MEDC 2017 ACT WorkKeys/National Career Readiness Certificate (NCRC 2.0) and ACT Work Ready Communities update



Cheri Tune

Regional Manager, Workforce Initiatives

Work Ready Communities

ACT Workkeys Assessments

Job Skills Assessments designed to measure foundational and personal skills as they apply to the workplace

Changes to Workkeys assessments: Timeline for changes

- June 1 2017: ACT launched new updated on-line versions of the ACT WorkKeys assessments & National Career Readiness Certificate (NCRC) credential
- September 2017:
- Paper & Pencil tests available
 - Spanish WorkKeys Assessment forms available

October 2017
Current versions of WorkKeys components no longer available

Assessment name changes

- ACT WorkKeys NCRC Assessments:
 - ACT WorkKeys Applied Math (formerly Applied Mathematics)
 - ACT WorkKeys Graphic Literacy (formerly Locating Information)
 - ACT WorkKeys Workplace Documents (formerly Reading for Information)
- NCRC changing to: ACT WorkKeys National Career Readiness Certificate

Why the changes?

- New assessments have updated skills and item content to better reflect today's jobs
- New and improved assessment delivery platform to be more stable, faster
- New Locating Information scale scores and improved item presentation
- Fully aligned curriculum to better support skill development and test prep

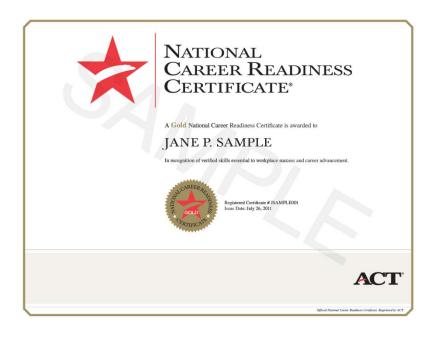
Additional info

- Online versions will be available on a new delivery platform for stability, security and a better user experience
- Remediation Curriculum will be available in online format only (at this time)
- Current versions of the NCRC will continue to provide relevant information about career readiness skills
- Over time, the new NCRC will become the new and preferred standard for signaling career readiness in the market
- ACT will continue to verify the authenticity of the current versions of the certificate for four years via the MyWorkKeys or a portal with equivalent functionality.

What's New with the NCRC 2.0? ACT Workkeys National Career Readiness Certificate

- New downloadable PDF format
 - The pdf of the certificate will be available within 24-hours of the three NCRC assessments being submitted, validated, and scored
- No additional fee for certificate issuance
- Examinees will be able to pull individual test scores and NCRC levels.

The ACT Workkeys National Career Readiness Certificate





NCRC

- The NCRC, issued by ACT, is a portable, evidence-based credential that helps job seekers and current employees improve their career outcome and succeed in a variety of career pathways.
- Certifies essential skills needed for workplace success.
- Powered by Workkeys assessments, the NCRC helps individuals prove they possess the skills that employers deem essential

NCRC Levels

- Bronze: indicates a worker has scored at least a Level 3 on each of the three assessments and has the necessary skills for 35 percent of the jobs listed on ACT database of profiled positions.
- Silver: indicates a worker has scored at least a Level 4 on each of the three assessments and has the necessary skills for 65 percent of the jobs listed in the database.
- Gold: indicates a worker has scored at least a Level 5 on each of the three assessments and has the necessary skills for 90 percent of the jobs in the database.
- > Platinum: indicates a worker has scored at least a Level 6 on each of the three assessments and has the necessary skills for 99 percent of the jobs in the database.

4 levels



NCRC 2.0

For employers:

- Takes some of the guesswork out of hiring and promotion
- Reduce costs and minimizes risk
- Reduce training time

How does an individual earn an NCRC?

- An NCRC can be earned by taking the 3 ACT Workkeys assessments at any Mo Job Center, Community College, some high schools
- Applied Mathematics, Locating Information, Reading for Information

After Aug 1: Applied Math, Graphic Literacy, Workplace Documents

IMPORTANT

In order to obtain a WorkKeys NCRC credential—all three assessments need to be taken with a score of 3 or higher. If someone has completed one or more of the current assessments, the other assessment(s) must be the same version.

Remediation is available for individuals to "skill up" - Career Ready 101/KeyTrain

- New Applied Math, Graphic Literacy and Workplace Documents courses are being developed
- Scheduled to be available in September
- The new curriculum courses will be tightly aligned to the updated assessments & delivered on a new and improved platform.

Other Changes-some assessments will sunset

The products will be discontinued in two phases.

Phase 1: June 2017

- Listening for Understanding
- Listening and Writing
- Performance
- Teamwork
- Phase 2: June 2018
 - Applied Technology
 - Business Writing
 - Observation
 - Workplace Observation
- ACT IS looking to determine what new assessments will be needed in the future to validate foundational skills and what credentials will be needed to demonstrate skills mastery.

Business Return on Value-Workkeys/NCRC

Employer	Positions Filled	Outcomes (compared to prior practices)
Subaru of Indiana Automotive (Lafayette, IN)	Automotive assembly workers	25% reduction in turnover
Covidian Health Care (Macon, GA)	Manufacturing production	Per-person hiring cost reduced from \$2300 to \$600 Time-to-hire reduced from 45 days to 17 days Time to full employee efficiency reduced from 2 years to 6 months.
Steelscape (Calama, WA; Richmond and Rancho Cucamonga, CA)	Self-directed manufacturing teams	<4% turnover overall and a "Best Practice" award from the American Psychological Association for its hiring process.
Bradner Village, a retirement community (Marion, IN)	Nurses, nursing assistants, dietary staff, etc.	37% reduction in turnover
Inova Health System (Falls Church, VA)	Customer assistants and clinical technicians	73% reduction in turnover; \$1.8M cost savings
911 call center (Lexington county, SC)	Call center operators	50% reduction in turnover; skills-related turnover went to 0

ACT WORK READY COMMUNITIES

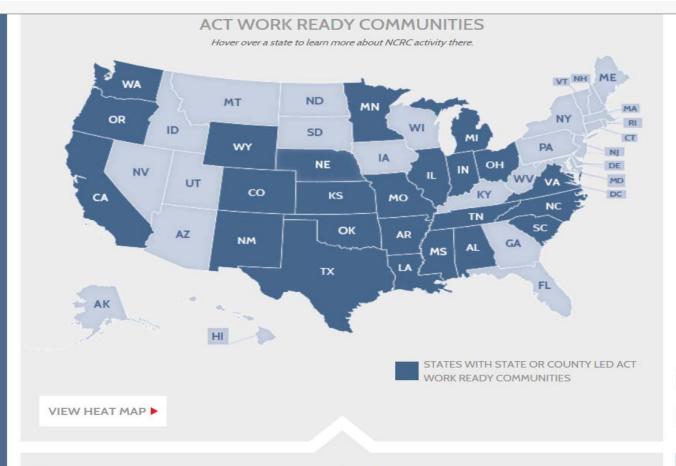
- A national effort, led by ACT
- Voluntary—led locally by key community leaders
- A community to works together to strengthen its workforce by aligning workforce with education & economic development—Demonstrates active partnerships in place
- Provides on-demand data/a reporting tool to help economic developers quantify their skilled workforce
- All partners assist with educating the community on WRC/NCRC & obtaining employer support by signing up on-line as a supporting employer

Partners in CWRC

- Educators (secondary & post secondary)
- Workforce Development
- Economic Developers
- Chamber of Commerce
- Local & city government officials
- Employers

Your community works together to build a skilled workforce!!!!

ACT Certified Work Ready Communities



Ready Community?

ACT Work Ready Communities (WRC) empowers states, regions and counties with *data, process and tools* that drive economic growth. Participants are leveraging the National Career Readiness Certificate (NCRC™) to measure and close the skills gap — and building common frameworks that link, align and match their workforce development efforts.



NCRC LEVELS:

Platinum:	18,549
Gold:	802,415
Silver:	2,180,658
Bronze:	888,432
TOTAL CERTIFIED COUNTIES	5: 180

EMPLOYERS SUPPORTING: 16,850

JOBS PROFILED: 21,295

Work Ready Communities Academy

ACT offers a performance-driven program WRC leadership teams use to initiate, deploy and drive carefully-tailored efforts that grow the number of counties certified as work ready communities.

LEARN MORE >

For States and Counties

Both states and counties may engage in the ACT Work Ready Communities program. Any municipality may be accepted into the Academy to build and launch their Work Ready Communities initiative.

MORE ON HOW TO SIGN HE

GET THE LATEST NEWS

Sign Up for Work Ready Communities

Monthly Updates

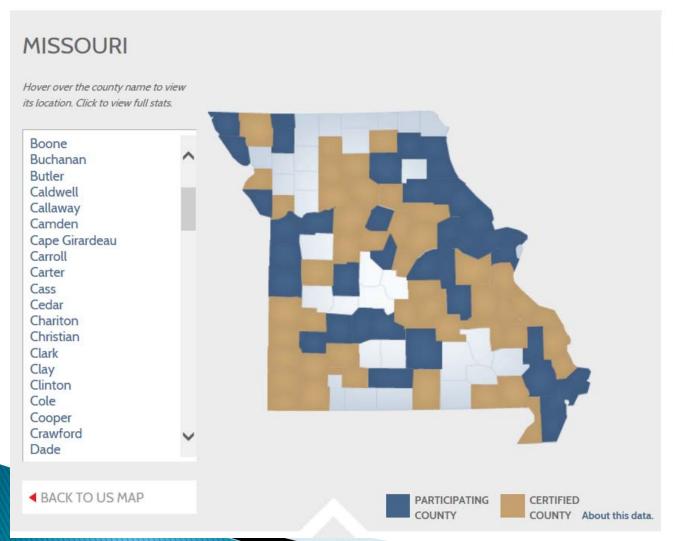
Email Address

SUBMIT >

Missouri's CWRC initiative



HOME ABOUT WRC FOR EMPLOYERS NEWS CONTACT US



NCRC LEVELS	
■ Platinum	314
■ Gold	19,226
Silver	53,107
■ Bronze	18,303
TOTAL	90,950
JOB PROFILES COMPLETED (1)	348
EMPLOYERS SUPPORTING (1)	3612

Engaged January 2012

Missouri CWRC Current stats

Started January 2012

Now have 46 Fully certified counties

(counties are approved at state WDB board meetings on a quarterly basis)

84 of 115 Mo counties engaged in CWRC

Over 89,000 NCRCs earned (6904 are Veterans)

Over 3600

Employers supporting/recommending/or preferring NCRC candidates

Community Benefits of being CERTIFIED

- Economic Growth and Prosperity
- Support for Existing Businesses
 - Community Collaboration
- Recognition for local achievements
 - Platform for regional cooperation
- Validates workforce skills....Critical for attracting new business or expansion

Site Selection-State of the States



"We are also thankful tonight: for God's grace, for our brave men and women in law enforcement, for the safety of our family, and for the prayers of so many of you. God bless all Missourians, and those who keep us safe."

— Gov.-elect Eric Greitens, on Dec. 6th, following the armed robbery of his wife Sheena the previous evening

Missouri Department of **Economic Development**

Box 1157 Jefferson City, MO 65102

> Mike Downing DIRECTOR 573-751-4700

Gov. Eric Greitens (R) ded.mo.gov

Missouri

Pop. (2016): 6,158,939 Median household income: \$48.212 **Credit Rating:** AAA/Stable

Pop. growth 2016–2021: 0.45% Median age: 38.7 Right-to-work state: No

15

GDP

The Missouri General Assembly meets every other year, and will hold its next session in 2017. In addition to broadband expansion, among the high priority items approved by the Missouri Economic Development Council board in November 2016 are:

Legislative Update

 Workforce Delivery & Sustainability: MEDC supports a restructuring of the state's workforce training incentives to meet the variety of training needs of growing business MEDC also supports an enhanced delivery model within the Department of Economic Development for workforce training programs.

• Reinvest Missouri: "We support efforts to assist Missouri



Business Tax Climate Rank Change 2016-2017: +2

Higher Ed. R&D Expenditure: \$1,074,115

20

22

Number of NCRCs: **80,860** | Percent Improvement 2016-2017: **20**%

33

College Attainment Percent: 42.1%







New Case Studies: Phifer, West Alabama

http://www.act.org/content/dam/act/unsecured/documents/2074_WK
_Phifer.pdf

READ MORE CASE STUDIES >

DRAFT - For Review Only

Phifer Inc. develops ready-to-work program to improve manufacturing workforce in Alabama



To reduce turnover and train better-skilled entry-level workers, Phifer Inc., in West Alabama, uses ACT WorkKeys® solutions to build a skilled regional workforce.

RESULTS:



\$2 Million reduction



25%
reduction
in incumbent employee training time

WORKFORCE SOLUTIONS USED:











Reducing entry-level job turnover

THE BUSINESS CHALLENGE

Phifer Incorporated is a leader in the insect screen, solar control fabrics, drawn wire, engineered products and designed fabrics industries. The manufacturing company employs 1,200 individuals in West Alabama.

In 2006, Phifer began profiling their entry-level jobs using the ACT JobPro database and ACT WorkKeys to reduce turnover from 14% to 7%.

With data showing that 50% of the region's current workforce is eligible to retire, Phifer needed a robust, scalable system for developing a talent pipeline from entry- to senior-level jobs.

"

Phifer began to use ACT WorkKeys ten years ago to help us cut our turnover in half," said Russell Dubose, Human Resources Director, Phifer, Inc. "We then used the ACT WorkKeys system to develop our talent pipeline by leveraging the required skills information documented through the ACT job profile process and, working with Shelton State Community College, developed the Ready to Work program."

Russell DuBose

WorkKeys® + NCRC® = Ready to Work

THE SOLUTION

Leveraging what they had learned through job profiling, Phifer partnered with Shelton Community College as well as other regional stakeholders to develop a ready-to-work program to train better-skilled entry-level workers.

Embedded in this program is training on measurements, lean manufacturing, workplace behavior, and the ACT Curriculum, which prepares participants to take the ACT WorkKeys tests and earn an ACT National Career Readiness Certificate™ (NCRC).

Phifer joined 14 other West Alabama manufacturing employers in supporting these ACT solutions as a common language between education and work as part of the region's Work Ready Communities initiative.

"

We are a proud participant in ACT Work Ready Communities along with our education, workforce and other employers. Together, we are united in leveraging our resources to a common problem and are all seeing the successful outcome of what we can accomplish working together."

Russell Dubose

Human Resources Director, Phifer Inc.

SEGMENT OVERVIEW

West Alabama Works is the primary workforce development organization in West Alabama Workforce Region 3, supporting employers like Phifer, as well as Mercedes-Benz and Michelin. Together with partners throughout the region, they focus on three key strategies — long-term talent pipeline development, immediate hiring needs, and retooling and retraining.

OUTCOMES

- 40% IMPROVEMENT IN THE QUALITY OF THE WORKFORCE AS A RESULT OF THE READY-TO-WORK PROGRAM
- TRAINING COST REDUCED BY \$2 MILLION IN THE PAST 10 YEARS. INCUMBENT TRAINING TIME HAS ALSO BEEN REDUCED BY 25%
- ATTENDANCE AND PUNCTUALITY
 INCREASED BY 15% AND NEW EMPLOYEE
 ORIENTATION INSTRUCTION AND TESTING
 TIME DROPPED BY 33%

Advancing careers, changing lives

Phifer has seen their more senior-level jobs evolve to require higher skills. They now also use ACT WorkKeys solutions to identify current workers who are ready for promotion. Upon completing on-the-job apprenticeships and training, employees have a better job, better wages, and an associate's degree.



Alabama is proud to have numerous ACT Work Ready Communities, a collection of counties leveraging the NCRC to close the skills gap and strengthen their region's economy.

See what other counties are work ready at www. workreadycommunities.org.

New Case studies

http://www.act.org/content/dam/act/unsecured/documents/2073_WK _West_Alabama.pdf

READ MORE CASE STUDIES >

West Alabama uses ready-towork program to develop longand short-term talent pipeline



To address both long- and short-term workforce development plans, the West Alabama region came together to develop a holistic approach supported by ACT WorkKeys® solutions.

RESULTS:



82%

success rate

of ready-to-work graduates entering the workforce or college



Increase in enrollments

Career Technical Education students in City of Tuscaloosa Schools 900 in the 2014-15 school year to 1600

Ensuring a skilled workforce for thousands of job openings

THE BUSINESS CHALLENGE

Over the next 24 months, there will be 2,400 automotive jobs to be filled in West Alabama Workforce Region 3 — and that number is expected to grow to 21,000 jobs in manufacturing by 2030.

That is coupled with additional workforce data showing that 50% of the current workforce is eligible to retire.

The challenge lies in developing a skilled workforce to fill professional engineering, technician, and supervisory positions associated with the manufacturing cluster.

"

We are a proud participant in ACT Work
Ready Communities along with our
education, workforce and other employers.
Together, we are united in leveraging our
resources to a common problem and are all
seeing the successful outcome of what we
can accomplish working together."

Nicole DuBose

Director of Training for Business and Industry, Shelton State Community College

WorkKeys® + NCRC® = Ready to Work

THE SOLUTION

Shelton State Community College had already seen success with their Ready to Work (RTW) program supported by ACT WorkKeys solutions.

A partnership between the high school, community college, chamber of commerce, and economic development chose to build on this five-week "boot camp" for training individuals by adding a quantitative system for predicting their long-term work readiness pipeline, building capacity in local high schools.

They also launched a series of hiring fairs, where individuals who had earned RTW completion certificates and ACT National Career Readiness Certificates (NCRCs) could be interviewed and hired. Finally, they developed an industry cluster

"

Work Ready Communities
helped us build an effective
team that moved the needle
in the right direction for
West Alabama workforce
development."

Donny Jones

Chief Operating Officer for the West Alabama Chamber of Commerce

SEGMENT OVERVIEW

West Alabama Works is the primary workforce development organization in West Alabama Workforce Region 3. Together with partners throughout the region, they focus on three key strategies — long-term talent pipeline development, immediate hiring needs, and retooling and retraining.

"After I completed the Ready to Work program and my NCRC, I had four job offers. I took

the area of Torre I and are

In the West Alabama region, 120 employers now recognize or recommend the ACT NCRC. During this period, five hiring fairs were held resulting in 900 new hires. This has led to reductions in training costs and time for both new and incumbent employees.



Increase of Career Technical Education students in City of Tuscaloosa Schools 900 in the 2014-15 school year to 1600 in the 2016-17 school year.

Increased student engagement leads to a better understanding of high-wage career opportunities and provides hands-on experience while addressing workforce needs in the region.

focused on entering the workforce and earning family-sustaining wages. As area employers begin to better recognize and value the NCRC, our graduates are positioned for success."

Nicole DuBose

Director of Training for Business and Industry, Shelton State Community College of Public Instruction

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ACT WORK READY COMMUNITIES



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See what other counties are work ready at www. workreadycommunities.org.



© 2017 by ACT, Inc. All rights reserved. Go to workforce.act.org to read more examples and to learn how we can help your organization.

MS2073

2

Boone County....American Outdoor Brands

http://www.missouripartnership.com/boone-cooper-cedar-counties-earn-certified-work-ready-status



PRIME BUSINESS LOCATION

INTERNATIONAL INVESTMEN

INDUSTRY STRENGTHS

REGIONS, SITES

document their skills and find appropriate employment, empowering employers to identify applicants with job-specific skills, and showcasing our community's strong workforce to potential employers of the future."



Boone County saw an almost immediate benefit from its CWRC designation when American Outdoor Brands announced they would be constructing a new 500,000 sq. ft. distribution center, creating more than 300 new jobs in the county.

"Earlier this month, I sat down with James Debney, the CEO of American Outdoor Brands, in our office and told him about our vision for a state with more jobs and bigger paychecks," said Missouri Governor Eric Greitens. "They are committed to growing with our state and creating jobs for the people of Missouri. Our top priority is bringing more opportunities to the people of Missouri and growing our economy. We're fighting for more jobs every day, and we're grateful for strong leaders in the private sector who recognize the strength and potential of Missouri's workforce. We are thrilled to announce more investment and hundreds of jobs from a great company in Missouri."

Participation in CWRC is voluntary and guided by key community leaders such as local elected officials and local economic development companies. This helps to show businesses that the communities they are considering are actively working to promote themselves and the workforces they have available.

"Missouri continues to lead the way with Certified Work Ready Communities as our counties work tirelessly to make sure we have the best talent a state can offer," aid Mike Downing, acting director Missouri Dept. of Economic Development. "Through this designation, Cooper County now has the proof to back up their quality workforce. Cooper County's certification makes the state more competitive and also helps close the skills gap within our state and county as the demand for tech and STEM experience increases."

The CWRC program provides members of the workforce with National Career Readiness Certificates

<u>Jasper Co—Owens Corning</u> <u>https://www.workready.info/cwrc-helps-new-employer-add-jobs-to-joplin</u>

CWRC helps new employer add jobs to Joplin

By wibexec Monday, July 13th, 2015

Officials from Owens-Corning joined local and state leaders to announce a \$90 million investment with more than 100 new jobs coming to Joplin. As reported in the Joplin Regional Business Journal, President of Owens Corning Insulation Julian Francis said the company became interested in locating in the area based on Jasper County's status as an ACT Certified Work Ready Community.

"The equipment we can get anywhere, but the equipment doesn't operate without people," Francis said. "It's really the people that make the difference. Location in terms of distribution is important to us, but that becomes irrelevant



if we don't have the skilled workforce that can work in the way we want and produce the products we want to produce."

Local leaders and Missouri Gov. Jay Nixon echoed Joplin Chamber of Commerce President Rob O'Brian in the acknowledgements of the community and regional partnerships that helped bring Owens Corning to Joplin. The Business Journal's article noted efforts made by the Missouri Partnership, state career centers, the Workforce Investment Board (WIB), City and County officials, Empire District Electric Co., the Joplin Business and Industrial Development Corporation, and Nixon's leadership in getting Missouri involved with ACT Work Ready Communities.

More Missouri Successes WorkkeysTesting Offenders..expands beyond Algoa

- Offenders have many barriers to employment- adding an NCRC to their resume increases their chances of re-entry into the workforce...reduces recidivism
- Offender population is an often over-looked talent pool
- Partnership with DWD, DOC, Central Region Workforce Board, State Technical College, Jefferson City Chamberof Commerce, MRPC– St James; Invent Yourself LLC
- Testing at Algoa, Boonville, Women's Eastern Diagnostic Correctional Center, Crawford Co

Secrets to WRC success

- An engaged team!
- Leadership/local committee lead
- Regular county meetings
- Business champions—Educate your businesses
- Leveraging and using the data

CWRC Contacts

- http://workreadycommunities.org
- https://pages2.act.org/workkeysnews.html

Missouri still has 31 more counties to engage!! To apply, see application at: https://ded.mo.gov/getcertified (next deadline probably mid-August) State Board Meeting at Gov Conference on Eco Dvlpt

Contact: Tammy Floyd, DWD (573)526-8249 tammy.floyd@ded.mo.gov

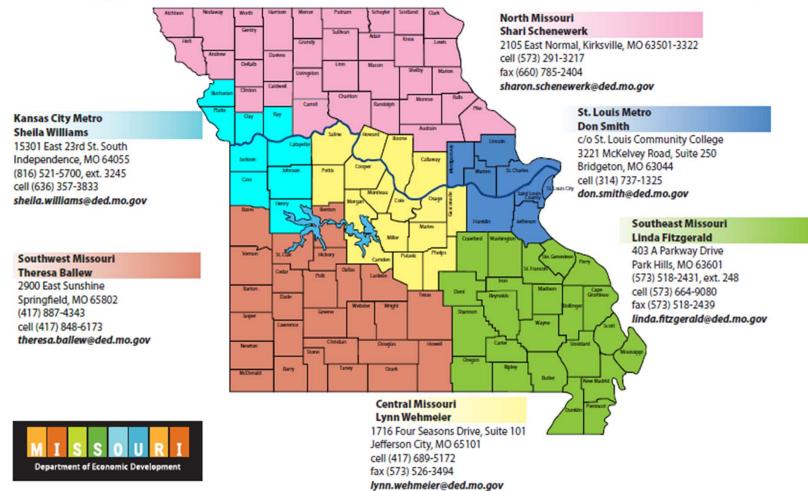
(counties pending announcements--Contact Tammy)



Missouri Workforce Coordinators

Missouri Division of Workforce Development





2017 ACT Workforce Summit



NOVEMBER 8-10, 2017 HYATT REGENCY AUSTIN, TEXAS

Summary

Agenda

Speakers

Directions

Contact Us

Austin Attractions

Join us in Austin November 8-10!

ACT is committed to a workforce built to sustain and grow our economy by providing the tools and support needed to develop the workforce employer's want. This year's ACT Workforce Summit will Connect, Stack and Build to strengthen the nation's employment base as we convene with workforce professionals, economic developers, educators, industry associations, employers and ACT Work Ready Community leaders.

CONNECTING

Connect with colleagues to share ideas on how to bring employers and job seekers together to grow your community.



Stackable credentials help develop and document the skilled workforce necessary to give communities a competitive advantage.



Build partnerships using the framework developed by ACT to help workforce and economic development groups create the skilled workforce employers need.



Sneak peak at some content:

Maintaining Certification/ACT WorkKeys 2.0/ACT WorkKeys 2.0 Profiling/Best Practices & Success Stories/Employer testimonials of using the NCRC/Utilizing your ACT CWRC data for Economic Development, & MUCH MORE!) Please consider attending!!

FYI— the following Missouri counties certified between Aug 1 2016 & present....will be recognized & receive an award at the luncheon! © Governor Nixon keynote luncheon speaker

- ·Sep, 2016 Greene
- ·Sep, 2016 Nodaway
- ·Nov, 2016 Boone
- Nov, 2016 Cooper
- ·Jan, 2017 Cedar
- •May, 2017 Audrain
- •May, 2017 Callaway
- ·May, 2017 Carroll
- ·May, 2017 Christian
- ·May, 2017 Phelps
- ·May, 2017 Pulaski
- May, 2017 Scott

Questions?

Cheri Tune

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www.workreadycommunities.org