

MEDC Annual Conference

JUNE 19, 2012



CWRC State Leadership Team



- Mike Downing, Department of Economic Development
- Bill Thornton, Department of Higher Education
- Ray McCarty, Associated Industries of Missouri
- Brian Crouse, Missouri Chamber of Commerce
- Bryan Herrick, Jefferson College
- Molly Tallarico, Division of Workforce Development
- Jasen Jones, Southwest Workforce Investment Board
- *ABSENT TODAY – Julie Gibson, Division of Workforce Development and Jessica Craig, Metropolitan Community College*

CWRC VISION



Missouri will attract, retain, and develop a workforce with education and foundational skills – Reading for Information, Applied Mathematics and Locating Information -- to succeed in the 21st century.

An Effort to Align

- Workforce
- Education
- Economic Development



Certified Work Ready Communities

- ACT is leading this effort nationally
- Missouri is one of 4 states participating-and the list is growing
- States leverage the National Career Readiness Certificate (**NCRC**) to close skill gaps

Certified Work Ready Communities

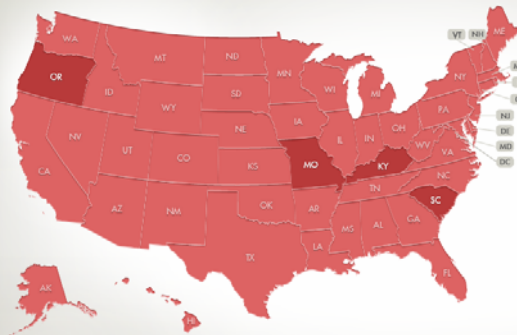
- This framework links and aligns workforce and economic development
- ACT empowers counties and states with data, process and tools to measure and drive economic growth

National Framework



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AFFORDING COMMUNITIES A COMPETITIVE ADVANTAGE



This map is a work in progress. [Learn more](#)

What is an ACT® Certified Work Ready Community?

ACT Certified Work Ready Communities (CWRC) empowers counties and states with data, process and tools that drive economic growth. Participating states 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.

ACT is leading this national effort and offers a **CWRC Academy** – a performance-driven program state leadership teams use to initiate, deploy and drive carefully-tailored statewide efforts that grow the number of counties certified as work ready communities.

For more information or to apply, please see the links at the bottom of this page or simply [contact us](#).

[MORE ON HOW TO SIGN UP](#) ►

What's In it for Key Stateholders



- **Economic Developers and Community Leaders** can quantify the skill level of their workforce
- **Businesses and industry** benefit from a workforce with the foundational skills to be productive

What's in it for Key Stakeholders



- Helps **Educators** measure skill gaps of students and build career pathways that benefit both individuals and business

What's In It for Key Stakeholders

- **Individual Citizens** understand what skills are required by employers -- and how to prepare themselves for workplace success

And Finally

This initiative will drive economic competitiveness, and provide more opportunities for employment in Missouri.

This is NOT news to you!



- As economic developers you already know the importance of a strong, educated workforce.
- Here are just a few samples from your industry we would like to share with you.

2010 Top Site Selection Factors



1. **Workforce skills**
2. **State and local tax structure**
3. **Transportation infrastructure**
4. **Flexibility of incentive programs**
5. **Utility infrastructure**
6. **Land/building costs and supply**
7. **State economic development strategy**

From *Site Selection Magazine*

AreaDevelopment Magazine

AREA DEVELOPMENT
SITE AND FACILITY PLANNING **ONLINE**

2011 Corporate Survey

Availability of
Skilled Workforce

88%
ranked as
Important/
Very Important

Figure 28

Site Selection Factors		Corporate Survey 2011			
		Very Important %	Important %	Minor Consideration %	No Importance %
Workforce					
Availability of skilled labor			36.8	6.3	5.3
Availability of unskilled labor	16.8	42.1	27.1	14.0	
Training programs	22.6	28.0	37.6	11.8	
Labor costs	56.8	31.6	7.4	4.2	
Low union profile	58.9	22.1	6.3	12.6	
Right-to-work state	53.8	23.7	16.1	6.4	
Transportation/Telecommunications					
Highway accessibility	66.0	27.8	5.2	1.0	
Railroad service	14.7	18.9	31.6	34.7	

Forbes

Top States for Business 2011

**“ When we talk to prospective clients, their
No. 1 issue every time is workforce ”**

Jim Anderson, head of Virginia Economic Development Partnership

Employers in Missouri



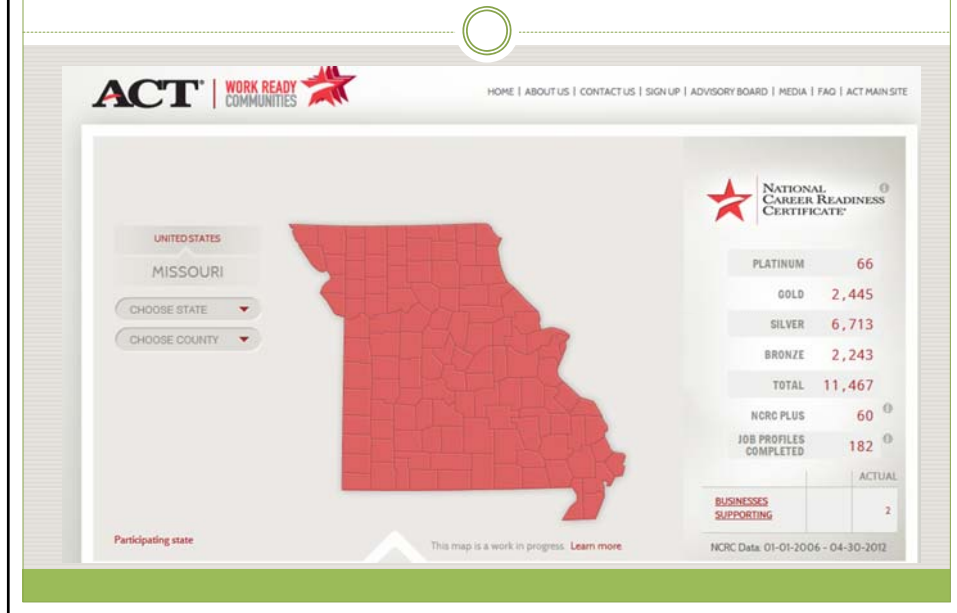
HR Benefits of the NCRC:



Easily incorporated in employer's existing hiring practices

- Predicts job performance and training success
- Easier screening of initial applicants
- Reduces hiring and training costs
- Better decisions about company training dollars
- ROI

Missouri Snapshot



County Data Example



County Data Explanation



County certification is based primarily on the number of National Career Readiness Certificates (**NCRC**) attained in specific and distinct workforce categories

- **Transitional**-unemployed workers/job seekers
- **Emerging**- Graduating students
- **Current workforce**
- **Veterans**

County Data Explanation



- The number of **businesses** using and recommending the NCRC in each county will be an established goal
- ACT worked with states to establish goals for counties

We believe the goals are challenging but attainable!

How Do You Get an NCRC?

- The NCRC can be obtained by enrolling at all Missouri Career Centers at no cost
- Community Colleges utilize WorkKeys to assess graduating students and provide the NCRC to assist in the job search process. WorkKeys assessments and job profiling services are also provided to companies through Customized Training.
- Many DESE Vocational programs offer the NCRC in Missouri to their students
- Some secondary schools are using the NCRC for students.

Just What is an NCRC?

- Stackable Credential
- Currently used in 44 states
- Based on ACT's WorkKeys Assessment
- Strong Indicator of Workplace Success

The **NCRC** is a credential that is:



- Evidence-based
- Industry-recognized
- Portable
- Certifies essential skills important for workplace success
- Awarded at four levels:
 - Bronze
 - Silver
 - Gold
 - Platinum

NCRC Documents these Skills



Reading for Information

- Measures skill used when reading written text



Applied Mathematics

- Measures skill in applying mathematical reasoning, critical thinking and problem-solving techniques



Locating Information

- Measures skill in working with workplace graphics to find and analyze information

Certificate Levels

	BRONZE	SILVER	GOLD	PLATINUM
Certificates are awarded by achieving a minimum	Level 3 score on all assessments	Level 4 score on all assessments	Level 5 score on all assessments	Level 6 score on all assessments
Skill levels demonstrate ability for*	35% of jobs	65% of jobs	90% of jobs	99% of jobs
Sample Occupation Correlation	<ul style="list-style-type: none"> • Auto Body Repair Technician • Veterinary Assistant • Janitorial Supervisor • Drywall Installer • Pharmacy Aid 	<ul style="list-style-type: none"> • Administrative Manager • Head Cook • Medical Assistant • Engineering Technician • Machinist 	<ul style="list-style-type: none"> • School Counselor • Pharmacy Technician • Semi-Conductor Processor • Business Executive • Electrician 	<ul style="list-style-type: none"> • Accountant • Technical Writer • Sales Manager • Registered Nurse Manager • Elevator Installer and Repairer

*Approximate percentage based on jobs in the WorkKeys occupational profile database.

Getting My Community Certified

- Organize locally by county
- Enlist partners – establish leadership team of key stakeholders
- Complete and submit the Missouri CWRC application to Missouri Workforce Investment Board
- Certification granted -- as “Certified Work Ready Community *in Progress*” or “Certified Work Ready Community”



Organizing Locally means:

Members of the
Team should have
a strong
commitment to
this effort.

They should
encourage and
promote the
CWRC in their
communities

Building a County Leadership Team

- **Chambers of Commerce**
- **Economic developers**
- **Education Leadership (K – 12)**
- **County Commissioners/municipal officials**
- **Community colleges**
- **Local Workforce Investment Boards (WIB's)**
- **Businesses**

Upcoming



- **Roll Out** - Governor's Conference on Economic Development *September 5-7, 2012 in St. Louis*
- **Application Available** - following announcement
- **Deadline to Submit** - First round - November 30, 2012
- **Ongoing** - Counties will have 2-3 years to complete task

Community Benefits of being CERTIFIED

- **Economic Growth and Prosperity**
- **Community Collaboration**
- **Recognition for local achievements**
- **Platform for regional cooperation**
- **Economic Competitiveness**

THANK YOU



For Additional Information



CWRC@ded.mo.gov

Or call 573-522-2744

Molly Tallarico, Coordinator