Leveraging your ACT Work Ready Community

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Four themes presented

• Develop workforce brand
• Identify data source
• Develop irrefutable proof
• Tell your story
Components of a winning brand

Where is your county WRC initiative?
Develop your WRC brand

• Assess your workforce image
• Determine what you are trying to change? Prove? Improve?
• Who is your audience?
• What do they want to know?
### ACT WRC County NCRC data

#### RAPIDES PARISH

**ACT WORKKEYS NATIONAL CAREER READINESS CERTIFICATE [NCRC]**

<table>
<thead>
<tr>
<th>WORKFORCE</th>
<th>TOTAL NCRC</th>
<th>BRONZE NCRC</th>
<th>SILVER NCRC</th>
<th>GOLD NCRC</th>
<th>PLATINUM NCRC</th>
<th>NCRC PLUS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Emerging</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>High School</td>
<td>6692</td>
<td>1275</td>
<td>3523</td>
<td>1601</td>
<td>293</td>
<td>550</td>
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<tr>
<td>College</td>
<td>189</td>
<td>38</td>
<td>107</td>
<td>44</td>
<td>0</td>
<td>73</td>
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<td>921</td>
<td>177</td>
<td>543</td>
<td>182</td>
<td>19</td>
<td>364</td>
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<tr>
<td>Public</td>
<td>667</td>
<td>188</td>
<td>376</td>
<td>89</td>
<td>14</td>
<td>181</td>
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<tr>
<td>Transitioning</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Adult Education</td>
<td>35</td>
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<td>24</td>
<td>5</td>
<td>0</td>
<td>10</td>
</tr>
<tr>
<td>Unemployed</td>
<td>2845</td>
<td>772</td>
<td>1577</td>
<td>460</td>
<td>36</td>
<td>810</td>
</tr>
<tr>
<td>Recent Veteran</td>
<td>11</td>
<td>+</td>
<td>6</td>
<td>+</td>
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</tr>
<tr>
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<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td>11360</td>
<td>2459</td>
<td>6156</td>
<td>2383</td>
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</table>

The table above is a detailed breakdown of the same ACT WorkKeys NCRC data presented in the upper right box on this page and represents ACT WorkKeys NCRCs earned or improved throughout the community. All ACT WorkKeys NCRC data is updated monthly.

* Value less than 4
ACT WRC county employer data

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Promoters of the ACT Workkeys NCRC in Rapides Parish

- Louisiana Eye & Laser
- Hebert Carbo & Cutchfield CPAs
- E E Consultants Inc.
- Payne Moore & Herrington LLP
- Acadian Ambulance Service
- JWBP Broadcasting Company LLC
- Progressive Constructive Company LLC
- Rapides Parish School Board
- Modern Woodmen Fraternal Financial
- Westaff
- Upper Iowa University
- Joe's Cleaning Service LLC
- Central Louisiana Surgical Hospital LLC

* Pending re-affirmation

ALL EMPLOYERS SUPPORTING

WHY SHOULD YOUR BUSINESS SUPPORT?

Does your business support job applicants with an ACT WorkKeys national career readiness certificate? Please join this list.

ACT WORKFORCE SUMMIT 2019
Other workforce data

• Labor market data
• Education attainment data
• Industry credential attainment
Workforce development differentiators

- Programs
  - Sector aligned programs of study
  - Customized training
- Practices
- Improved NCRC
Differentiators

RAPIDES PARISH
ACT WORKKEYS NATIONAL CAREER READINESS CERTIFICATE (NCRC)

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* Value less than 4
Leverage and use data and information

• Select the data you want to use
• Have at the ready
• Use for continuous improvement
• Engage your WRC team
• Create connectivity
• Focus on what matters most
Communication Tools

- Websites
- Easily communicate service delivery
- Economic Dev Tool Kit
  - ACT Work Ready Communities video
- Documented success stories
  - Visit News section on WRC website
Communication Tools
Differentiators

RAPIDES PARISH DASHBOARD

Louisiana

Rapides Parish is Certified and Maintained through March 30, 2020

Current Status: Maintaining
Timeline: March 30, 2018 - March 30, 2020

Rules for Maintaining
To complete this period, Rapides Parish must earn 5 points. You may earn up to four points from traditional goals, which are based on NCRC earned by certain demographic groups and employer participation in your community. You may earn up to three points from other goals that are also intended to demonstrate your community’s commitment to aligning its workforce with the needs of employers.

TRADITIONAL GOALS
Rapides Parish must earn at least 3 points from any of these activities:

<table>
<thead>
<tr>
<th>Points</th>
<th>Task</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓ 1</td>
<td>Emerging workforce NCRC earned</td>
</tr>
<tr>
<td>✓ 1</td>
<td>Current workforce NCRC earned</td>
</tr>
<tr>
<td>✓ 1</td>
<td>Transitioning workforce NCRC earned</td>
</tr>
<tr>
<td>1</td>
<td>New and reaffirming employers</td>
</tr>
</tbody>
</table>

Subtotal from Traditional Goals (maximum of 4)

<table>
<thead>
<tr>
<th>Workforce</th>
<th>Goal</th>
<th>Actual NCRC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Emerging</td>
<td>638</td>
<td>6881</td>
</tr>
<tr>
<td>Current</td>
<td>157</td>
<td>1588</td>
</tr>
<tr>
<td>Transitioning</td>
<td>559</td>
<td>2891</td>
</tr>
<tr>
<td>Workforce category not identified</td>
<td>0</td>
<td></td>
</tr>
</tbody>
</table>

Employer Supporting Goals

<table>
<thead>
<tr>
<th>Goal</th>
<th>Actual</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employers supporting</td>
<td>N/A</td>
</tr>
<tr>
<td>New and reaffirming employers</td>
<td>91</td>
</tr>
</tbody>
</table>

3 out of 5
How to get your story out

- Visit newspaper and share your work
- Prepared media kits
- Pitch WRC success stories
- Include key searchable words and phrases
- Leverage your eco-system partners
State Commerce/Economic Development:
WRC Alignment, Buy-in, Support

• Strengthen employer buy in and support
• Employer engagement from strategic clusters
• Support from state chambers and alignment with their business members
• Grow from county to economic dev regions
• Share employer statements of support and testimonials
# ACT WRC County Employer Data

<table>
<thead>
<tr>
<th>Company</th>
<th>Industry Group</th>
<th>Name</th>
<th>E-Mail</th>
<th>Phone</th>
<th>Website</th>
<th>Employment</th>
<th>Location</th>
<th>Industry</th>
<th>Contact</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACT Workforce Summit 2019</td>
<td>Education Services</td>
<td>John Doe</td>
<td><a href="mailto:johndoe@email.com">johndoe@email.com</a></td>
<td>123-456-7890</td>
<td>Actworkforce.com</td>
<td>50 Employees</td>
<td>7650 North Carolina</td>
<td>123 Main St.</td>
<td>Jane Smith</td>
<td>Senior Manager</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Jane Smith</td>
<td><a href="mailto:janesmith@email.com">janesmith@email.com</a></td>
<td>123-456-7891</td>
<td>Actworkforce.com</td>
<td>50 Employees</td>
<td>7650 North Carolina</td>
<td>123 Main St.</td>
<td>John Doe</td>
<td>Senior Manager</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Mike Johnson</td>
<td><a href="mailto:mikejohnson@email.com">mikejohnson@email.com</a></td>
<td>123-456-7892</td>
<td>Actworkforce.com</td>
<td>50 Employees</td>
<td>7650 North Carolina</td>
<td>123 Main St.</td>
<td>Jane Smith</td>
<td>Senior Manager</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sarah Brown</td>
<td><a href="mailto:sarahbrown@email.com">sarahbrown@email.com</a></td>
<td>123-456-7893</td>
<td>Actworkforce.com</td>
<td>50 Employees</td>
<td>7650 North Carolina</td>
<td>123 Main St.</td>
<td>Mike Johnson</td>
<td>Senior Manager</td>
</tr>
<tr>
<td></td>
<td></td>
<td>David Lee</td>
<td><a href="mailto:davidlee@email.com">davidlee@email.com</a></td>
<td>123-456-7894</td>
<td>Actworkforce.com</td>
<td>50 Employees</td>
<td>7650 North Carolina</td>
<td>123 Main St.</td>
<td>Sarah Brown</td>
<td>Senior Manager</td>
</tr>
</tbody>
</table>

**Notes:**
- John Doe is the Senior Manager for Education Services.
- Jane Smith replaces Mike Johnson as the Senior Manager for Education Services.
- Sarah Brown is the new Senior Manager for Education Services.
- David Lee continues as the Senior Manager for Education Services.
- The contact information for each individual has been updated accordingly.
Evaluating Return of Investment
Key component

• Job analysis completed by an ACT authorized job profiler
Overview

- Plan
- Prepare
- Implement
- Analyze
- Communicate
Plan

- Determine which jobs are
  - Critical
  - High turnover
  - Impacting productivity
Prepare

• Collect current state data
  • Hiring costs
  • Retention
  • Training Costs
  • Productivity
  • Waste
Implement

• Job analysis
• Utilize ACT WorkKeys for current and new employees
• Align the right people with the right skills to the right job
Analyze

• Collect comparable metrics
• Analyze and compare results
Communicate results

- Help company share success stories internally and externally
NEW!

WorkKeys Profiling

Job

Curriculum

WorkKeys Estimator

Occupation
Deliverables

WorkKeys Profile

Content Validity Report

For the Customer Service Representative Job Profile

GCOMM, Inc.
Filerville, Arkansas

November 20XX

WorkKeys Estimator

WorkKeys® Estimator

Determine the Entry Into and Effective Performance of a Job

Job Title: Customer Service Representative

Estimated Entry Skill Level

<table>
<thead>
<tr>
<th>WorkKeys Skills</th>
<th>Entry Skill Level</th>
<th>Skill Level Rating</th>
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</thead>
<tbody>
<tr>
<td>Complete Interview</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Graphic Literacy</td>
<td>4</td>
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</tr>
<tr>
<td>Applied Math</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Telephone Communication</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Applied Technology</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Business Writing</td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>

*The Job Estimator uses instead of information used in completing WorkKeys Estimator.*
WorkKeys Estimator

• **Purpose**
  - Helps employers document decisions using WorkKeys system

• **How Used**
  - Assist with recruiting, training, and other low-stakes uses of WorkKeys
Features & Integration

- **Quick**
  About 5 to 10 minutes per skill

- **Easy to Use**
  Step by step format and online

- **Links to other resources**
  WorkKeys Occupational Profiles
  O*NET job database
Getting Started with WorkKeys Estimator

• **Now Available**
  Downloadable software tool for employers

• **No charge for WRCs!**
  Available NOW for WRC county admin contacts in WRC dashboard
WorkKeys Estimator

Workplace Documents
Applied Math
Graphic Literacy

Workplace Observation
Business Writing
Applied Technology
Boeing improves retention while reducing training time

The Boeing Company in St. Louis uses ACT® WorkKeys® solutions to support assembly mechanic pre-employment training.

RESULTS:

Improved retention
Reduced hiring time
Reduced training time

WORKFORCE SOLUTIONS USED:

ACT WorkKeys®, KeyTrain®, NCRC®, Job Profiling, ACT Work Ready Communities
Gilchrist Construction Company improves retention and employee safety

Facing employee turnover as high as 100%, Gilchrist Construction Company used ACT WorkKeys® solutions to improve hiring, retention, training, safety, and productivity at their Louisiana-based facility.

RESULTS:

- 75% improvement in employee retention
- 59% decrease in safety incidents
- 68% increase in employee tenure from 2011–17 leading to savings in cost of new hires
RoyOMartin raises the quality of new hires while reducing turnover and costs

Louisiana-based forestry and wood-products manufacturer RoyOMartin used ACT WorkKeys® solutions to decrease turnover and optimize training costs.

RESULTS:

- **5%** decrease in turnover
- **$270,000** in savings over a three-year period
- **30%** of employees hired from WoodWorks program which uses ACT WorkKeys® NCRC®

WORKFORCE SOLUTIONS USED:

- **WK** WorkKeys®
- **KT** KeyTrain®
- **NC** NCRC®
- **JP** Job Profiling
- **WR** ACT Work Ready Communities

ACT WORKFORCE SUMMIT 2019
Growing from Counties to Regions
LOCAL IMPACT

MARSHALL COUNTY, MISSISSIPPI JOB GROWTH AIDED BY WORK READY COMMUNITIES

More than 80% of Work Ready Communities (WRC) report success in expansions of existing firms and recruitment of new firms. Sometimes that success happens even before certification, as is the case with Marshall County, Mississippi.

Stronger Employers

Several employers across Marshall County already request the National Career Council’s Career Readiness Certificate (NCRC). Rockwool Insulation guarantees interviews to Silver-level NCRC job candidates.

New Job Growth

Three new firms announced more than 1,500 new jobs in manufacturing and distribution. Site Selection consultants routinely ask for NCRC volume. WRC sets Marshall County apart from the competition.

Partnerships

More than 80% of high school students tested with industry partners visiting schools to promote careers. New 37,000 square foot workforce center to be built near industry worksites.

ACT WORKFORCE SUMMIT 2019

Join the conversation using #ACTWorkforce @ACT
West Alabama uses ready-to-work program to develop long- and 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 in the 2016-17 school year

WORKFORCE SOLUTIONS USED:

WK WorkKeys®
KT KeyTrain®
NC NCRC®
JP Job Profiling
WR ACT Work Ready Communities

ACT WORKFORCE SUMMIT 2019
Join the conversation using #ACTWorkforce @ACT
General Plug and Manufacturing builds skilled talent pipeline through collaboration

With 75% of applicants lacking appropriate job skills combined with 24% of the manufacturing job growth requiring Computer Numerical Control (CNC) skills, General Plug and Manufacturing partnered on a regional CNC credentialing program using ACT WorkKeys® solutions.

RESULTS:

100% improvement in skilled workforce walking in the door

General Plug is leveraging high school and adult CNC apprenticeship programs to hire workers with the right and highly desirable skills.

7-14 CNC program graduates hired by General Plug each year

In addition, all Right Skills Now CNC graduates are gainfully employed by local manufacturers who joined General Plug in launching the program.

WORKFORCE SOLUTIONS USED:

ACT WorkReady Communities

Join the conversation using #ACTWorkforce @ACT
Thank you!

www.workreadycommunities.org

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