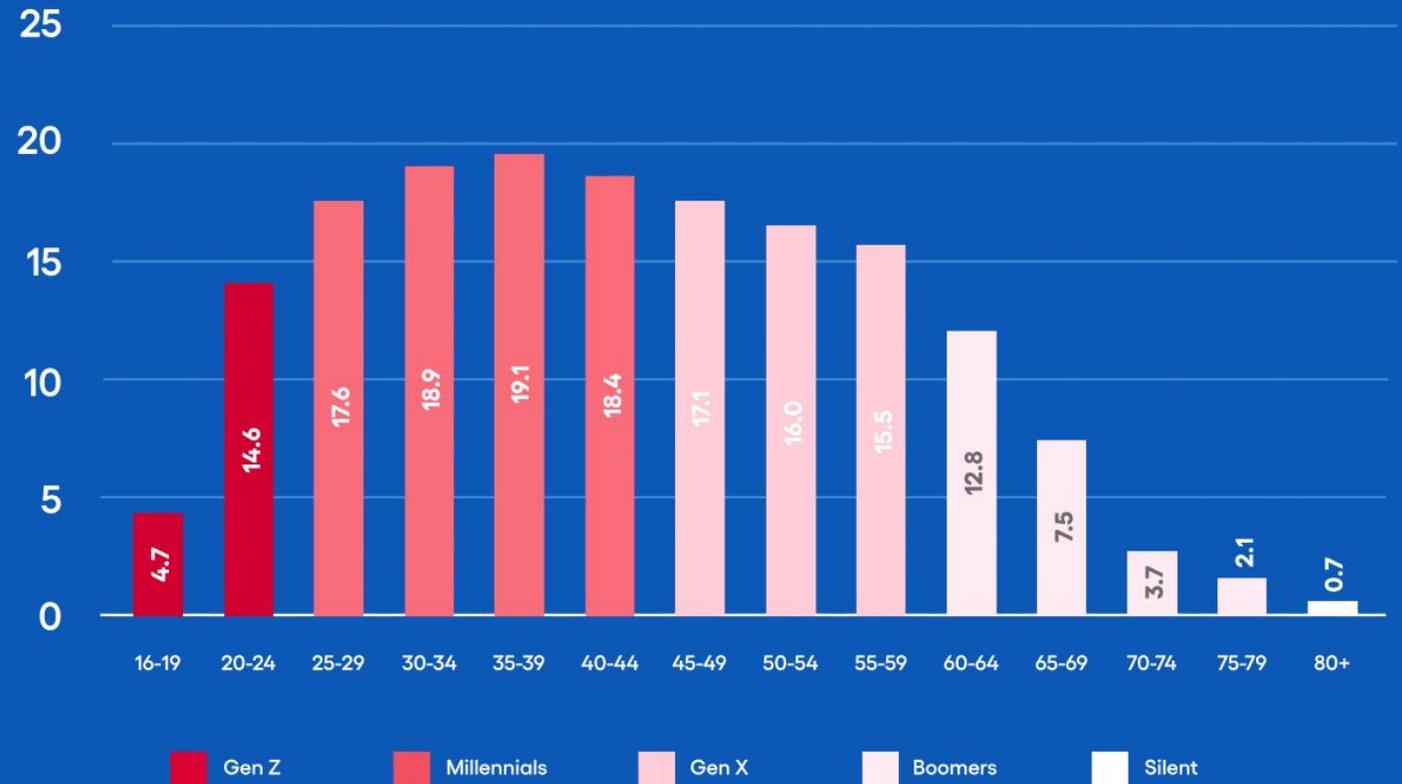
- They had given us more time to focus on career path options. (They crammed it all into one year.)
- Be honest about what jobs are available.
- Less structure in how we communicate. I was not prepared to offer an opinion.
- More people skills...how to communicate better.
- I wish they had taught me words of comfort for people in their time of need.
- How to deal with office politics...different opinions.
- How to know what to say to people.
- Soft skills on paper does not compare to soft skills in real life.
- How to manage conflicts.

SC Coordinating Council for Workforce Development (CCWD) Gen Z Panel Discussion, 09/22/2025.

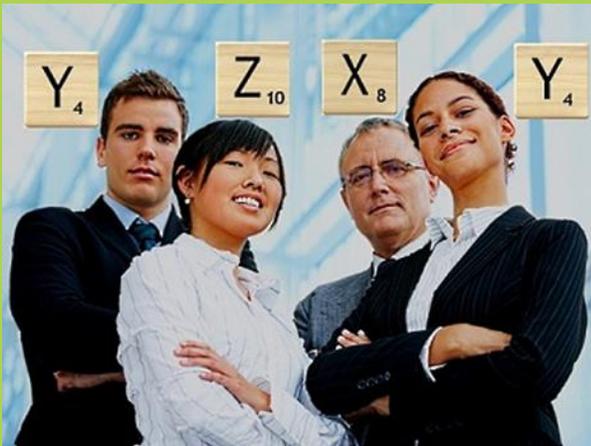
The Generation Gap

The workforce in 2025

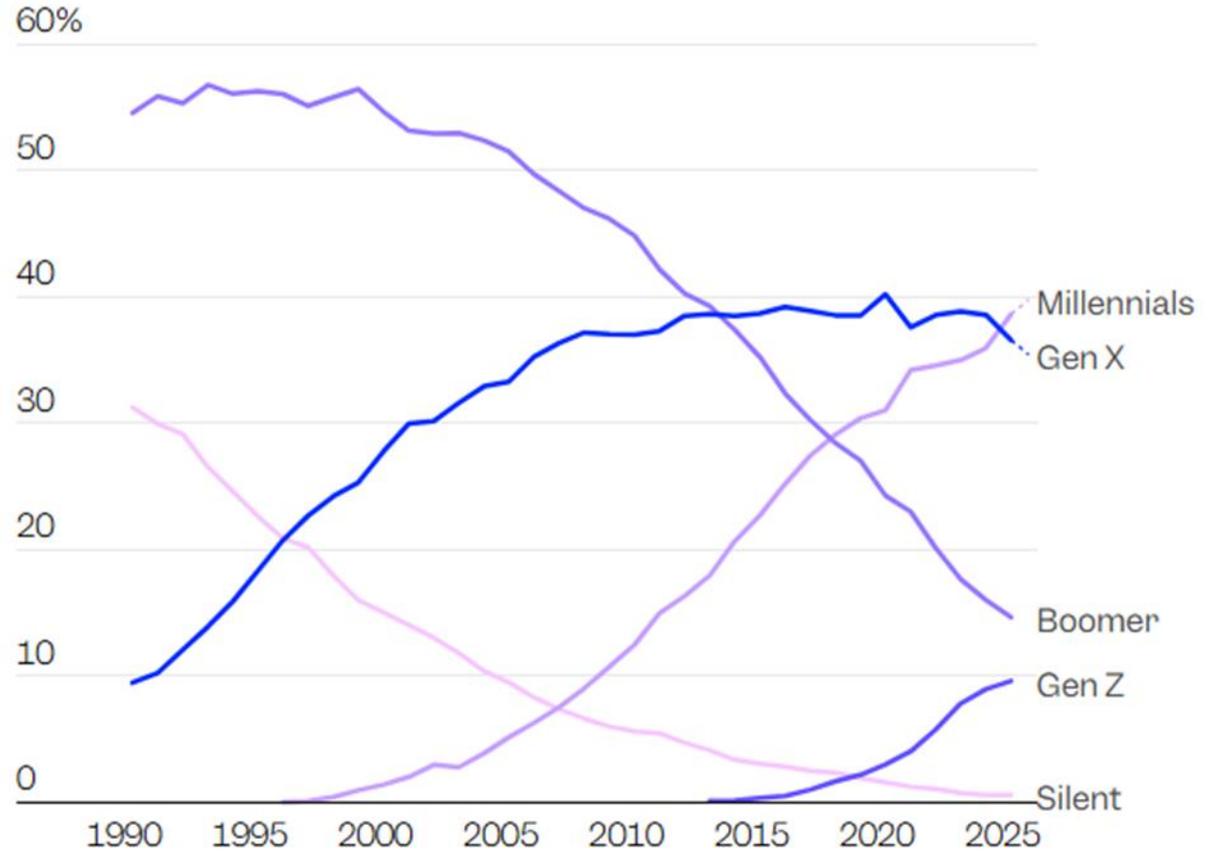
Projected size of U.S labor force (in millions) by age, for the year 2025



Generations



Share of managers by generation each May



Source: Glassdoor's analysis of Bureau of Labor Statistics data

Madison Hoff/BI

"Job searching in 2025? It's a mess no matter how old you are," Business Insider, [A.Kelly](#), [M.Hoff](#), [J.Zinkula](#), & [J.Kaplan](#), 07/17/2025.

Changing Demands of the Workplace

PAST → FUTURE

- My Paycheck
- My Satisfaction
- My Boss
- My Annual Review
- My Weakness
- My Job

- My Purpose
- My Development
- My Coach
- My Ongoing Conversations
- My Strengths
- My Life



J.Clifton & J.Harter, "It's The Manager," 2019, Gallup Press, NY, NY.

Priority Occupations





How many different occupations exist in South Carolina?



800+ Occupations in SC

Stage 1

387
occupations

Require **higher education credentials** for entry

Filter by typical education required for entry into an occupation



Stage 2

241
occupations

Exceed demand, meet demand, or have a low shortage

Filter based on Supply Gap Analysis



Stage 3

62
occupations

Scored above the median in the S.C. calculation of **Priority Occupations**

Filter based on SC Priority Occupation calculation



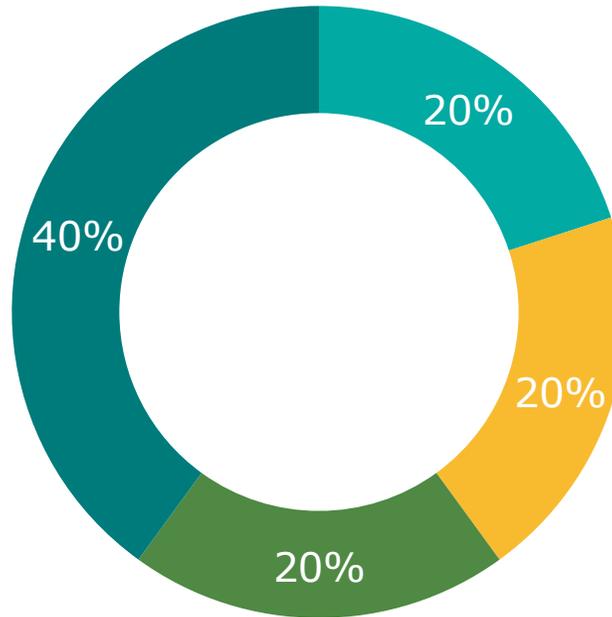
Priority Occupations

Current Demand

Number of online job ads in South Carolina for the prior calendar year

Retention

Annual turnover in South Carolina for each occupation as a percent of total employment in South Carolina for that occupation



Future Growth

Projected number of future openings in South Carolina over the next ten years divided by the current number of individuals employed

Viability

Mean annual wage in South Carolina for the occupation

Stage 3

The Priority Occupation calculation utilizes a weighted average of four labor market variables ranked by percentile and then objectively scored. The labor market variables utilized are below

High Value Credentials

Occupation typically requires the following for entry:

Career Cluster	High School diploma or less	Post-secondary Credential
Agriculture, Food & Natural Resources	2	0
Architecture & Construction	20	4
Arts, Audio/Video Technology & Communications	3	1
Business Management & Administration	7	5
Education & Training	1	5
Finance	3	6
Government & Public Administration	2	1
Health Science	5	18
Hospitality & Tourism	11	0
Human Services	4	4
Information Technology	0	7
Law, Public Safety, Corrections & Security	9	3
Manufacturing	15	0
Marketing	9	2
Science, Technology, Engineering & Mathematics	0	3
Transportation, Distribution & Logistics	11	3

Number of Priority Occupations

(by career cluster and education typically required to enter the occupation)

Research Spotlight



South Carolina Workforce Pulse: Perceptions, Priorities, and Policy Implications

June 2025

Survey Conducted by:



Familiarity with Industry Sectors

- How familiar are you with the _____ industry?
- Potential answers:
 - Not at all familiar—I have no knowledge of this industry
 - Slightly familiar—I’ve heard of this industry but don’t know much about it
 - Somewhat familiar—I have a basic understanding of this industry
 - Fairly familiar—I know a lot about this industry but have not worked in it
 - Very familiar—I have worked in this industry or know it in detail



Accommodation
& Food Service



Advanced
Energy/Utilities



Educational
Services



Health Care &
Social Assistance



Manufacturing



Public
Admin/Gov't



Retail Sales/Trade

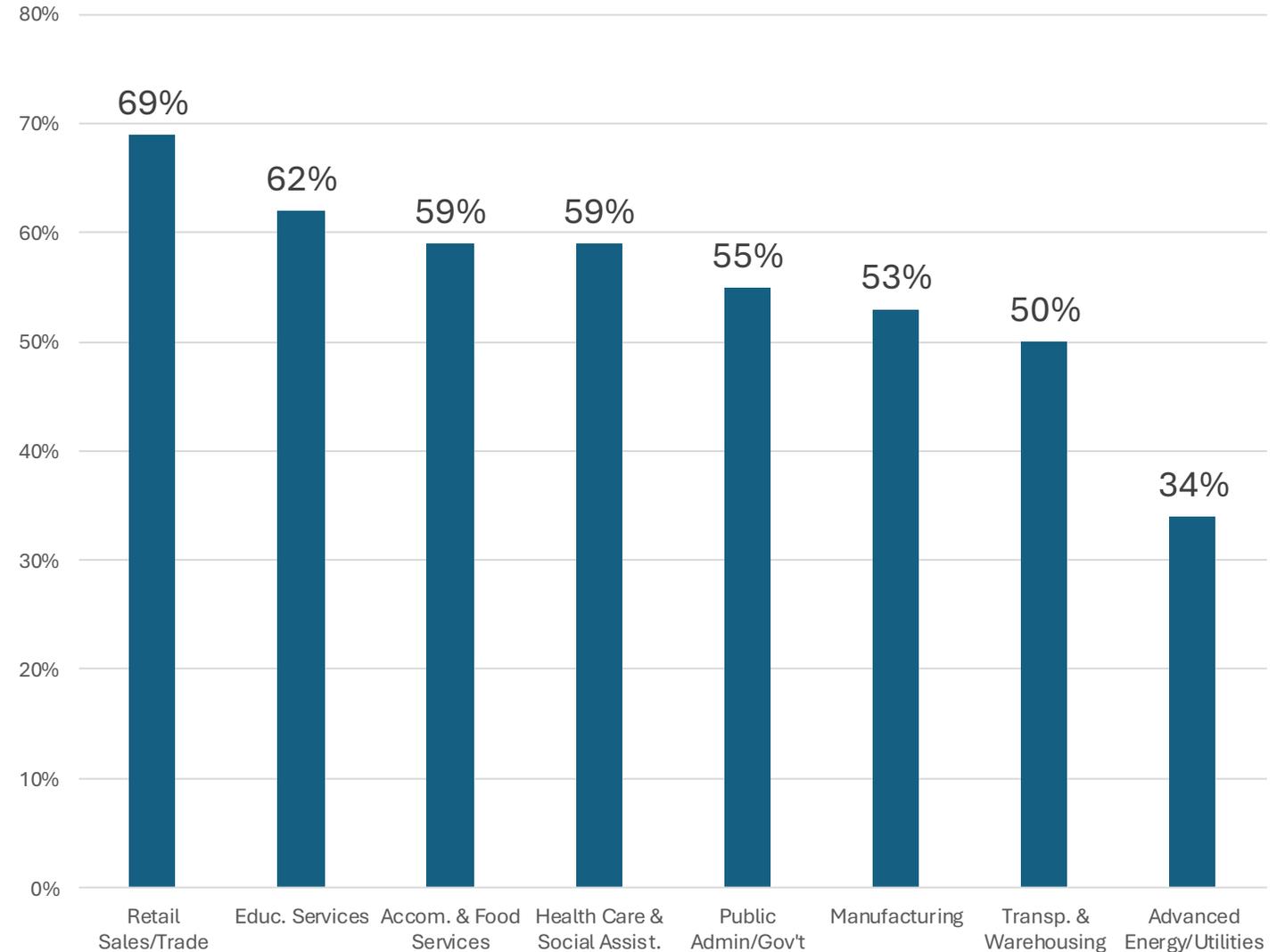


Transportation &
Warehousing

Industry Familiarity

- At least half of the respondents had at least “somewhat” familiarity with the high-demand industries except for Advanced Energy/Utilities.
- Retail Sales/Trade had the highest degree of familiarity.

Pct. Of Respondents Very, Fairly, or Somewhat Familiar with Industry Sector



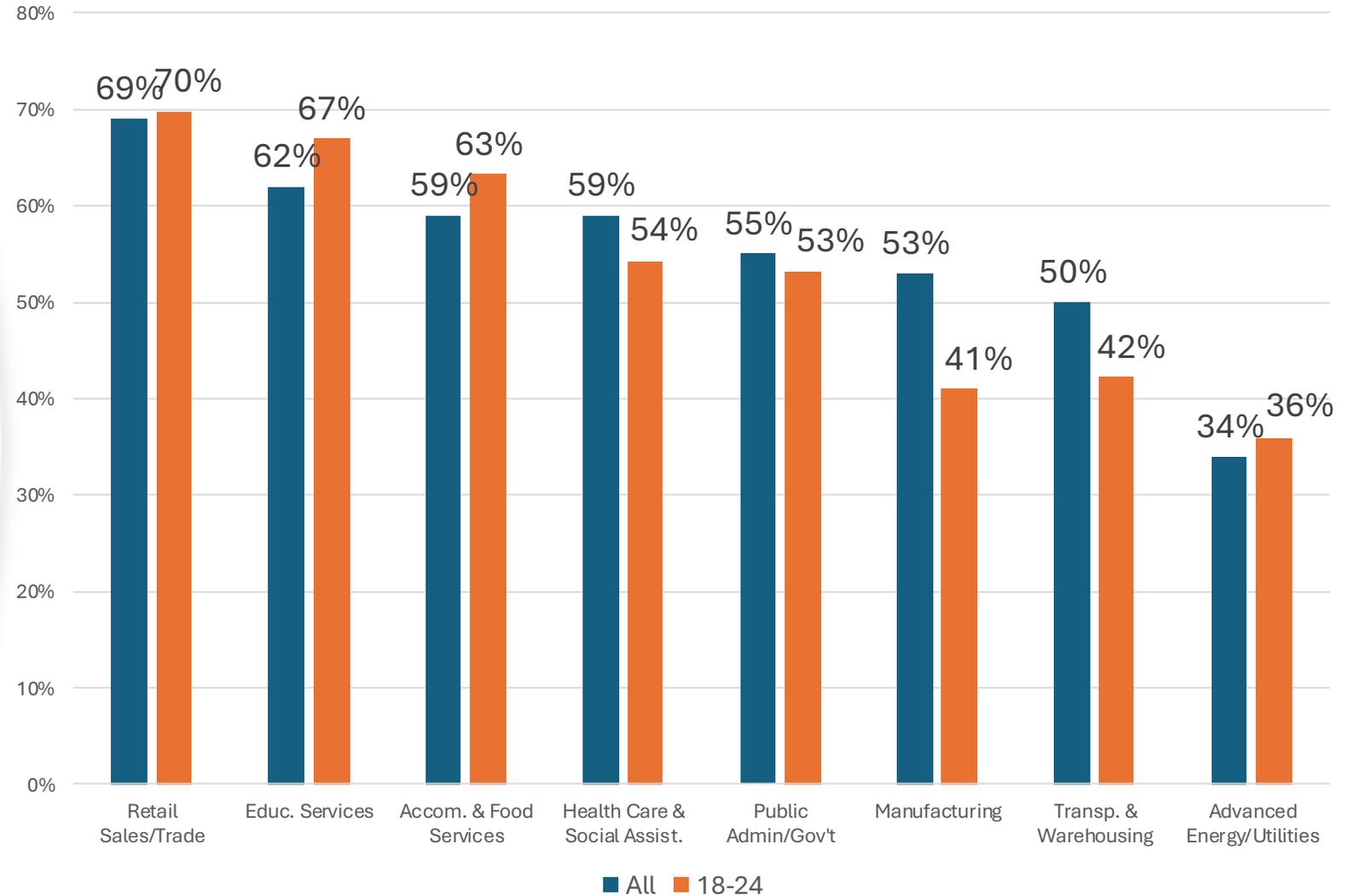
Industry Familiarity by Region

Region (Counties)	Most Familiar Industry	Least Familiar Industry
Catawba (Chester, Lancaster, York)	Educational Services (69%)	Advanced Energy/Utilities (32%)
Greenville (Greenville)	Retail Trade/Sales (80%)	Advanced Energy/Utilities (25%)
Lowcountry (Beaufort, Colleton, Hampton, Jasper)	Retail Trade/Sales (85%)	Advanced Energy/Utilities (53%)
Lower Savannah (Aiken, Allendale, Bamberg, Barnwell, Calhoun, Orangeburg)	Manufacturing (67%)	Advanced Energy/Utilities (27%)
Midlands (Fairfield, Lexington, Richland)	Retail Trade/Sales (67%)	Advanced Energy/Utilities (32%)
Pee Dee (Chesterfield, Darlington, Dillon, Florence, Marion, Marlboro)	Educational Services (73%)	Manufacturing (38%)
Santee Lynches (Clarendon, Kershaw, Lee, Sumter)	Educational Services (82%)	Advanced Energy/Utilities (37%)
Trident (Berkeley, Charleston, Dorchester)	Retail Trade/Sales (72%)	Advanced Energy/Utilities (27%)
Upper Savannah (Abbeville, Edgefield, Greenwood, Laurens, McCormick, Newberry, Saluda)	Retail Trade/Sales (76%)	Transportation & Warehousing (43%)
Upstate (Cherokee, Spartanburg, Union)	Educational Services (66%)	Advanced Energy/Utilities (38%)
Waccamaw (Georgetown, Horry, Williamsburg)	Retail Trade/Sales (69%)	Advanced Energy/Utilities (38%)
Worklink (Anderson, Oconee, Pickens)	Manufacturing (56%)	Advanced Energy/Utilities (24%)

Industry Familiarity

- Younger respondents less likely to report solid familiarity with **Manufacturing** and **Transportation & Warehousing** compared to the state average.
- They reported more familiarity than average for **Educational Services**.

Pct. Of Respondents Very, Fairly, or Somewhat Familiar with Industry Sector



Most Commonly Identified Challenge by Industry

Low Starting Wages or Salaries	High-Stress Environment	Physical Demands of the Job	Work Environment Concerns (Safety Risks)
Retail Sales/Trade 55%	Health Care & Social Assistance 51%	Manufacturing 33%	Advanced Energy/Utilities 31%
Educational Services 50%	Public Admin/Government 47%		
Accommodation & Food Service 47%			

Other Oft-Cited Challenges

- Long, inflexible or unpredictable work hours
 - Retail Sales/Trade (27%; #3)
 - Accommodation & Food Services (34%; #2)
 - Health Care & Social Assistance (31%; #3)
 - Public Administration/Government (25%; #2)
 - Transportation & Warehousing (32%; #2)

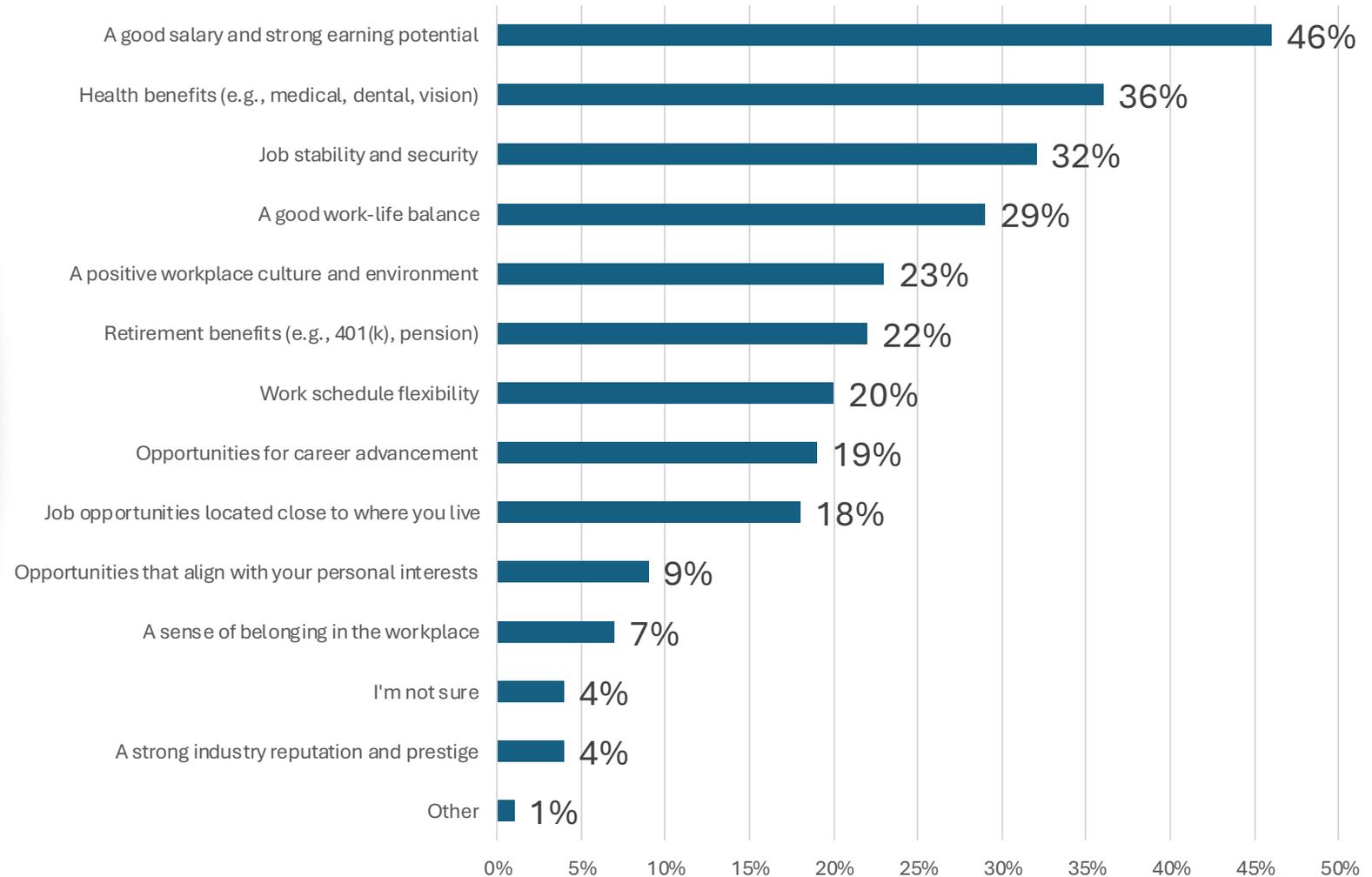
Job Considerations

- Which **3 factors** do South Carolinians care about most when considering a job in any industry.
-
- Specific question: “Which of the following factors are most important to you when considering a job in any industry?”
 - **Factors**
 - A good salary and strong earning potential
 - Job stability and security
 - Health benefits (e.g., medical, dental, vision)
 - Retirement benefits (e.g., 401(k), pension)
 - Work schedule flexibility
 - Opportunities for career advancement
 - A good work-life balance
 - Job opportunities located close to where you live
 - A strong industry reputation and prestige
 - Opportunities that align with your personal interest
 - A positive workplace culture and environment
 - A sense of belonging in the workplace

Job Considerations

- Good salary and health benefits top the lists of important factors when considering a new job.
- Job stability and a good work-life balance also highly cited.

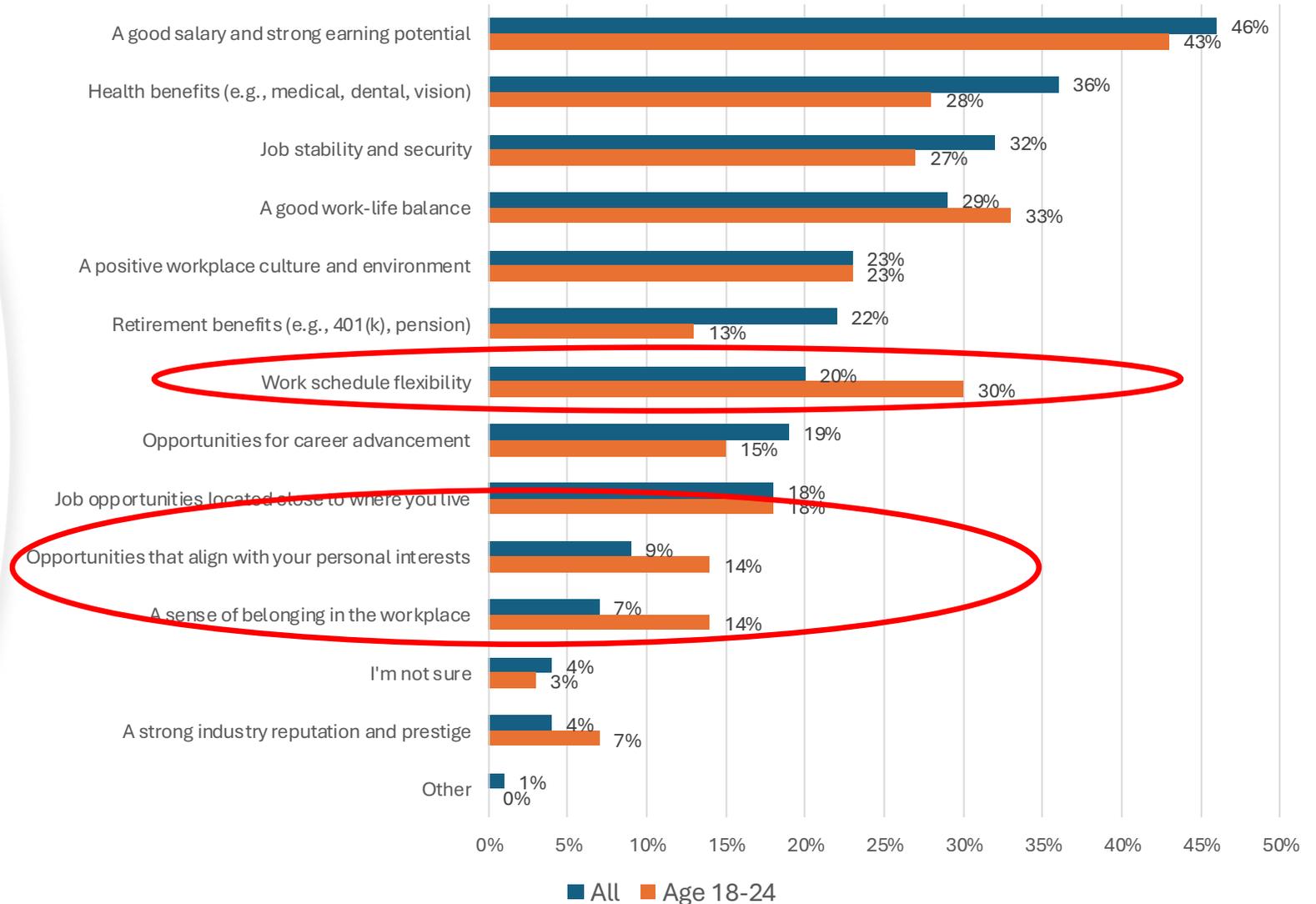
Most Important Factors when Considering a Job in Any Industry



Job Considerations

- Compared to older respondents (25+), younger respondents (18-24) were more likely to want
 - work schedule flexibility,
 - opportunities that align with personal interests, and
 - a sense of belonging in the workplace
- Health and retirement benefits not as highly considered

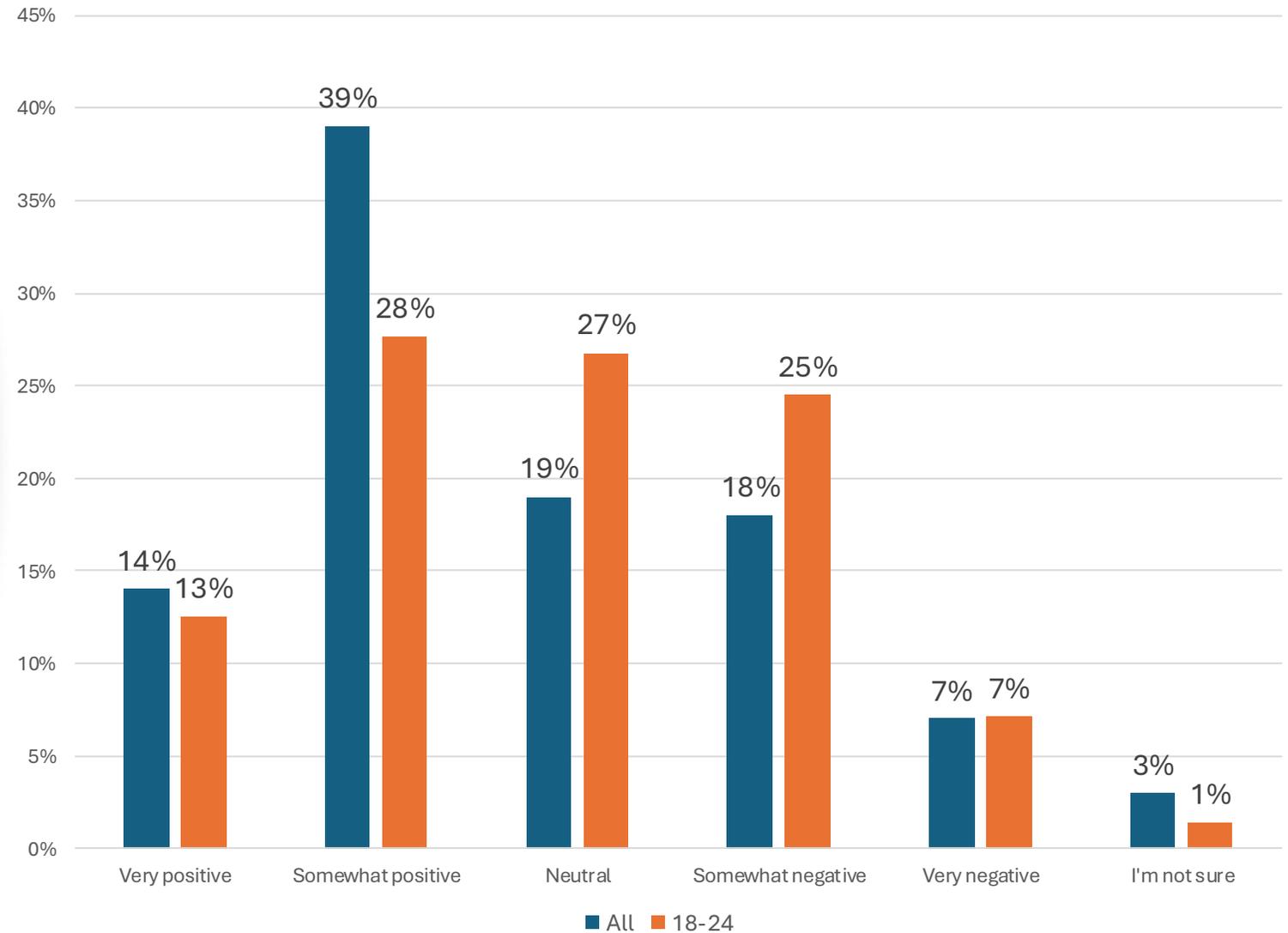
Most Important Factors when Considering a Job in Any Industry



Job Market Perception

- 53% of respondents had a somewhat or very positive perception of the current job market in the state.
 - Younger (18-24) respondents were more pessimistic with only 40% having a positive view.

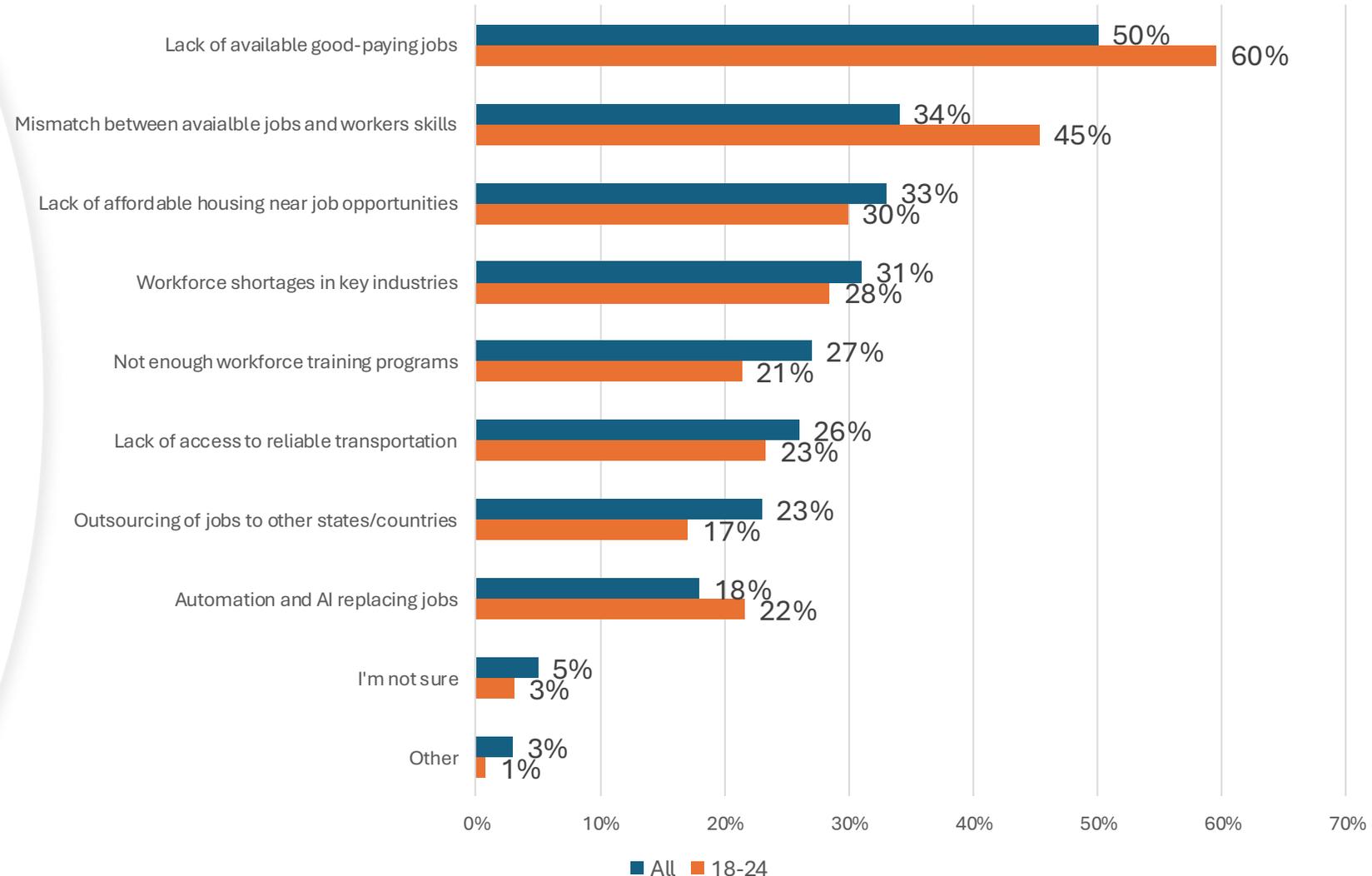
Perceptions of S.C. Job Market



Job Market Challenges

- Lack of available good-paying jobs was the most cited challenge for South Carolina amongst all respondents but particularly for younger ones
- About one quarter of respondents reported lack of transportation and training programs as among the top three challenges for the job market.

% Selecting Challenge as one of top Three



Among Job Seekers: Barriers to Employment

Job Seeker Barriers

- Younger job seekers worry relatively more about the need for additional education, training, and interview skills.
- Younger respondents are relatively less likely to have issues with disabilities, criminal record, transportation, and childcare.

Relatively More Prevalent All Respondents

- Lack of transportation (41%)
- Lack of information about job openings (28%)
- Gaps in employment history (25%)
- Disabilities (14%)
- Criminal record (12%)
- Too old (9%)
- Lack of adequate childcare (7%)

Relatively More Prevalent Younger Respondents

- No good jobs available/don't pay enough (57%)
- Hours not available that I want to work (24%)
- Need relevant training (23%)
- Fear of interviewing (19%)
- Lack of education (17%)

Additional Thoughts & Next Steps

- It will likely take years to change state level perception and awareness levels
 - For more immediate impact, may want to identify subgroups for more targeted initiatives where progress might be more easily tracked.
- Survey results can help guide us on next steps:
 - Where geographically to focus
 - On which groups to focus
 - What areas of interest to focus
 - Government may not be able to influence “good pay,” schedule flexibility, job stability, but we can likely impact:
 - What jobs are available
 - Where to find training/education and how to pay for it
 - Interviewing confidence
 - How to address gaps in resumes

Connections



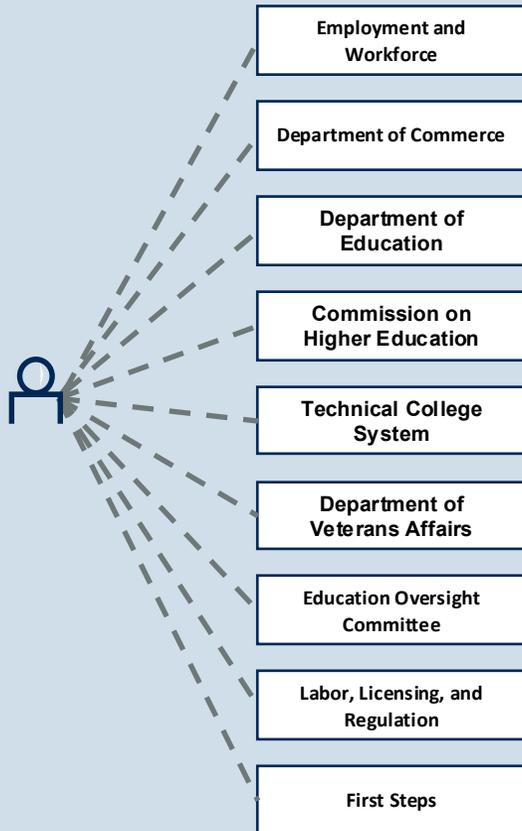
Human Connections

Technological Connections

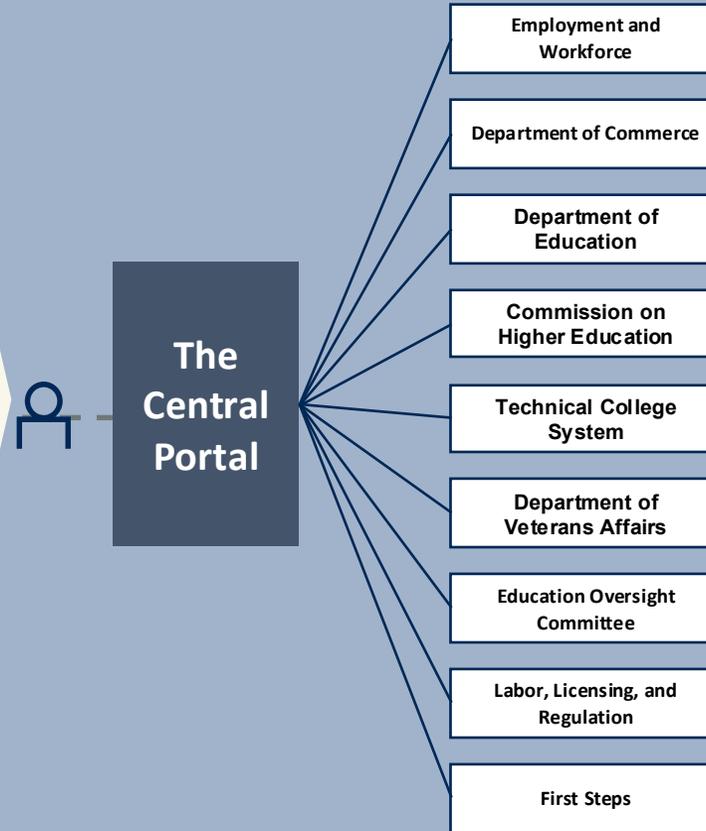
Find Your Future SC Portal



Disconnected



Connected



Illustrative set of
CCWD agencies

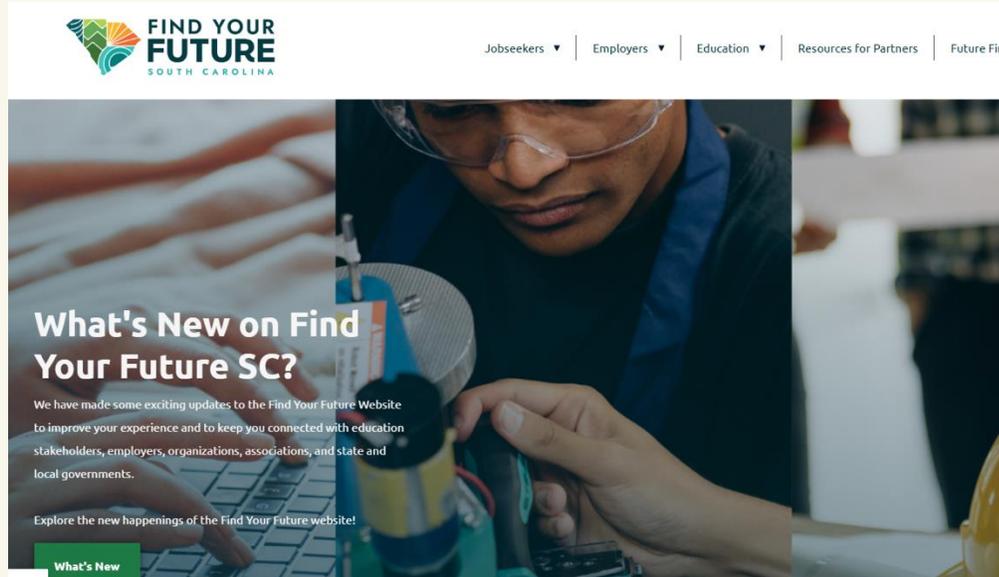
Long Term Central Portal

- ❖ Centralized
- ❖ User-friendly
- ❖ Seamlessly integrates education and workforce resources for users
- ❖ Empowers South Carolinians to access opportunities and pathways throughout their lives.



Find Your Future Website

Find Your Future Portal



← Note: →
Website will have a
link to login to the
Portal

*Currently
Determining*

FindYourFuture.sc.gov

Experiment #1
Future Finder Tool

Experiment #2
Google Prototype

Compilation of information from the education and workforce entities around the state, making it easier for users to access the information while continuing to give credit to the entities producing the information and providing the resources.

Experiment #1: Future Finder AI Pilot

Debrief

- “Single Front Door” is possible
- Agile development and rapid iteration are essential
- Employers MUST be at the center of system design and technology requirements
- Talent recruitment is a two-way street
- More feedback is needed from this user group
- Tailored career pathways, skills identified from work experience, resume builder



- Marketing/adoption strategies and technical design are critical
- Simplified navigation and reduced cognitive result in higher retention
- Without robust outreach, adoption lags
- Personalization of the experience is essential to engage job seekers and employers
- Local wage and labor market insights, job description builder, one stop job posting

Experiment #2: Google Prototype

Core Capability to Test: Universal Skills Translator

Jobseeker/student

- Process a candidate's profile
- Create a structured map of their skills and competencies (e.g., hard and soft / cognitive)
- Dig for interests and aptitudes that can open the aperture for future opportunities

Employer

- Enters basic role and the system will generate an enhanced job description including:
 - Duties
 - Outcomes of the role
 - Structured interview guide
 - Performance management rubric

Key Features to Demonstrate

- **Dynamic Career Guidance**
- **Living Opportunity Profiles**
- **Support Linkage**



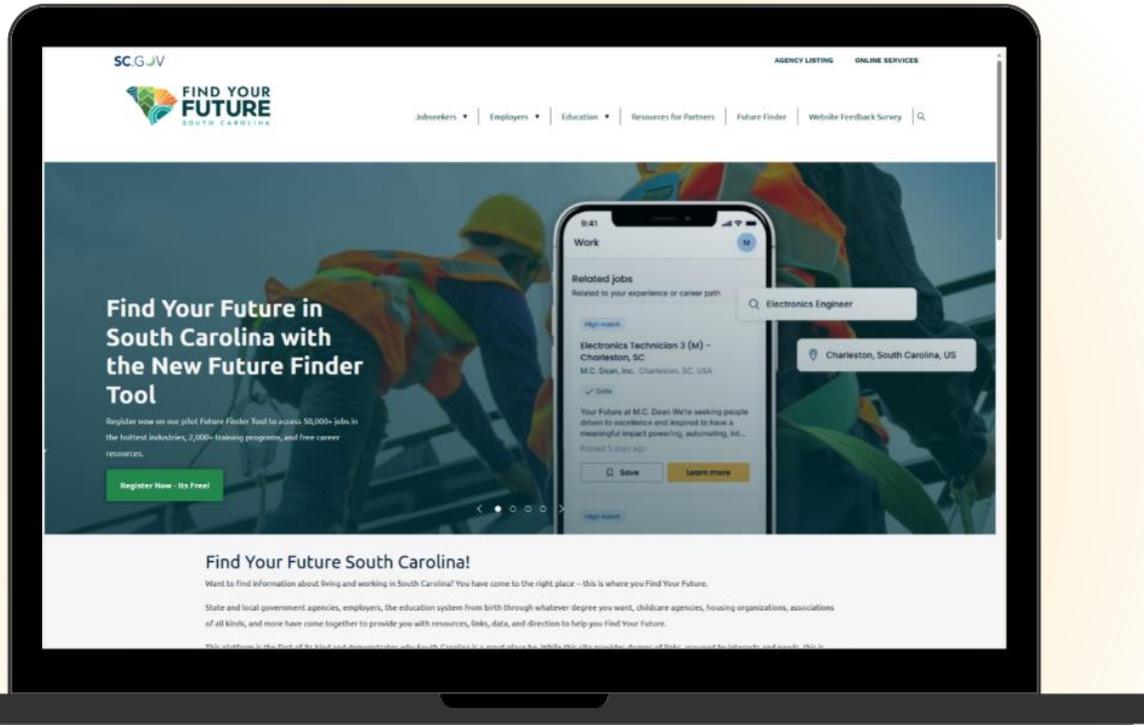


Find Your Future Website

Find Your Future SC

WHAT IS IT?

- From a collective of education stakeholders, employers, organizations, and government entities, the campaign represents education and workforce development in the state and the resources needed for individuals to thrive.
- FindYourFuture.sc.gov is a central hub that hosts information from over 30+ agencies and organizations.
- Connect with education and workforce resources.



Connections



Human Connections

Technological Connections

Talent Pipeline What Can You Do...NOW?

Local Action

Work-Based Learning/Internships/Co-Ops



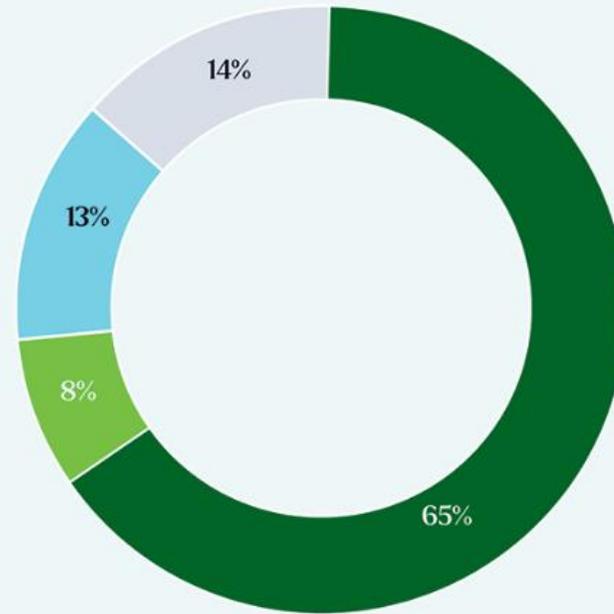
Work Based Learning/Internships

- High School
- College
- Paid
- Networking
- Skills Acquisition
 - Hard Skills
 - Soft Skills



<https://www.strada.org/reports/internships-and-beyond>

Work Based Learning/Internships



What was your main purpose for taking the experience?

- Gaining experience or skills in a specific career that I plan on pursuing as my chosen profession.
- Securing a permanent full-time job at the site of my experience.
- Exploring different career options because I am not yet sure about my chosen profession.
- Other.

<https://www.strada.org/reports/internships-and-beyond>

Action Planning

- ✓ Read the SC Perceptions Report.
- ✓ Check out [FindYourFuture.SC.Gov](https://www.findyourfuture.sc.gov).
- ✓ You know your local communities...how do we get internships going?
- ✓ Participate in CCWD Quarterly Meetings...your voice is critical.
- ✓ Local Action – Local Impact!

Closing Questions?



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Thank you!

LEARN MORE AT FindYourFuture.SC.GOV