

12th Annual

# WorkKeys<sup>®</sup>

National Conference

**The Heart of a  
Skilled Workforce**



May 12–15, 2009

Hyatt Regency San Antonio • San Antonio, Texas

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**ACT<sup>®</sup>**

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ACT recognizes the generous support of our sponsors: CAEL, KeyTrain®, and WIN.

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Please make sure you stop by KeyTrain and WIN's exhibit rooms (Bowie A and Bowie B) to learn more about how their programs support WorkKeys®.

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KeyTrain is the complete interactive training system for WorkKeys skills and the National Career Readiness Certificate (NCRC). High quality curriculum with unmatched customer service differentiates us. Results documented by KeyTrain users demonstrate our unparalleled ability to raise WorkKeys and NCRC skill levels.



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The WIN for Career Readiness Courseware is an interactive curriculum designed to deliver skills-based training for tomorrow's workforce, today! Encompassing 10 career-oriented skill and proficiency areas needed in today's workplace, the WIN Courseware was developed directly toward the high standards established by ACT's WorkKeys assessments.



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Experience the heart of dining and entertainment venues surrounding the Riverwalk at the Hyatt Regency San Antonio—the only hotel overlooking the historic Alamo and connecting to the Riverwalk through a 16-story atrium lobby. This four-diamond hotel includes contemporary guestrooms, the city's premier meeting and event space, Chaps restaurant, rooftop pool, Stay-Fit gym, and relaxing spa. Experienced staff add a genuine touch to world-class amenities, making the Hyatt Regency a preferred choice among San Antonio hotels.

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### Welcome Reception

Join us in the Regency Ballroom for a welcome reception on May 13, 2009, from 5:30 – 7:00 p.m. Hors d'oeuvres and one drink ticket will be available for conference attendees.



What a difference a year can make.

As the 2009 WorkKeys® National Conference draws near, we thought it would be interesting to revisit a few of the numbers that described the state of the United States' economy a year ago. At that time, the Dow Jones Industrial average hovered near 13,000, the U.S. employment rate was 4.8 percent, and General Motors estimated that it would build 965,000 vehicles in the first quarter of 2009. One year later, those numbers are closer to 6,900 points, 8.1 percent, and 380,000.

Statistics like these—and there are many of them—create a vivid picture of the challenges now faced by our economy and its workforce. It's clear the nation is confronting conditions that very few of its citizens have ever experienced. Many who are attending the 2009 conference don't need to read the numbers to know our situation is serious. Serving on the front lines of the most serious downturn of recent history gives you a compelling perspective that's painted on the faces of American workers in crisis.

The trends and conditions that grip the nation's workforce today were a long time in the making. ACT caught a glimpse of the future almost 20 years ago, and the trends we spotted served as the genesis for the WorkKeys system. The critical role of essential skills was not fully recognized when our work began, but the hard work, innovation, and advocacy of thousands of WorkKeys users has served to change that. As a result of your contribution, the nation can now call upon a robust, powerful assessment methodology and rich data resources as well-tested solutions that can revive our workforce and economy.

The emergence of the National Career Readiness Certificate makes the WorkKeys system even more useful, accessible, and meaningful. The ability to speak the common language of essential skills in terms of a nationally portable credential and a systems framework truly represents a national solution to a nationwide challenge. Despite our progress, much work remains to be done. Many of the ideas and discussion that will emerge over the next few days need to center on innovative methods of expanding the reach of this solution by forging new connections and building career pathways to high-skilled occupations.

We all recognize that work-related skills represent the heart of our workforce. The WorkKeys system provides a powerful tool that can be relied upon to help fix our economy, upskill our workforce, and maintain our economic leadership around the world. With crisis comes opportunity. Our nation will endure. Better days are ahead, and soon we will take pride in the progress we made during these challenging times.

Thank you for attending the 12th Annual WorkKeys National Conference and supporting ACT's mission: *Helping people achieve education and workplace success.*

Regards,

A handwritten signature in black ink, appearing to read 'Martin L. Scaglione', is written over a light gray dotted line.

Martin L. Scaglione  
President and Chief Operating Officer  
Workforce Development, ACT

## Concurrent Sessions

This year's conference is packed with outstanding and informative sessions. As you review the conference schedule, you will notice that the concurrent sessions are divided into tracks based on the type of presentation content. The tracks are color coded to easily identify relevant sessions. With so many great presentations, it is challenging to identify which sessions to attend. By identifying each session's content with a designated track, the conference committee hopes this will help you plan which sessions to attend and get the most out of your time in San Antonio.

In addition, our presenters have submitted biographies that are included in the back of the program booklet. You will soon find out that the presenters come to the conference with a wealth of background experience and knowledge.

The goal of each session is to create an arena for the mutual exchange of relevant WorkKeys and National Career Readiness Certificate information. Conference PowerPoint slides that are made available from presenters will be posted at [www.act.org/workkeys/conf/ppt](http://www.act.org/workkeys/conf/ppt) after the conference.

## Session Tracks

### Business and Industry

Business and Industry sessions are helpful for employers or any attendee who would like to learn how the WorkKeys system is being implemented by businesses today. Employers will share their experiences using WorkKeys for employee selection and development programs. These sessions provide employers with use cases for business implementation and are helpful for other attendees who wish to learn more about what employers need from job candidates.

- Using WorkKeys at hiring and selection
- Using WorkKeys for training programs
- Innovative WorkKeys projects
- ROI success programs
- Implementing the National Career Readiness Certificate program

### Economic and Workforce Development

Economic and Workforce Development sessions are helpful for attendees who work with local and state government entities or are involved with workforce development programs. Sessions will include a range of community, regional, or statewide programs and initiatives.

- Community implementation models
- Statewide implementation models
- Effective marketing strategies
- Implementing the National Career Readiness Certificate program

### Education and Training

Education and Training sessions are helpful for attendees who work in an educational environment. In addition, these sessions are useful for attendees who want to use the WorkKeys system with students in a secondary or postsecondary environment.

- Using WorkKeys in high schools
- Using WorkKeys in community and technical colleges
- Using WorkKeys at adult education centers
- Using the National Career Readiness Certificate
- Developing curriculum and training programs

### Product Training

Product Training sessions are helpful for attendees who may not be familiar with the WorkKeys system or need a refresher. These sessions also include new product information and demonstrations.

- ACT staff-led sessions
- Current and new product information
- Demonstrations
- Administration and implementation of products and services
- National Career Readiness Certificate updates

**Look for the color-coded key to the session tracks throughout pages 4–24 of this booklet.**

<b>Session Key</b>	Business and Industry	Economic and Workforce Development	Education and Training	Product Training
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**WorkKeys Internet Version Demo Room**

The Medina room will be open for WorkKeys Internet Version training/questions. Feel free to stop by with questions. There will be a special Quick Start session at 9:45 a.m. on both days. During this one-hour session, site administrators new to the WorkKeys Internet Version will be given hands-on instruction on Registration, Authorization, Test Launch, and Instant Reports.

**Wednesday, May 13**

Medina Room  
9:30 a.m. – noon

**Thursday, May 14**

Medina Room  
8:30 a.m. – noon

**WorkKeys Observation Testing**

Experience the latest WorkKeys Assessment first hand! Don't miss your chance to take the new WorkKeys Observation Testing. Enhancements include:

- Convenient Internet-based format for immediate test results
- Updated animations and videos based on real workplace scenarios
- Measurements include a wider range of skill levels

Once you have completed the assessment you will be entered in a drawing for a \$50 gift certificate to Barnes & Noble!

Please pre-register for Observation Testing at the registration desk. Testing takes approximately one hour to complete.

**Wednesday, May 13**

Medina Room  
2:00 – 5:00 p.m.

**Thursday, May 14**

Medina Room  
2:00 – 5:00 p.m.

**Friday, May 15**

Medina Room  
9:30 – 11:30 a.m.



**Let's Go! Improving the Quality of Your Job Profiles**

**Helen Palmer**, Director, Industrial/Organizational Psychology, and **Carol Ogletree**, Industrial/Organizational Psychology, ACT.

This year the Industrial/Organizational (I/O) Psychology staff at ACT will be offering several sessions designed as advanced workshops for profilers. These sessions require advanced registration, and information concerning this was sent to profilers prior to the conference. The sessions will address different topics and are designed to be interactive in nature. Examples of topics to be covered are: What makes a good task statement, strategies for collecting the information needed to produce a quality profile report, and how to write a quality profile report.

**Job Profile Workshops**

**Tuesday, May 12**

Maverick A  
3:00 – 5:00 p.m.

**Thursday, May 14**

Maverick A  
3:00 – 5:00 p.m.

**Friday, May 15**

Maverick A  
9:45 – 11:45 a.m.

# Schedule at a Glance

<b>Session Track Key</b>	<b>BI</b> = Business and Industry	<b>EWD</b> = Economic and Workforce Development
	<b>ET</b> = Education and Training	<b>PT</b> = Product Training

## Tuesday, May 12

TIME	Title	Presenter	Location	Track
2:30 pm - 6:00 pm	<b>Registration</b>			
3:00 pm - 5:00 pm	<b>Profiler Session</b>	Carol Ogletree/ Helen Palmer	Maverick A	<b>PT</b>
5:00 pm - 6:00 pm	<b>Pre-conference Reception</b>		Rio Grande East	
6:30 pm - 7:30 pm	<b>Tour the Alamo</b>		The Alamo	

## Wednesday, May 13

7:30 am - 4:30 pm	<b>Registration</b>			
7:30 am - 8:30 am	<b>Breakfast</b>			
9:30 am - noon	<b>WorkKeys Internet Version Demo Room</b>	Mary Lewis/ Amanda Malloy	Medina	<b>PT</b>
2:00 pm - 5:00 pm	<b>WorkKeys Observation Testing</b>	Matt Visek	Medina	
8:30 am - 9:30 am	<b>Welcome and Announcements</b>	Dick Ferguson/ Martin Scaglione/ Scott Stimart	Regency Ballroom	
9:30 am - 9:45 am	<b>Break</b>			
9:45 am - 10:45 am	<b>Session 1</b>			
	"Remember the WorkKeys" for the Future of Healthcare Workforce	Patti DeiTos	Rio Grande Center	<b>BI</b>
	Changing Lives—Building Futures in Today's High School Students	Cindy Miller	Rio Grande East	<b>ET</b>
	WorkKeys and Chattanooga's Challenge: Produce a Highly Skilled Workforce	Joyce Brinkmeyer/ Mattie Moran	Rio Grande West	<b>EWD</b>
	WorkKeys Distribution Channel 101	Ed Conard/ Larry Miller	Navarro	<b>PT</b>
	WorkKeys—Uncorking an Employee's Potential	J. B. Martin	Maverick B	<b>BI</b>
	National Career Readiness Certificate: A Shovel Ready System	Terry Ausman	Bowie C	<b>PT</b>
	<b>WorkKeys Internet Version: Quick Start</b>	Mary Lewis/ Amanda Malloy	Medina	<b>PT</b>
10:45 am - 11:00 am	<b>Break</b>			
11:00 am - noon	<b>Session 2</b>			
	Inside Out and Upside Down: Replicating Hiring Right the First Time	John Calver/ Sheryl Bryan	Rio Grande Center	<b>EWD</b>
	Advanced Applications for Raising WorkKeys and NCRC Skill Levels Using KeyTrain	Alan Artress/ Richard Harris	Rio Grande East	<b>ET</b>
	Iowa Takes a Stand	Elisabeth Buck	Rio Grande West	<b>EWD</b>
	Oklahoma's Certified Work Ready Communities: The Heart of Our Skilled Workforce	Jeane Burruss/ Kirk Martin	Maverick B	<b>EWD</b>
	RegiSTAR 101	Terry Ausman	Bowie C	<b>PT</b>
Noon - 1:00 pm	<b>Lunch</b>			
1:00 pm - 2:00 pm	<b>Keynote Address</b>	<b>Emily Stover DeRocco</b>	Regency Ballroom	
2:00 pm - 2:15 pm	<b>Break</b>			

<b>TIME</b>	<b>Title</b>	<b>Presenter</b>	<b>Location</b>	<b>Track</b>
2:15 pm - 3:15 pm	<b>Session 3</b>			
	A Community Takes Charge of Building Its Workforce	Doris McAllister	Rio Grande East	<b>EWD</b>
	Planning and Policy Implications from Job Profiling	Oliver Cummings	Rio Grande West	<b>ET</b>
	Everything You Always Wanted to Know about WorkKeys, But Were Afraid to Ask	David Sweaney	Navarro	<b>PT</b>
	Lessons Learned from Seven Years of WorkKeys Skills Integration at CNM	David Licht	Maverick B	<b>ET</b>
	Skills Intelligence Information: Advancing Career Ready Systems	Katherine DeRosear/ Joan Mason	Bowie C	<b>EWD</b>
3:15 pm - 3:30 pm	<b>Break</b>			
3:30 pm - 4:30 pm	<b>Session 4</b>			
	The Effects of WIN Courseware Use on Community College Students' WorkKeys Scores	Cale Ebert	Rio Grande Center	<b>ET</b>
	Wide-scale Implementation of Personality Assessment	Gary Nolan/ Mary Ann Hanson	Rio Grande East	<b>PT</b>
	Evidence-based Outcomes	Jim Duane/John Gaal	Navarro	<b>EWD</b>
	The Pedagogical Aspects of Utilizing WorkKeys in a K-12 Curriculum	Hannah Jorgensen/ Justin Toth/ Barry Hawthorne	Maverick B	<b>ET</b>
	Roundtable Discussion: Apprenticeship Opportunities Enhanced by WorkKeys	Led by Terry Ausman	Bowie C	<b>BI</b>
5:30 pm - 7:00 pm	<b>Welcome Reception</b>		Regency West	

**Thursday, May 14**

7:30 am - 4:30 pm	<b>Registration</b>			
7:30 am - 8:30 am	<b>Breakfast</b>			
8:30 am - noon	<b>WorkKeys Internet Demo Room</b>	Mary Lewis/ Amanda Malloy	Medina	
3:00 pm - 5:00 pm	<b>Profiler Session</b>	Carol Ogletree, Helen Palmer	Maverick A	<b>PT</b>
2:00 pm - 5:00 pm	<b>Observation Testing</b>	Matt Visek	Medina	
8:30 am - 9:30 am	<b>Session 5</b>			
	Secondary Education Career Readiness	Ray Henson	Rio Grande East	<b>ET</b>
	Building Skills of Employees for Whom English Is a Second Language	Andrea German-Willis	Rio Grande West	<b>PT</b>
	On the Road with the National Career Readiness Certificate	Cindy Leyrer	Navarro	<b>EWD</b>
	The Good, the Bad, and the Ugly—Getting Northeast Alabama Workforce Ready	Nancy Griggs	Maverick B	<b>EWD</b>
	Transforming Technical Education: A Tennessee Model	James King	Bowie C	<b>ET</b>
9:30 am - 9:45 am	<b>Break</b>			

# Schedule at a Glance

<b>Session Track Key</b>	<b>BI</b> = Business and Industry	<b>EWD</b> = Economic and Workforce Development
	<b>ET</b> = Education and Training	<b>PT</b> = Product Training

TIME	Title	Presenter	Location	Track
9:45 am - 10:45 pm	<b>Session 6</b>			
	National Career Readiness Certificate: A Shovel-Ready System	Scott Stimart	Rio Grande Center	<b>PT</b>
	Listening on the Internet: A New Heartbeat	Marcia Stientjes	Rio Grande East	<b>PT</b>
	Career Coaching with Personal Skills Assessments	Lee Payne/Bill Guest	Rio Grande West	<b>EWD</b>
	Bringing WorkKeys On Line, Involving the Players	Pat Hayes	Navarro	<b>EWD</b>
	WorkKeys in High Schools	Jo Richter	Maverick B	<b>ET</b>
	Oklahoma's Heart: Partners for CRC Success	Susan Kuzmic/ DL Burgess	Bowie C	<b>EWD</b>
	<b>WorkKeys Internet Version: Quick Start</b>	Mary Lewis/ Amanda Malloy	Medina	<b>PT</b>
10:45 am - 11:00 am	<b>Break</b>			
11:00 am - noon	<b>Session 7</b>			
	The WIN Courseware and the CRC: A WINning Combination	Chris Houska	Rio Grande Center	<b>EWD</b>
	NCRC in the Community College—Best Practices	Ann Stanton/Ed Stanton	Rio Grande East	<b>ET</b>
	WorkKeys Success at Shands Jacksonville Medical Center	Pamela McCaleb	Rio Grande West	<b>BI</b>
	How to Use New WorkKeys Indicators for Teamwork, Work Ethic, Managerial, and Customer Service	Oliver Cummings	Navarro	<b>PT</b>
	Expanding WorkKeys Opportunities in a Challenging Economy	Denny Smith	Maverick B	<b>BI</b>
	Making the Case for WorkKeys and KeyTrain as Tools for Talent Development	Paula Dimattia/ Mary Culhane	Bowie C	<b>BI</b>
Noon - 1:00 pm	<b>Lunch</b>			
1:00 pm - 2:00 pm	<b>Keynote Address</b>	<b>Keith Bird</b>	Regency Ballroom	
2:00 pm - 2:15 pm	<b>Break</b>			
2:15 pm - 3:15 pm	<b>Session 8</b>			
	Basic Techniques for Raising WorkKeys and NCRC Skill Levels with KeyTrain	Justin Saylor/ Stan Brodka	Rio Grande Center	<b>ET</b>
	"It Was the Best of Times; It Was the Worst of Times"	Charlene Sizemore	Rio Grande East	<b>BI</b>
	Applying the WorkKeys Performance Assessment to Labor Pool Development	Steve Robbins/ Gary Nolan	Rio Grande West	<b>PT</b>
	A New Beginning, A Regional Sector Approach—San Joaquin Valley	Pam Lassetter	Navarro	<b>EWD</b>
	The Certificate and Best Practices in Workforce Development	Bill Guest/ Don Carstensen	Maverick B	<b>EWD</b>
	Everything You Always Wanted to Know about WorkKeys, But Were Afraid to Ask	David Sweaney	Bowie C	<b>PT</b>
3:15 pm - 3:30 pm	<b>Break</b>			

<b>TIME</b>	<b>Title</b>	<b>Presenter</b>	<b>Location</b>	<b>Track</b>
3:30 pm - 4:30 pm	<b>Session 9</b>			
	Business Writing—To Know It Is to Love It	Marcia Stientjes	Rio Grande Center	<b>ET</b>
	Michigan's Journey to the National Career Readiness Certificate	Keenan Wade/ Rachael Jungblut	Rio Grande East	<b>EWD</b>
	Multiple Uses of WorkKeys by a Community College	Nancy Bollman	Rio Grande West	<b>EWD</b>
	Everything You Need to Know about Being a WorkKeys Test Site	Mary Lewis/ Amanda Malloy	Navarro	<b>PT</b>
	Policy to Action: State Guidance, Local Execution	Steve Lease/Joel Simon	Maverick B	<b>EWD</b>
	Roundtable Discussion: Growing Your Program from Scores to Credentials	Led by Terry Ausman	Bowie C	<b>EWD</b>

**Friday, May 15**

7:30 am - 11:00 am	<b>Registration</b>				
7:30 am - 8:30 am	<b>Breakfast</b>				
9:45 am - 11:45 am	<b>Profiler Session</b>	Carol Ogletree/ Helen Palmer	Maverick A	<b>PT</b>	
	<b>Observation Testing</b>	Matt Visek	Medina		
8:30 am - 9:30 am	<b>Keynote Address</b>	<b>Pamela Tate</b>	Regency Ballroom		
9:30 am - 9:45 am	<b>Break</b>				
9:45 am - 10:45 am	<b>Session 10</b>				
	WorkKeys NCRC: The St. Clair County, Michigan, Advantage	Doreen MacDonald/ Michelle Mueller/ Rene Stephan	Rio Grande Center	<b>EWD</b>	
	How Career Readiness Certificates Help Disadvantaged Youth	Steve MacDonald/ Annie Mathews	Rio Grande East	<b>ET</b>	
	WorkKeys as a Tool for Displaced Workers	Richard Merchant	Rio Grande West	<b>BI</b>	
	2009 and Beyond ... Building Community	Bill Ratzburg/Carol DePue	Navarro	<b>EWD</b>	
	WorkKeys as the Foundation of a Workforce Readiness Program in a One-Stop	Scott Sheely	Maverick B	<b>EWD</b>	
	Roundtable Discussion: Incarceration to Employment	Led by Terry Ausman	Bowie C	<b>EWD</b>	
	10:45 am - 11:00 am	<b>Break</b>			
	11:00 am - noon	<b>Session 11</b>			
		WorkKeys Solutions Provider 201: Engaging Employers	Ed Conrad/ Larry Miller	Rio Grande Center	<b>BI</b>
Bringing It All together: West Virginia's Team Approach Paves the Way for CRC Success		Michele Wilson/ Stephen Dailey	Rio Grande East	<b>EWD</b>	
WorkKeys as a Graduation Program		Peter Schaap	Rio Grande West	<b>ET</b>	
Principles of High-Stakes Testing		Mary Lewis/ Amanda Malloy	Navarro	<b>PT</b>	
The Certificate and Best Practices in Workforce Development		Bill Guest/ Don Carstensen	Maverick B	<b>EWD</b>	
Roundtable Discussion: Youth Programs		Led by Terry Ausman	Bowie C	<b>EWD</b>	

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**Registration** 2:30 p.m. – 6:00 p.m.

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3:00 – 5:00 p.m.  
**Profiler Session/ Maverick A**  
*Carol Ogletree, Helen Palmer*

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5:00 – 6:00 p.m.  
**Pre-conference Reception/Rio Grande East**

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6:30 – 7:30 p.m.  
**Tour the Alamo**

## Wednesday, May 13

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**Registration** 7:30 a.m. – 4:30 p.m.

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**Breakfast** 7:30 – 8:30 a.m.

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8:30 – 9:30 a.m.  
**Welcome and Announcements**  
**Regency Ballroom**

**Dick Ferguson**, CEO and Chairman of Board, ACT; **Martin Scaglione**, President and Chief Operating Officer, Workforce Development, ACT; **Scott Stimart**, Vice President of Sales and Marketing, Workforce Development Division, ACT

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**Break** 9:30 – 9:45 a.m.

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**Session 1** 9:45 – 10:45 a.m.

### “Remember the WorkKeys” for the Future of Healthcare Workforce

**Rio Grande Center**  
**Patti DeiTos**, ILN Lead Educator, Inova

WorkKeys has created a new culture at Inova, a not-for-profit healthcare system of hospitals, nursing homes, and urgent care centers based in northern Virginia. The pre-hire assessments have helped Inova dramatically reduce turnover rates by 36 percent for entry-level nursing positions. These positions often provide the majority of hands-on care, which is critically important to patient care throughout the Inova system. The current challenge is finding the appropriate entry-level employees who can be successful and develop a pipeline of professionals to meet tomorrow's challenges. All too often, time and resources are utilized recruiting the more advanced-level

nursing positions instead of creating and building a talent pool from within.

Just as “Remember the Alamo” helped Texas to fight for independence, “Remember the WorkKeys” can help organizations hire qualified employees and gain freedom from significant turnover and improve the balance sheet. The correct employee for a position will help ensure safe and quality patient care. A recent partnership with the military will enable Inova Health System to identify the best applicants and provide potential solutions to the healthcare workforce shortage. Come learn how Inova is fighting with “Alamo-like” determination in the battle to reduce turnover.

### Changing Lives—Building Futures in Today’s High School Students

**Rio Grande East**  
**Cindy Miller**, Career and Technical Education Coordinator, Frenship ISD

Today's high school students have the opportunity to pursue so many different career fields. To make sure they have every opportunity to be successful in those fields, seniors in high school should be allowed to receive the National Career Readiness Certificate. Come and see how to implement this opportunity for students and why this will help them be better prepared to meet the needs of today's employers while also reassuring success toward their future career goals.

### WorkKeys and Chattanooga’s Challenge: Produce a Highly Skilled Workforce

**Rio Grande West**  
**Joyce Brinkmeyer**, Manager, Workforce Assessment and Development, Chattanooga State Technical Community College; **Mattie Moran**, Director, Workforce Development and Education, Chattanooga Area Chamber of Commerce

Chattanooga, Tennessee, was recently chosen as the site for a new Volkswagen plant. It is estimated that approximately \$1 billion will flow into the local economy. Filling jobs at

Volkswagen and its suppliers with highly skilled workers is a daunting task, but one that the community is ready to meet. Chattanooga has been involved with WorkKeys since its inception in 1994 and has expanded usage over the years. Currently, the Chattanooga Area Chamber of Commerce, Chattanooga State Technical Community College, area high schools, Tennessee Career Centers, Tennessee Technology Centers, and area businesses are involved. All of these entities are working together to communicate with WorkKeys as the common language. Don't miss this unique opportunity to learn about efforts put forth by these organizations to turn significant challenges into great opportunities for a region and its people.

**WorkKeys Distribution Channel 101**

**Navarro**

**Ed Conard, Partner Manager, ACT; Larry Miller, Director of Distribution, ACT**

Where can someone go to take WorkKeys tests? What if my organization wants to administer WorkKeys? Does ACT sell WorkKeys directly? These questions and more will be answered in this informative session. Learn about the key components of the WorkKeys distribution channel, including the WorkKeys Solutions Providers (WSPs, formerly known as VARs), private WorkKeys testing sites, and ACT's Regional Managers group. This session will describe the differences between testing site types including business model, license fees, incentives and requirements, price categories, client types, and much more. Also discussed will be the differences between these testing sites types as compared to ACT Center®, as well as some information about WorkKeys statewide testing networks that are part of certificate programs. Please join us for a comprehensive overview of the components of the WorkKeys distribution channel.

**WorkKeys—Uncorking an Employee's Potential**

**Maverick B**

**J. B. Martin, Operations Manager—Training, E. & J. Gallo Winery**

A collaborative research project conducted by E. & J. Gallo Winery and ACT is designed to calculate the return on investment that can be attributed to incorporating WorkKeys assessments into hiring and promotion processes at the company's facility in Modesto, California. This presentation explains research methods and uses the findings to demonstrate the value assessments of foundational skills and noncognitive attributes contribute to business performance. It also explores the company's commitment to accelerating innovation and personal growth within its workforce, and describes the benefits it has achieved through effective partnerships with workforce development and other community organizations.

**National Career Readiness Certificate: A Shovel-Ready System For Improving Your Workforce**

**Bowie C**

**Terry Ausman, Director of State and Regional Programs, Workforce Development, ACT**

Unskilled workers are the working poor. They suffer and they draw upon regional resources to make ends meet. Unskilled workers are more likely to draw public assistance. The number of people living below and near poverty is increasing. Those who lack foundational skills or cognitive skills to do knowledge work are less valuable to employers. WorkKeys and the National Career Readiness Certificate offer a bridge to prosperity for communities ready to embrace the new economy through a solid workforce improvement program. There is a race between the states to build and certify foundational skills to showcase their talent to employers looking to relocate. Join your WorkKeys savvy colleagues to discuss how the National Career Readiness credential can offer your workforce and your community the opportunity to stand out.

**Break** 10:45 – 11:00 a.m.

**Session 2** 11:00 a.m. – noon

**Inside Out and Upside Down: Replicating Hiring Right the First Time**

**Rio Grande Center**

**John Calver, Director, Advanced Manufacturing, Thomas Nelson Community College; Sheryl Bryan, Project Director, Virginia Council on Advanced Technology Skills**

Companies are always seeking effective hiring strategies and programs. The Advanced Manufacturing Pipeline Project created in southeast Virginia brought measurable success to its pilot companies and continues to do so for the more than 70 companies now involved. Successes such as a 33 percent reduction in applicant-to-hire time, 31 percent reduction in hiring costs, and a 23 percent reduction in post-hire attrition costs are not unusual. In addition, the pipeline approach provides companies with more trainable employees who can become productive faster.

Announcing a \$600 million expansion program in May 2008, Canon Virginia Incorporated sought a process that would identify, recruit, and present qualified candidates for interview for two new company positions linked with the expansion.

<b>Session Key</b>	<i>Business and Industry</i>	<i>Economic and Workforce Development</i>	<i>Education and Training</i>	<i>Product Training</i>
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The customized Canon Connect Pipelines solution, as seen through the eyes of a previous conferee and which incorporates WorkKeys and the CRC, will be presented in a highly interactive format.

## Advanced Applications for Raising WorkKeys and NCRC Skill Levels Using KeyTrain

### Rio Grande East

**Alan Artress**, Director of Customer Service, KeyTrain; **Richard Harris**, Regional Manager, KeyTrain

This session is for current KeyTrain and WorkKeys users, or novices who've been to the basic skill-building session. This is a more detailed product demonstration and discussion of advanced skill-raising techniques. KeyTrain's results in raising work-ready skills are unparalleled. While a good deal of the credit goes to the product, effective and efficient usage of the KeyTrain system is responsible for such results as well. The KeyTrain staff has more than 100 years' combined experience with WorkKeys. Simply put, they are experts at implementation. Don't miss this chance to add to your KeyTrain knowledge, get new ideas, and move to the next level of WorkKeys and KeyTrain implementation.

## Iowa Takes a Stand

### Rio Grande West

**Elisabeth Buck**, Director, Iowa Workforce Development

The state of Iowa is now part of the National Career Readiness Certificate program. Iowa currently has 15 pilot sites across the state issuing the credential. In this session, you will learn why Iowa chose the Certificate, and the importance of implementing the program statewide. The presenter will share how the National Career Readiness Certificate is being used to help with her initiatives to improve Iowa's workforce.

## Oklahoma's Certified Work Ready Communities: The Heart of Our Skilled Workforce

### Maverick B

**Jeane Burruss**, Project Manager, Oklahoma Department of Commerce; **Kirk Martin**, Director of Programs, Community Development, Oklahoma Department of Commerce

Oklahoma's Certified Work Ready Communities Project is the first program in the nation to encourage communities to link workforce and economic development with certification. Talent pools aligned with industry needs create a powerful economic tool that will increase the wealth of a community. By using the Oklahoma Career Readiness Certificate, communities will be able to document the work readiness of their citizens to economic development entities.

To participate in the program, communities must develop and implement a plan with educational institutions to adopt a curriculum that is seamless and aligned to the needs of industries through career pathways. The pathways developed should encourage lifelong learning, enabling youth and adults to access a relevant education continuously from high school to technical school, community college, or a four-year university. Raising public high school graduation rates and increasing the percentage of the existing workers who obtain Oklahoma Career Readiness Certificates will also measure success. Criteria for success include creating industry-driven, workforce development solutions that:

- identify and eliminate documented skill gaps
- improve the community's high school graduation rate
- engage at-risk and out-of-school youth
- transition dislocated workers

Is your community work ready? Do you have the skilled workforce for expanding or new industry? Learn how you can accomplish this status by engaging your education community, upskilling your existing workforce, and meeting the needs of your businesses. Hear about the first project in the nation to certify communities.

## RegiSTAR 101

### Bowie C

**Terry Ausman**, Director of State and Regional Programs, ACT

More than a set of scores, an NCRC represents a set of skills across a range of areas identified by employers as foundational to success in the workplace. As the importance of the Certificate grows across the country, ACT is developing tools to help states streamline the processing of certificates and protect the integrity of the credential.

There are three mechanisms to moving from a set of score reports to the Certificate:

1. Individuals with qualifying scores can create an account online through the **myworkkeys.com** portal. In their account, they associate results from all testing events to their name.
2. Automated generation of a certificate number is available for individuals who complete tests at participating test centers. RegiSTAR allows a test center, or group of test centers, to sign up for periodic data sweeps resulting in electronic reports.
3. Automated printing and distribution of certificates for all qualified individuals is also available.

RegiSTAR offers an automated mechanism for registering eligible individuals in the national Certificate database. This presentation is most appropriate for experienced WorkKeys users, and assumes that delivery sites are already established and employer demand has grown from scores on individual tests to the recognition of foundational skills credentials.

**Lunch** Noon – 1:00 p.m.

**Keynote** 1:00 – 2:00 p.m.  
**Regency Ballroom**

**Revolutionizing Education and Training for the Nation’s Manufacturers**

**Emily Stover DeRocco**, *President of The Manufacturing Institute and Senior Vice President of the National Association of Manufacturers (NAM)*

In tough economic times, transitioning workers need clear skills-development pathways to new jobs. Students need clear education pathways to graduate with skills in demand. And now more than ever, employers need a skilled workforce to accelerate innovation and stay competitive. Industry-driven skills certifications are educational credentials with real value in the workplace. The NAM-endorsed Manufacturing Skills Certification System, grounded in ACT’s National Career Readiness Certificate, focuses on the core of basic skills required of entry-level workers in all sectors of manufacturing, from alternative energy to aerospace, pharmaceuticals to machinery. Using the NAM-endorsed Manufacturing Skills Certification System, employers will strengthen employee recruitment, training, and retention. Credentials gained through the NAM system will strengthen workers’ abilities to be mobile in the workforce and to compete for high-level jobs across all sectors in manufacturing. Further education can ensure competency-based curriculum aligns to career pathways for students and transitioning workers.



**Session 3** 2:15 – 3:15 p.m.

**A Community Takes Charge of Building Its Workforce**

**Rio Grande East**

**Doris McAllister**, *North Central Wisconsin Workforce Development Board*

During this fast-paced presentation, the audience will see and hear the story of a rural community’s initiative to grow its own workforce. Using WorkKeys as a motivational tool, the community partnered education, business, and government to (1) assess the work skills of the freshman class, (2) involve businesses to advise them on the skills the businesses need, and (3) develop a career/education plan for each student specific to his or her aptitudes, interests, and career vision. Students were mentored by a business throughout high school and retested in their senior year for the Job Readiness Certificate.

The project has led to numerous school-to-work experiences and industry sector projects. The audience will go home with a story they can replicate with the steps of the process shared as a handout. Learner outcomes might include how to use WorkKeys in a rural setting, as a tool to bring a community together, and in a younger population, to motivate and understand the world of work.

**Planning and Policy Implications from the Job Profiling**

**Rio Grande West**

**Oliver Cummings**, *Assistant Vice President, Workforce Development, ACT*

Over the years, ACT has amassed a lot of information on America’s jobs through its support of task analysis and skill analysis in the job profiling process. Looking at that data systematically to answer planning and policy questions is the intent of the America’s Jobs initiative. This session is the first report of three studies completed in this initiative. It addresses Nursing Aide and Executive Assistant occupations and implications for digital skills training needs based on analysis of tasks associated with jobs in ACT’s JobPro Database. The session will engage the audience in a discussion of the findings, implications of such research, and future need for information about America’s jobs.

**Break** 2:00 – 2:15 p.m.

**Everything You Always Wanted to Know about WorkKeys, But Were Afraid to Ask**

**Navarro**

*David Sweaney, Regional Manager, WorkKeys, ACT*

Participants will learn the basics of the WorkKeys system and explore the use of WorkKeys by employers for making better selection and training decisions and improving and measuring ROI. Educators will learn how WorkKeys can be used to improve student motivation by better preparing them for 21st century jobs. In addition, there will be a discussion of how WorkKeys supports the consistent documentation of work skills, which provides the foundation for portable State and National Career Readiness Certificate initiatives currently being implemented across the country.

**Lessons Learned from Seven Years of WorkKeys Skills Integration into Curricula and WorkKeys Testing at CNM**

**Maverick B**

*David Licht, Career Analyst, Central New Mexico Community College (CNM)*

Central New Mexico Community College has been doing occupational profiles and integrating the WorkKeys skills into its curricula for almost eight years, setting exit competencies based on profiles, using WorkKeys skill levels as a prerequisite for entry into programs and as a graduation requirement. How this works along with the successes, learning processes, and lessons for other schools will be reviewed.

**Skills Intelligence Information: Advancing Career Ready Systems**

**Bowie C**

*Katherine DeRosear, Policy Advisor, Worldwide Interactive Network; Joan Mason, Trainer, Worldwide Interactive Network*

States and regions are working to put into place system-wide career readiness programs that accelerate the trainability and college readiness of individuals in secondary and postsecondary education as well as the workforce. The core of creating and implementing a career readiness system is the development of strategic plans and policies that result in a comprehensive approach to skills-based initiatives.

This session will highlight (1) how to use integrated economic, education, and workforce trend and analysis data (aka "Skills Intelligence") to develop a career ready system; (2) how to use career planning tools and skill-building courses that align educational and Career Readiness Certificate (CRC) attainment with economic development; and (3) how to use career pathways leading to employment, based upon CRC levels, career clusters, program interests, and target occupations.

The WIN Strategic Compass™ provides a collaborative framework for educators, economic developers, and workforce practitioners that ensures career ready systems are responsive to employer needs; supportive of economic development; and accessible to pathways of employment and continuing education using the CRC. Presenters will facilitate a discussion regarding successful uses of the WIN Strategic Compass to create, implement, and sustain career ready systems and brainstorm opportunities for advancement using integrated education, economic, and workforce data.

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**Break** 3:15 – 3:30 p.m.

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**Session 4** 3:30 – 4:30 p.m.

**The Effects of WIN Courseware Use on Community College Students' WorkKeys Scores**

**Rio Grande Center**

*Cale Ebert, Instructor, Faulkner State Community College*

This presentation will feature the research and findings from a doctoral dissertation study. The purpose of the study was to determine if a statistically significant causal relationship existed between achievement scores on the Internet-based Worldwide Interactive Network (WIN) Courseware and the Scale Scores of the ACT WorkKeys assessments of students at Faulkner State Community College. During the study, students were pretested and instructed with WIN and assessed with WorkKeys in the subjects of Applied Mathematics, Locating Information, and Reading for Information. The objectives of the study were to determine the relationship between WIN and WorkKeys and to determine if WIN may be used as a predictor of success on the WorkKeys tests.

### Wide-scale Implementation of Personality Assessment

**Rio Grande East**

**Gary Nolan**, Director of Marketing, Workforce Development, ACT; **Mary Ann Hanson**, Director, Career Transitions Research, ACT

Meaningful assessment of soft skills represents an important objective for all the stakeholders that support or benefit from high-performing workforce development strategies. Although ACT’s approaches to measuring foundational skills and personal skills differ significantly, both types of assessments reflect WorkKeys principles related to the value of establishing common language and understanding. This presentation provides a closer look at the WorkKeys Talent assessment from the perspective of three different types of users— individual, educator, and employer—as the basis for a common language describing attitudes, behaviors, and personal characteristics. Understanding and addressing these perspectives represent important steps to incorporating the Talent assessment as part of wide-scale implementations, including career readiness systems established at the state and regional level.

### Evidence-based Outcomes

**Navarro**

**Jim Duane**, Director, Workforce Development, University of Missouri, St. Louis; **John Gaal**, Director of Training and Workforce Development, Carpenters’ District Council of Greater St. Louis

Today’s world is looking for the “best bang for the buck.” How does anyone know if and how they should invest in their workforce? There are always stories that help paint a picture. However, do the stories translate to other companies or industries?

This session will look at outcome data utilizing WorkKeys assessment data. This workshop will examine one industry and compare and contrast a region using WorkKeys as an entry-level predictor for employment success with a region that doesn’t screen new hires. The session will also look at a training program that issues entry/exit assessments versus one that requires only exit assessments.

### The Pedagogical Aspects of Utilizing WorkKeys in a K–12 Curriculum

**Maverick B**

**Hannah Jorgensen**, Director of Research, Planning, and Development, Advanced Technology Academy (ATA); **Justin Toth**, Teacher, Ford PAS Awareness/Seminar/KeyTrain, ATA; **Barry Hawthorne**, CEO of ATA

Advanced Technology Academy, a K–12 charter school in Michigan, received the bronze award from *U.S. News and World Report* as a leading high school in the nation. The Academy received a start-up grant in 2001 from Tim Kelley and Barbara Bolin, former directors of Michigan Department of Career Development, to provide students with a career readiness curriculum based on WorkKeys. Throughout the years, the school has utilized both WIN and KeyTrain curricula. The school currently uses KeyTrain in grades 4 through 12 and links KeyTrain skills with the Michigan Grade Level Content Expectations. The school also uses the KeyTrain curriculum with special needs students. Beginning in the 8th grade, students begin to explore careers by utilizing the KeyTrain Job Profiles segment to match their WorkKeys tests to the ACT job profiles listed in the program. They also begin to learn about Ford PAS, a curriculum created by Ford Motor Company and taught to ATA’s high school students. The school also has a history of testing its students on WorkKeys tests (Applied Mathematics, Locating Information, Reading for Information, and Writing). In 2008, 97 percent of the graduating senior class received a National Career Readiness Certificate. Come see this presentation and learn about the struggles, benefits, and triumphs in creating a school-wide WorkKeys program.

### Roundtable Discussion: Apprenticeship Opportunities Enhanced by WorkKeys

**Bowie C**

Registered Apprenticeship programs are growing in popularity across the country. Join representatives from Department of Labor, Community Colleges, and Community Action groups to discuss how WorkKeys and the Certificate add value to apprenticeship programs around the country.

**Welcome Reception** 5:30 – 7:00 p.m.  
**Regency West**

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**Registration** 7:30 a.m. – 4:30 p.m.

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**Breakfast** 7:30 – 8:30 a.m.

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**Session 5** 8:30 – 9:30 a.m.

### Secondary Education Career Readiness

#### **Rio Grande East**

**Ray Henson**, Program Manager, Department of Workforce Education

The KeyTrain curriculum is being used in the 11th and 12th grade Workplace Readiness and Work Based Learning Internship classes to prepare students to take the WorkKeys assessments and enable them to receive the state Career Readiness Certificate. Schools with these courses will be required to use KeyTrain for the 2009–2010 school year. Numbers are small, but the majority of students piloting the curriculum are receiving silver and gold Career Readiness Certificates.

This is part of an overall effort to improve graduation, successful job placement, and career and technical program of study completer rates. All students will graduate with a Career Development Portfolio containing career preparation documents and a six-year postsecondary education and training plan.

### Building Skills of Employees for Whom English Is a Second Language

#### **Rio Grande West**

**Andrea German-Willis**, Associate Director, WorkKeys Center at Syracuse University

In New York State, immigrants make up 20 percent of the total population, and research indicates that 83 percent of recent immigrants do not speak English at home. Employers in central New York hire a significant number of immigrant and refugee workers whose first languages include Russian, Bosnian, Hindi, Vietnamese, Dinka, Hmong, Spanish, and Armenian. The Vocational English Second Language (VESL) program was created by the Greater Syracuse Chamber of Commerce with funding from the New York State Department of Labor. The goal of the program is to bridge the gap between traditional ESL instruction and the skill demands of the workplace. The WorkKeys Center at Syracuse University, in collaboration with local literacy programs and four employers, has created a

hybrid Vocational English Second Language program combining traditional ESL with WorkKeys. In one company, 50 percent of participants who started at below level 1 in the WIN WorkKeys curriculum have been awarded Bronze, Silver, or Gold Career Readiness Certificates after less than a year in the program with one hour per week of on-site instruction. This presentation will outline the VESL model and review the challenges addressed when attempting to deliver ESL services in a wide range of workplace contexts to employees from many cultures struggling with substantial language barriers.

### On the Road with the National Career Readiness Certificate

#### **Navarro**

**Cindy Leyrer**, WorkKeys Specialist, Ingham Intermediate School District

Launched in April 2008 as part of Governor Granholm's economic agenda, the Road Construction Apprenticeship Readiness Program (RCAR) includes accelerating \$150 million in road construction projects over the next several years.

WorkKeys and the NCRC provide a common language understood by business, labor, education, workforce development, and community-based organizations. Through profiling, the skill level necessary for entry is identified, and participants develop their skill levels as they complete the RCAR program.

In this session, learn how profiling the Construction Apprenticeship Training Programs led to collaboration, cooperation, and efficiencies. Participants will have opportunity to draft collaborative plans for similar programs and services.

### The Good, the Bad, and the Ugly—Getting Northeast Alabama Workforce Ready

#### **Maverick B**

**Nancy Griggs**, CRC and WorkKeys Coordinator, Northeast Alabama Community College

At no time in Alabama's history has workforce development been more important. Education and skills are the keys to individual prosperity and to a greater quality of life. Workforce development in Alabama is market driven and industry led. The State of Alabama's strategic plan contains major strategies that the state's workforce development partners will implement to maximize efficiency, effectiveness, and responsiveness in providing services for job seekers and employers. Goals for Alabama's workforce development systems are for individuals to prosper by obtaining and retaining successful employment, and for employers to prosper by obtaining and retaining skilled

employees. Workers are generally willing to train for a new or better job, with the underemployed being more willing (approximately 70 percent vs. 60 percent). The willingness to train is strongly influenced by who pays for the training. Studies have shown that workers expect the government to bear all or part of the training cost.

Come hear how Northeast Alabama Community College utilizes CRC vouchers to prepare the citizens of Alabama to become workforce ready. Learn how Northeast Alabama Community College and Alabama's workforce partners are creating pathways to success and meeting the challenge of needed skilled workers. See how dedication and perseverance in accepting the opportunities and challenges have created new educational and career opportunities for the citizens in northeast Alabama.

**Transforming Technical Education:  
A Tennessee Model**

**Bowie C**

**James King, Vice Chancellor, Tennessee Technology Centers, Tennessee Board of Regents**

The presentation will showcase two new WorkKeys initiatives at the Tennessee Technology Centers (TTCs) that may serve as models for other states. The 27 TTCs recently entered into a partnership with the Tennessee Department of Labor and Workforce Development with a goal to prepare students for the workforce by offering the opportunity for all students who graduate from a TTC to earn at least a Silver Level Tennessee Career Readiness Certificate (CRC), which is based on the WorkKeys system. The KeyTrain curriculum that was designed for WorkKeys aids not only the preparation for the WorkKeys assessment but also in developing foundational skills.

In addition, the Tennessee Technology Centers will present the collaborative efforts of the Tennessee Board of Regents, boards of education, and city and county governments to transform the career preparation of secondary students at the former Tri-County CTE Center. The presentation will include the creation and preliminary results of a WorkKeys career readiness pilot project involving dual enrollment students. The pilot is focused on integrating WorkKeys skill development with these CTE students, including pre- and post-testing in the WorkKeys NCRC skills, skill development using KeyTrain in a Technology Foundations course, and achievement of Career Readiness Certificates.

**Break** 9:30 – 9:45 a.m.

**Session 6** 9:45 – 10:45 a.m.

**National Career Readiness Certificate:  
A Shovel-Ready System For Improving  
Your Workforce**

**Rio Grande Center**

**Scott Stimart, Vice President of Sales and Marketing, Workforce Development Division, ACT**

Unskilled workers are the working poor. They suffer and they draw upon regional resources to make ends meet. Unskilled workers are more likely to draw public assistance. The number of people living below and near poverty is increasing. Those who lack foundational skills or cognitive skills to do knowledge work are less valuable to employers. WorkKeys and the National Career Readiness Certificate offer a bridge to prosperity for communities ready to embrace the new economy through a solid workforce improvement program. There is a race between the states to build and certify foundational skills to showcase their talent to employers looking to relocate. Join your WorkKeys savvy colleagues to discuss how the National Career Readiness credential can offer your workforce and your community the opportunity to stand out.

**Listening on the Internet:  
A New Heartbeat**

**Rio Grande East**

**Marcia Stientjes, Director, WorkKeys Development, ACT**

Find out all about the new multiple-choice, Internet-delivered WorkKeys Listening for Understanding assessment, and try it out for yourself. The new format, new prompts, and new scoring system are an exciting addition to use in identifying and improving your skilled workforce.

### Career Coaching with Personal Skills Assessments

#### Rio Grande West

**Lee Payne**, Senior Project Manager, Systems Improvement with Metrics Reporting; **Bill Guest**, President and CEO of Metrics Reporting

The First Choice Career Coaching (FC3) model was developed around the three core areas of cognitive assessment, personal assessment, and career counseling. The model intentionally built on a partnership between workforce agencies, post-secondary schools, employers, and the FC3 team. The model is effective to help each individual participant take responsibility for developing a full understanding of self and options including (1) one's cognitive skills via the NCRC, (2) one's personal traits, attitudes, interests, and values via the Personal Skills Assessments, (3) education and training options, and (4) career options. The coach guides the participant through the process of self-understanding and option exploration and supports the participant from the planning through action stages.

### Bringing WorkKeys On Line, Involving the Players

#### Navarro

**Pat Hayes**, Chairman, Fabric Images, Inc.

This session is a case study in the development of WorkKeys implementation through involvement of all community players (government, education, and industry). In process since the WorkKeys 2008 Conference, this study includes finding a champion, involving key players, developing a game plan, getting the buy-in, educating industry, and overcoming obstacles involving the entire community. The session looks at local accomplishments in forming a cooperative effort to instigate statewide efforts in bringing CRCs to Illinois.

### WorkKeys in High Schools

#### Maverick B

**Jo Richter**, Program Manager, Oklahoma Employment Security Commission

Chickasha is a small city in southwest Oklahoma with a high school that uses WorkKeys in its junior class. Only about 72 percent of graduating seniors in this school plan on attending college, leaving many students that are not college-bound without the credentials to have a successful career. So the Chickasha community sought alternative ways to identify the talent within the student body and allow these youthful job

applicants to show their talent and get hired locally. The Career Readiness credential helps all levels of the community, and it sparks overall improvement of economic development. This high school participated and helped Chickasha to have the first Work Ready Community in the nation.

The CRC allows students to self-evaluate their employability and work on any identified weaknesses. This is true whether the student is heading for work or for additional training. The school and community are ecstatic about their success, students have portable credentials along with high school diplomas, and local businesses have the chance to hire youth with pertinent skill sets.

### Oklahoma's Heart: Partners for CRC Success

#### Bowie C

**Susan Kuzmic**, CRC Project Specialist, Oklahoma Department of Commerce; **DL Burgess**, ACT-Authorized Job Profiler, Oklahoma Department of Commerce

Who are our partners? How did we engage our partners? Who is the doctor? Who is the heart monitor? Who keeps the arteries open and the blood pumping? How fast is our heart beating? What direction is Oklahoma headed?

Come learn how Oklahoma's partners are at the heart of Oklahoma's skilled workforce. Participants will hear from a panel of Oklahoma's partners as they share the successes and trials experienced thus far with Career Readiness Certification as well as future direction. Each partner will explain how they connect skilled workers to employers and how they have utilized effective methods to certify high school seniors, both those going to college and those entering the workforce. The session will include a time for questions from the audience.

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**Break** 10:45 – 11:00 a.m.

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**Session 7** 11:00 a.m. – noon

**The WIN Courseware and the CRC:  
A WINning Combination**

**Rio Grande Center**

**Chris Houska**, Director of Sales & Marketing, Worldwide Interactive Network, Inc.

This discussion will cover updates on the WIN Career Readiness Courseware and the recent success from statewide CRC implementations. WIN's programs have been used in more than 28 statewide initiatives and in countless organizations, including adult education programs, K-12 school systems, community colleges, workforce service centers, corrections programs, vocational rehabilitation programs, teacher pre-certifications, and NCLB compliance. WIN is committed to promoting skill building and economic and workforce development in an effort to provide a track record for success.

**NCRC in the Community College—  
Best Practices**

**Rio Grande East**

**Ann Stanton**, WorkKeys Program Coordinator, Macomb Community College; **Ed Stanton**, Macomb Community College

Southeast Michigan Community Colleges are using WorkKeys and KeyTrain within their institutions and throughout their communities. Examples include the use of WorkKeys in community college short-term training and certificate programs for curriculum development; participant selection and evaluation; support in K-12 systems for assessment and KeyTrain implementation; collaboration with local Michigan Works! agencies; and direct service to business and industry. As a result, a close collaboration has developed within and among community colleges to provide WorkKeys and KeyTrain services and document provided support.

**WorkKeys Success at Shands  
Jacksonville Medical Center**

**Rio Grande West**

**Pamela McCaleb**, Director, Success Academy, Department of Training and Development, Shands Jacksonville Medical Center

The program will describe how Shands Jacksonville Medical Center, a large academic medical center in an urban environment, identified the strategic value of using WorkKeys to improve organizational performance. Topics covered will include goals and desired outcomes, selection of jobs for profiling, and implementing pre-employment assessment. In addition, the presentation will cover the challenges and required resources for implementing WorkKeys in a complex organization.

**How to Use New WorkKeys Indicators  
for Teamwork, Work Ethic,  
Managerial, and Customer Service**

**Navarro**

**Oliver Cummings**, Assistant Vice President, Workforce Development, ACT

New research on the Talent personality inventory provides important new uses of the assessment. In this session, attendees will learn about the new scores, their meaning, uses, and interpretation.

**Expanding WorkKeys Opportunities  
in a Challenging Economy**

**Maverick B**

**Denny Smith**, Director, ACT Center, Calhoun Community College

This presentation will explore various resources and ideas and allow the participants to take away valuable information that will help expand WorkKeys opportunities in areas where challenging economic conditions exist. The presentation will conclude with a brief discussion on how funding was used from a Department of Labor grant to assist individuals facing a reduction in force with local industry and how other companies are accepting WorkKeys scores from these applicants.

**Making the Case for WorkKeys and KeyTrain as Tools for Talent Development**

**Bowie C**

**Paula Dimattia**, Senior Project Manager, WorkSource Partners, Inc.; **Mary Culhane**, Vice President of Workforce Services, WorkSource Partners, Inc.

Across the country, businesses are faced with an entry-level workforce that lacks the academic and workplace skills needed to do their jobs effectively and move up the ladder. At CVS/pharmacy, this skills gap prevents employees from moving up the career ladder and filling higher-level, higher-paid positions such as Pharmacy Technician, Pharmacist, and Store Manager. Integrating WorkKeys and KeyTrain into career advancement programming offers an excellent opportunity to blend academic skill development with improving the critical workplace competencies of frontline employees.

CVS/pharmacy partnered with WorkSource Partners to create a “grow-your-own” strategy with two goals: allowing CVS employees to move up the career ladder to higher-levels jobs, while on a path to postsecondary education; while CVS retains high-potential employees, reduces turnover and training time, and fills key vacancies.

WorkKeys and KeyTrain, given their business and adult-friendly formats, were incorporated into an existing pilot training program in Massachusetts that was supported by a tutor. The pilot produced significant results even with time constraints and limited login times. Based on this success, these tools were added to other incumbent employee development programs, as well as to initiatives targeting at-risk, out-of-school youth across the country.

In this presentation, attendees will find out why CVS/pharmacy and WorkSource are integrating WorkKeys and KeyTrain into their approach to talent development, career progression, and college education; and how to set the grounds for the implementation of these programs, its challenges, and best practices.

**Lunch** Noon – 1:00 p.m.

**Keynote** 1:00 – 2:00 p.m.  
**Regency Ballroom**

**Keith Bird**, Chancellor, Kentucky Community and Technical College System

Dr. Keith W. Bird was appointed Chancellor of the Kentucky Community and Technical College System (KCTCS) in February 1999. As Chancellor of KCTCS, Dr. Bird is responsible for system-wide direction of academic, student, and economic development/workforce initiatives. Under his leadership, KCTCS has successfully integrated



technical and general education curricula and significantly expanded services to business and industry. He has been instrumental in developing new initiatives including advanced automotive manufacturing, the Kentucky Information Technology Center, and the Kentucky Coal Academy. Dr. Bird served as Director of Kentucky's Ford Foundation “Bridges to Opportunity” project, which improved access and success of low-income adults by organizing workforce and education systems around long-term comprehensive career pathways in close collaboration with employers and Workforce Investment Boards. He has sponsored new innovations in virtual and simulation-based learning and an extensive re-engineering of both institutional and instructional practices including new approaches to competency-based learning and the modularization of curriculum.

Formerly, Dr. Bird held several statewide positions including a Kellogg-funded Continuing Education Network in New Hampshire, Higher Education/Business Liaison with the New Hampshire Governor's Office, and Director of Operations and Training for New Hampshire's federal Job Training Partnership Act program. He also served as Deputy Commissioner of New Hampshire's Community and Technical College System and president of three colleges in New Hampshire and South Carolina. Additionally, Dr. Bird established a Manufacturing Program for NISH in New Hampshire and directed a nationally recognized FIPSE program focusing on the integration of National Skills Standards on pedagogy and curriculum.

He is a frequent speaker at international, national, and regional conferences on the involvement of community colleges in economic and workforce development, workforce and skill standards certifications, and business/industry partnerships.

Dr. Bird received his Bachelor's degree from Alma College and his Master's degree and Doctorate from Duke University.

**Break** 2:00 – 2:15 p.m.

**Session 8** 2:15 – 3:15 p.m.

**Basics Techniques for Raising WorkKeys and NCRC Skill Levels with KeyTrain**

**Rio Grande Center**

**Justin Saylor, Vice President, Marketing, KeyTrain; Stan Brodka, Director of Sales, KeyTrain**

This session complements the basic WorkKeys session by outlining the steps and tools used to raise WorkKeys and National Career Readiness Certificate skill levels. In this overview, you will learn the basics of raising skill levels, see a live demonstration of the KeyTrain software, and hear about concrete results being produced by KeyTrain users.

As the NCRC becomes the national standard in measuring work-ready skills, an increasing number of employers are expecting prospective and incumbent employees to possess these skills. It is vital to not only measure the skill levels but to raise them, to create a workforce that is attractive to new businesses and satisfies the needs of existing business. KeyTrain's nationally renowned curriculum and software tools are driving skills increases across the country. This session provides a chance to see how it all works. Don't miss the chance to learn about this critical aspect of the WorkKeys system.

**“It Was the Best of Times; It Was the Worst of Times”**

**Rio Grande East**

**Charlene Sizemore, President and CEO, Sizemore, Inc.**

Charles Dickens used these words to begin his epic *A Tale of Two Cities*. The same words adequately describe the tough economic times we face today. Sizemore, Inc., began using WorkKeys as a means to determine the right people with the right skills for the right job. Today, Sizemore is using WorkKeys to determine the right people with the right skills for the right job. That's right—WorkKeys has remained a constant for Sizemore, in an ever-changing economic environment.

**Applying the WorkKeys Performance Assessment to Labor Pool Development**

**Rio Grande West**

**Steve Robbins, Assistant Vice President, Research, ACT; Gary Nolan, Director of Marketing, Workforce Development, ACT**

Building pools of prospective workers who can meet current and future employer needs is a key component in effective workforce development strategies at the local and regional levels. Applying the WorkKeys Performance Assessment in a prescreening capacity can help to organize pools and enhance engagement by employers who recognize the importance of personality and integrity in making hiring decisions.

This presentation takes a closer look at concepts surrounding Performance and other integrity tests, including their validity and content, and examines potential methods of instituting their use as part of workforce development strategies. It also provides strategies for building relationships with employers by incorporating Performance results within their selection system.

**A New Beginning, A Regional Sector Approach—San Joaquin Valley**

**Navarro**

**Pam Lassetter, Assistant Director, Fresno County Workforce Investment Board**

Workforce Investment Boards (WIBs) must embrace their role as workforce leader/conveners in their communities. In order to remain economically vibrant and ensure high-wage employment opportunities for jobseekers, the WIBs must support a regional sector strategy in high-growth, high-wage industries. The WIBs must also adopt policies and processes to support sector growth. In doing so, the WIBs must evaluate employment needs, analyze available training, and work collaboratively with local educators to create needed training solutions, and educate and qualify local jobseekers into critical sector employment opportunities.

The Governor of California signed an Executive Order designating the San Joaquin Partnership as a targeted regional economic center. This region currently spans 14 counties and has a population of approximately 4 million people. The 14-county WIBs developed, adopted, and implemented consistent strategic economic development and workforce preparation elements to support regional economic needs, as well as adopted WorkKeys as the standard jobseeker and business assessment system.

**The Certificate and Best Practices in Workforce Development**

**Maverick B**

**Bill Guest**, *President and CEO, Metrics Reporting, Inc.*; **Don Carstensen**, *Special Advisor, Office of the President, ACT*

Workforce boards need to understand how the National Career Readiness Certificate fits into the set of best practices in workforce development. Astute board members will want to understand how the certificate relates to the achievement of the overall goals of the workforce system. This session will provide an overview of national best practices based on a scan of *Skills Now—A Case for Urgent Action to Build the Skills of America’s Workers*, a summary of two dozen key publications that are the basis of the summary. In this session, you will learn how to use this material to improve your communication with your workforce board. We will also review results from regional meetings with workforce executives and board members in West Michigan.

**Everything You Always Wanted to Know About WorkKeys, But Were Afraid to Ask**

**Bowie C**

**David Sweaney**, *Regional Manager, WorkKeys, ACT*

Participants will learn the basics of the WorkKeys system and explore the use of WorkKeys by employers for making better selection and training decisions and improving and measuring ROI. Educators will learn how WorkKeys can be used to improve student motivation by better preparing them for 21st century jobs. In addition, there will be a discussion of how WorkKeys supports the consistent documentation of work skills, which provides the foundation for portable State and National Career Readiness Certificate initiatives currently being implemented across the country.

**Break**                    3:15 – 3:30 p.m.

**Session 9**                    3:30 – 4:30 p.m.

**Business Writing—To Know It Is to Love It**

**Rio Grande Center**

**Marcia Stientjes**, *Director, WorkKeys Development, ACT*

How can WorkKeys Business Writing help identify your skilled workforce? How can you (or your clients) use it most effectively? Learn the answers to those questions, review actual Business Writing prompts and the scoring rubric, and pump up your WorkKeys assessment heartbeat.

**Michigan’s Journey to the National Career Readiness Certificate**

**Rio Grande East**

**Keenan Wade**, *MTEC, State of Michigan*; **Rachael Jungblut**, *Program Manager, Grand Rapids Community College*

Michigan’s journey from “not in the game” to national leadership began at the 2006 WorkKeys National Conference. Practitioners from around the country shared openly to help Michigan get started. Steve Anderson and John Nelson introduced the presenters to colleagues from around the state and that team went on to form the Michigan NCRC Advocates.

Funding from two WIRED grants, one to west Michigan and one to mid-Michigan, fueled the state’s journey. An important goal of WIRED was to produce sustainable workforce innovations. Michigan earned 44,764 certificates during the last two years of WIRED and engaged more than 500 employers with Letters of Commitment to the certificate. Most importantly, the Michigan Department of Labor and Economic Growth is launching the certificate statewide this year via the Michigan Works! System. That represents achievement of scale that underpins sustainability. Further, the Michigan Department of Education added another WorkKeys test, Locating Information, to the Michigan Merit Exam to complement Reading for Information and Applied Mathematics that were added in 2007. All high school juniors throughout the state of Michigan will take these three WorkKeys assessments in March 2009, which enable them to earn a certificate, another aspect in the realization of the goals of scale and sustainability. The Michigan team is thrilled to have achieved full alignment between high schools and the workforce development system. Come participate in the presentation and dialog with the Michigan team at this session.

### Multiple Uses of WorkKeys by a Community College

**Rio Grande West**

**Nancy Bollman, Workforce Services, McHenry County College**

McHenry County College utilizes WorkKeys testing for students, the business community, secondary students, teacher’s assistant certification, non-for-profit clients, and others. Discover how to use WorkKeys as an end-of-program assessment to improve Career and Technical Education curriculum.

In two years, McHenry County College has doubled its revenue in this area and is expanding staff to accommodate the growth. Illinois is not currently using the Career Readiness Certificate, yet McHenry has had nearly 1,200 examinees earn certificates in the last fiscal year.

Learn what challenges McHenry has overcome, how these challenges have influenced the institution, and how patience and persistence has paid huge dividends. The college’s Career and Technical Education Division now controls the end-of-program and WorkKeys testing and sees WorkKeys as one of the fastest growing areas in this division.

### Everything You Need to Know about Being a WorkKeys Test Site

**Navarro**

**Mary Lewis, Product Support Coordinator, ACT; Amanda Malloy, Program Associate, ACT**

The focus of this session is on staffing and facility arrangements for test sites, with an emphasis on training resources. Decisions about who will deliver the tests, the facility used for testing, and how to train administrators are important factors to consider when setting up a WorkKeys test site. The requirements for high-stakes testing and what you need to do to meet those requirements will be reviewed. This is a good session for test site managers to attend.

### Policy to Action: State Guidance, Local Execution

**Maverick B**

**Steve Lease, Director of Workforce Training, Arkansas Association of Two-Year Colleges; Joel Simon, Senior Consultant, CAEL**

States and state systems can conceive and design spectacular initiatives, only to face execution challenges at the regional and local levels. Where policy meets practice and where leadership meets implementation, there is a need for guidance, communication and multilevel collaboration. Arkansas’s Career Readiness Certificate initiative is led by a state-level steering committee of—and executed locally by—teams of community, workforce development, and education partners. The Arkansas CRC Steering Committee has developed tools and a process for drawing upon the skills and expertise of the local team members while maintaining coherence across the state and a connection to state-level priorities. This session will share with attendees the approach and tools that Arkansas is using to maintain the balance between state leadership and local execution.

### Roundtable Discussion: Growing Your Program from Scores to Credentials

**Bowie C**

The WorkKeys system is the gold standard of job profiles, which serves as a base to connect educators, job seekers, and employers. With nearly 16,000 job profiles now on record, there are foundational skill requirements as a basis for most jobs and training programs. When used as a compensatory tool, a career readiness certificate allows employers to identify individuals most likely to succeed in a job or an advanced training program. Meet with program leaders from states with a credential program to learn how they manage the system, how employers benefit, and how educators are optimizing the program to prepare individuals for middle-skill jobs across America in this turbulent economy.

**Registration** 7:30 a.m. – 11:00 a.m.

**Breakfast** 7:30 a.m. – 8:30 a.m.

**Keynote** 8:30 – 9:30 a.m.  
**Regency Ballroom**

**Adult Learning in Focus: The Case for Lifelong Learning and Investments in Foundational Skills**

**Pamela Tate**, President and CEO, Council for Adult and Experiential Learning (CAEL)

Pamela Tate is nationally and internationally recognized for her work in facilitating workforce education and training programs among educational institutions, business, labor, government, and economic development agencies, and for her efforts in assisting colleges and universities to develop systems of Prior Learning Assessment and quality assurance in adult learning programs.



Tate has been directly involved with the design and implementation of CAEL's tuition assistance management and employee learning programs since 1986—when CAEL launched its first education, training, and career counseling program for what was then US West Communications and the Communications Workers of America.

As a presenter, she is regularly sought out for her vision and insights into adult learning and workforce development and their vital relationship to the competitiveness of our workforce and the future of our economy. She graduated from the University of Illinois at Champaign with Masters' degrees in both English and Journalism. She completed her Doctorate at the Annenberg School of Communications, University of Pennsylvania.

**Break** 9:30 – 9:45 a.m.

**Session 10** 9:45 – 10:45 a.m.

**WorkKeys NCRC: The St. Clair County, Michigan, Advantage**

**Rio Grande Center**

**Doreen MacDonald**, Workforce Development Coordinator, St. Clair County Community College; **Michelle Mueller**, Dean of Workforce Development and University Center, St. Clair County Community College; **Rene Stephan**, Business Retention and Community Services Specialist for the Economic Development Alliance of St. Clair County

Executives and site selection consultants are looking for regions that have workers with foundational skills that indicate job-readiness and trainability. Learn how collaboration between education, economic development, and government can launch the implementation of the WorkKeys National Career Readiness Certificate as the required, recommended, and requested skill credential. With increasing emphasis on workforce readiness, these organizations in St. Clair County recognized the importance of joining a growing number of states and developed this pilot project to create awareness and benchmark the outcomes for economic development success.

**How Career Readiness Certificates Help Disadvantaged Youth**

**Rio Grande East**

**Steve MacDonald**, Public Policy Research Analyst, Management and Training Corporation (Institute); **Annie Mathews**, Center Director, Atlanta Job Corps

With the increasing numbers of disadvantaged, undereducated youth and the costs associated with the national dropout crisis, it is more important than ever to assist youth in gaining education and job training credentials, as well as demonstrating their readiness to participate in the job market. The economy needs everyone to be a participant in the workforce, and it is critical to find ways to keep these youth engaged in jobs that provide a sustainable living wage. MTC is offering students within the Federal Job Corps system a Career Readiness Certificate in Georgia and Kentucky, with other states proposed. The audience will learn important information about the Job Corps program and how the CRC can be implemented in different environments and locations with diverse populations.

**WorkKeys as a Tool for Displaced Workers**

**Rio Grande West**

**Richard Merchant, CEO, NAHEC, Inc.**

In late 2006, the Commission on Health Care Facilities in the 21st Century (the Berger Commission) issued its final report recommending the closure of nine hospitals and reconfiguration of 48 other hospitals in New York State. Although the Berger Commission recommendations were intended to consolidate and right size the healthcare delivery system by reducing excess inpatient capacity in favor of outpatient and ambulatory health care and community-oriented long-term care services, it resulted in the displacement of thousands of healthcare workers within an industry that is growing in spite of a worsening worker shortage.

The New York State Departments of Health and Labor considered the importance of identifying and shepherding the displaced healthcare workers back into the healthcare delivery system a funding priority. Substantial efforts have since been made to support displaced workers in re-entering the healthcare industry. Several New York State Area Health Education Centers received awards to assist in the re-entry of displaced workers back into healthcare. The WorkKeys job skill assessment system was employed in the process to assess entry- and mid-level workers skills, explore and obtain training and placement options, and develop career plans. This presentation will provide a report of the project, with emphasis on the effectiveness of using the WorkKeys assessment system with displaced worker populations.

**2009 and Beyond ... Building Community**

**Navarro**

**Bill Ratzburg, Director, Northern Kane County Education for Employers, School District U-46; Carol DePue, Director, Beacon Academy and CTE Division, South Elgin High School**

The future workforce is critical to the economic development of the community. All public and private groups need to prepare now, through numerous collaborative efforts, to address the preparation of the new worker for 2009 and beyond. This presentation will highlight how a large community in Illinois has come together to build the foundation and take action that will enable both youth and adults to be prepared for the world of work. The presenters will share the initiatives that are in place and those that are on the horizon to address the economic development needs of the community. A major emphasis is the use of the National Career Readiness Certificate in the business community. The regional K-12 schools and community college are collaborating with business to prepare the workforce.

**WorkKeys as the Foundation of a Workforce Readiness Program in a One-Stop**

**Maverick B**

**Scott Sheely, Executive Director, Lancaster County Workforce Investment Board**

Over the last two years, the Lancaster County CareerLink has reinvented its service delivery system from the traditional labor exchange emphasis to one that concentrates on workforce readiness as its primary mission. It did this in response to employers who expressed concern about the quality of the people they were hiring for entry-level jobs.

Now, WorkKeys and WIN are the core of the assessment process within the Ready2Work program of the Center that prepares people to enter the workforce with the skills employers demand. Completion of the Ready2Work program is the jumping off point for short-term pre-employment skill training, and it provides an exceptionally strong connection for getting people the right job and keeping it.

This presentation reviews the planning, implementation, and evaluation of this way of using WorkKeys to transform the way to do business in the public workforce system.

**Roundtable Discussion: Incarceration to Employment**

**Bowie C**

Join a roundtable discussion with other leaders in the corrections arena as we outline successful programs to help individuals' transition from incarceration to working at livable wage jobs. Discuss how WorkKeys, Gap Training, and the National Career Readiness Certificate can help build self-esteem; move individuals from dependency to self-sufficiency; and, in the process, reduce recidivism.

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**Break**                      10:45 – 11:00 a.m.

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**Session 11** 11:00 a.m. – noon

### WorkKeys Solutions Provider 201: Engaging Employers

#### Rio Grande Center

**Ed Conard**, Partner Manager, ACT; **Larry Miller**, Director of Distribution, ACT

This session will cover specific concepts about how WorkKeys Solutions Providers (WSPs) can most effectively work to address their area employers' needs. Included will be best practices, marketing tools and ideas, National Career Readiness Certificate messaging, ACT resources, and more. The session will focus on practical, real-world information and methods used by successful WSPs, as well as question-and-answer discussion time.

### Bringing It All Together: West Virginia's Team Approach Paves the Way for CRC Success

#### Rio Grande East

**Michele Wilson**, WorkKeys Director, West Virginia University at Parkersburg; **Stephen Dailey**, Director of One-Stop Field Operations, WorkForce West Virginia

For years WorkKeys has been used throughout West Virginia so effectively that it has now grown into a cohesive, statewide effort. This statewide effort began as various entities continued to use WorkKeys successfully, and one of the workforce regions launched a pilot with the Career Readiness Certificate. The pilot saw enough success for the effort to be taken statewide. This presentation will outline the challenges faced in West Virginia as they brought entities together to move toward a common goal. It will detail successes including engaging the major employer Bayer CropScience in the process. Presenters will discuss where the program is headed after already having achieved quick success in awarding high levels of certificates and bringing together workforce development, education, and business. Don't miss this opportunity to see how West Virginia has outlined a plan for continued success that includes state-trained profilers, MOUs with employers, KeyTrain usage in adult ed, and the connection with economic development for the entire community.

### WorkKeys as a Graduation Program

#### Rio Grande West

**Peter Schaap**, WorkKeys Instructor, Lester Arnold High School

WorkKeys is used in Adams County School District 14 as a graduation program. This district is socially and economically challenged with a population over 70 percent Hispanic. All the students are proficient in English, and WorkKeys is used for

students that are older (ages 17–20), short on credits, or with stronger skills. The students are in one room working on improving their skills or preparing for a WorkKeys skills assessment. The instructor's job is to motivate the students to stay productive and prepare for testing. They have to prove by testing that they are competent in all the predetermined WorkKeys levels (example: Math and Reading, level 5; Locating Information, Technology, Observation, Teamwork, level 4). Students also have four research projects that are two-pages long and several other projects due for graduation. When all requirements are complete, the students will receive a diploma at a graduation ceremony.

### Principles of High-Stakes Testing

#### Navarro

**Mary Lewis**, Product Support Coordinator, ACT; **Amanda Malloy**, Program Associate, ACT

WorkKeys tests are high-stakes tests. In this session, the fundamental and critical aspects of maintaining a high-stakes testing environment will be reviewed. Common pitfalls and best practices related to proctoring, facility setup, restricted materials, and exposure of test forms will also be discussed. Information will be provided about training resources for test administrators. This is a good session for site administrators to attend. There will be plenty of time for questions.

### The Certificate and Best Practices in Workforce Development

#### Maverick B

**Bill Guest**, President and CEO, Metrics Reporting, Inc.; **Don Carstensen**, Special Advisor, Office of the President, ACT

Workforce boards need to understand how the National Career Readiness Certificate fits into the set of best practices in workforce development. Astute board members will want to understand how the certificate relates to the achievement of the overall goals of the workforce system. This session will provide an overview of national best practices based on a scan of *Skills Now—A Case for Urgent Action to Build the Skills of America's Workers*, a summary of two dozen key publications that are the basis of the summary. In this session, you will learn how to use this material to improve your communication with your workforce board. We will also review results from regional meetings with workforce executives and board members in west Michigan.

### Roundtable Discussion: Youth Programs

#### Bowie C

Roundtable discussions will focus on youth programs across the country and how we build foundational skills before students leave to find jobs. Bring your suggestions and your questions as we explore this topic together.

**Alan Artress** is the Director of Customer Service for KeyTrain and is a veteran WorkKeys professional. Prior to joining Thinking Media, Artress was the WorkKeys coordinator for The Dixie Group, one of the nation's top four carpet manufacturers. At Dixie, he initiated and directed a comprehensive WorkKeys program for new and existing employees at 19 plants. Prior to that, Artress was in charge of WorkKeys for Chattanooga State Technical College and profiled positions for DuPont in one of the first major WorkKeys implementations in the country. He holds Bachelor's and Master's degrees in the field of Psychology. With KeyTrain he is the lead trainer and has conducted more than 100 training sessions in the last two years.

**Terry Ausman** has been involved in the training and education field for more than 20 years. She focuses on the responsible use of assessment data to help individuals achieve educational and workplace success. She is a director in the Workforce Development Division at ACT, currently helping state and regional programs implement initiatives related to the National Career Readiness Certificate.

Prior to her position at ACT, Ausman held positions in the design, development, and delivery of high-stakes testing programs delivered through computer-based testing networks around the world. Ausman received her Bachelor's degree from Colorado State University in Fort Collins, where she was also a licensed secondary school teacher.

**Nancy Bollman** has worked in the areas of Career and Technical Education and Workforce Services for eight years. She currently oversees all WorkKeys testing and coordinates the entire program at McHenry County College. She has caught the vision of what WorkKeys can do for a community and has worked to get the message out to business and industry as well as community members. She is also an adjunct instructor at MCC and is currently working on a Doctorate in Training and Development Leadership and Higher Education Leadership.

**Joyce Brinkmeyer** brings a diverse background to the workplace, which includes teaching junior and senior high students and adult learners, marketing for a food ingredient company, serving as prevention specialist for a government grant, and working as the Director of Existing Industry and Workforce Development for the Chamber of Commerce. She presently directs operations in the Center for Continuing Education and Workforce Development for the Chattanooga State Technical Community College. In this role, she is responsible for the day-to-day operations for the noncredit division of the college as well as overseeing the ACT Center, and is an ACT-authorized job profiler.

Brinkmeyer holds a Bachelor's degree in Home Economics Education from Illinois State University and a Master's degree in Adult Education from the University of South Dakota. She maintains certification through the American Association of Family and Consumer Sciences (CFCS) and is a Certified Program Planner in both Program and Contract Management through the LERN organization. She is a graduate of the American Economic Development Council Economic Development course of study at the University of Oklahoma.

**Stan Brodka** joined Thinking Media in November 2007. Before joining KeyTrain, Brodka sold enterprise resource planning software to manufacturing and distribution companies. He also has entrepreneurial experience, having led a small distribution business for five years in Atlanta. Early in his career, Brodka worked for IBM in their mid-range systems department. Brodka has a Bachelor's degree in Economics from Gettysburg College.

**Sheryl Bryan** is the Project Director of the Virginia Council on Advanced Technology Skills (VCATS) in Richmond, Virginia. She began her career at Alcoa in Hershey, Pennsylvania, where she was employed as a metallurgist. During her 20-year employment with Alcoa, Bryan held several positions that led her to Plant Manager of the Richmond Foil Plants North and South in 2002. Prior to her departure, she also worked with Special Projects with the Reynolds Food Packaging Division at the Alcoa headquarters.

Bryan received her Bachelor's degree in Materials Engineering from Virginia Polytechnic Institute and State University in Blacksburg, Virginia. She has always been active in various business and civic organizations and has served as a member on several boards including the Virginia Manufacturers Association, United Way, and Junior Achievement. Presently, she sits on the board of the United Methodist Family Services (UMFS).

**Elisabeth Buck** was appointed Director of Iowa Workforce Development (IWD) by Governor Chet Culver in August 2007. Director Buck has taken a hands-on approach to management at IWD that began with a 100-Day Tour, during which she visited all 15 regional one-stop offices and held focus group meetings with staff, clients, businesses, and civic and government officials. The 2008 Legislature provided funding for two new initiatives: Ex-Offender Re-entry into the Workforce, and Career Readiness Certification. The IWD is partnering with Department of Corrections and community colleges, respectively, on these efforts. When natural disasters struck Iowa in 2008, Buck led the push to obtain Disaster Unemployment Assistance (DUA) and a \$17 million National Emergency Grant for Iowa. She also personally helped move furniture and files to avoid flood damage to local IWD facilities.

Prior to this appointment, Buck served as Deputy Chief of Staff 1999–2007 under Governors Vilsack and Culver. From 1991 to 1999, Buck was Director of Administration for the Iowa Attorney General. Buck earned a Bachelor's degree in Political Science from Iowa State, where she was also student body president. She was named 2002 Leader of the Year in Iowa State Government and the 2004 Volunteer of the Year.

**DL Burgess** is a Job Analyst and ACT-authorized job profiler with the Oklahoma Department of Commerce. He holds a Bachelor's degree in Pre-Law Political Science from Oklahoma State University and has been employed by the state in various capacities for the past 23 years.

**Jeane Burruss** is the Project Manager for the Office of Workforce Solutions of the Department of Commerce. Her primary responsibility is serving as a staff member for the Governor's Council for Workforce and Economic Development.

She also supports the Governance and Communications teams of the Council and is a lead staff member to the State Youth Council. In addition, she is the system liaison and coordinator for the Public Awareness and Outreach Team, comprised of representatives from the multiple partners who make up Oklahoma's Workforce and Economic Development System. As part of the Governor's Council for Workforce and Economic Development since its commencement, Burruss has been involved in the initiative to credential Oklahoma's workforce, which produced Oklahoma's Career Readiness Certificate.

**John Calver** is Director of Advanced Manufacturing at Thomas Nelson Community College, Hampton, Virginia, and manages a DOL/ETA High Growth Job Training Initiative, the \$2 million Advanced Manufacturing Pipeline grant. Calver was formerly the Director, Center for Continuing Engineering Education (C2E2) at Old Dominion University, a multi-million-dollar, self-supporting Enterprise Center.

Calver has many years of documented success on both sides of the Atlantic as an individual and organizational performance improvement specialist. As a consultant and as a director of operations of a small company, he learned about business at the grass-roots level. He has a Bachelor's degree in Physics from the University of London and a Master's degree in Educational Management from the University of Bath, England. In 1991, Her Majesty Queen Elizabeth II honored Calver personally for services to education and training. Calver is an ACT-authorized job profiler and an acclaimed presenter at workshops and seminars in Europe and in the United States, as well as being an innovative program designer and developer.

**Donald J. Carstensen** is currently serving as Special Advisor, Office of the President, within the Workforce Development Division of ACT. He served from 1983 until his retirement in February 2003 as Vice President, Educational Services, ACT. During his retirement, Carstensen remained active with ACT and its WorkKeys program, and has been involved in the Skills Advantage certificate program (based on WorkKeys), embraced by the Iowa City/Cedar Rapids, Iowa, technology corridor. More recently, Carstensen has advised Iowa Workforce Development (IWD) as they have provided leadership to Iowa's adoption of the National Career Readiness Certificate (NCRC), Michigan's Department of Energy, Labor and Economic Growth with their implementation of the NCRC, and various Kentucky agencies including the Kentucky Community and Technical College system in their consideration of adopting the NCRC. His 37-year relationship with ACT has engaged Carstensen in developing or promoting programs and services to assist institutions and organizations to help individuals in their transition to work, college, and further training.

**Ed Conard** handles the WorkKeys Solutions Providers network, the distribution channel for the WorkKeys product line. During his eight years at ACT, Conard handled Product Support for WorkKeys, supporting the WorkKeys product, customers, partners, and field staff. He also worked in the ACT Center program, where he was a field consultant, overseeing operations at the ACT Center network within his assigned area. Prior to joining ACT in 2001, Conard worked for Amana Appliances managing sales of commercial microwaves to international distributors. He has a Bachelor's degree from the University of Iowa, where he majored in History and Political Science.

**Mary Culhane, MA, LMHC**, is the co-founder and Vice President of Workforce Services at WorkSource Partners, Inc., a nationally-recognized workforce development consulting firm that integrates the employment needs of businesses with the employment goals of the unemployed and incumbent entry-level workers. With more than 15 years of experience in counseling and workforce development, Culhane has designed, developed, and implemented numerous on-the-job and off-the-job employee support and development programs. She is also a member of the national program office with Boston-based "Jobs for the Future," which provides technical assistance to the Robert Wood Johnson Foundations' national initiative "Jobs to Careers" and the National Fund for Workforce Solutions.

**Oliver Cummings, PhD**, is currently Assistant Vice President for Workforce Development at ACT. The Division engages in the development of licensure and certification assessments for client organizations and delivers the WorkKeys system, which involves job analysis, and foundational skills and personal characteristics assessment in support of selection, promotion, training, and career development across all industry segments. WorkKeys assessments are the basis for the National Career Readiness Certificate issued by ACT.

Prior to joining ACT, Cummings managed test development for K-12 standards-based assessment programs. He has managed projects and professional groups delivering the broad range of assessment, performance enhancement, and training services needed for successful organizational development and change in a various industries, including healthcare. He presents frequently at professional meetings and has published more than 25 works in professional journals and books.

**Stephen Dailey** is the Director of One-Stop Field Operations for WorkForce West Virginia. He began his career in public service in 1997, when he was appointed to a position in the State Equal Employment Opportunity Office. He was selected Assistant Director with the Bureau of Employment Programs in 1998 and given responsibility of the operation of all field offices statewide. In 2004, he was selected as the Director of One-Stop Field Operations. Prior to his career in public service, he retired from the Office of the Inspector General with the United States Army after 26 years of service. He is a Persian Gulf veteran and received the Bronze Star for meritorious service

during the conflict. Dailey has a Management degree from the University of Charleston and an Associate's degree in Business Administration from the Huntington Junior College of Business. He serves on the National Association of State Workforce Agencies, National Veterans Affairs Committee, and previously served in the State Employment Office for the Veterans of Foreign Wars.

**Patti DeiTos** has a diverse background in nursing and workforce development. She received her Bachelor's degree in Nursing from Rush University and her Master's degree in Nursing Administration from DePaul University. DeiTos is nationally certified as a Professional in Workforce Development and has completed the Workforce Development Graduate Certificate program from University of Virginia. She has worked in acute healthcare facilities, and taught in community college, university education settings, and healthcare institutions. She has published textbooks in healthcare. Currently, she works for Inova Health System (a six-hospital system) as the Lead Education Coordinator for orientation. DeiTos has been the catalyst in implementing WorkKeys assessments along with registering an apprenticeship program for entry-level nursing support personnel. Utilizing WorkKeys assessment as pre-hiring criteria has helped the healthcare institute to decrease turnover rate by 36 percent.

**Carol DePue** moved to school administration following 24 years as a CTE teacher. As Instructional Chair at South Elgin High School, District U-46, she facilitates instruction and is an instructional coach for all teachers. She provides specific CTE curriculum development support while advocating for the use of KeyTrain, NCRC, integrated curriculum, professional certifications, and reading/math skills across all content areas. DePue serves on the South Elgin High School SIP Team, district Instructional Council, The Alliance for College Readiness, and numerous CTE Advisory Committees.

**Emily Stover DeRocco** is President of The Manufacturing Institute and Senior Vice President of the National Association of Manufacturers (NAM). Elected by The Manufacturing Institute's Board of Trustees last year, she oversees the education and research arm of the NAM and the design and operations of the new National Center for the American Workforce, an initiative dedicated to fostering a new generation of manufacturing workers for the 21st century.

As the Assistant Secretary of Labor in 2001, DeRocco was responsible for managing a \$10-billion investment in the nation's workforce. DeRocco has more than 10 years of private sector experience in managing a national nonprofit organization and prior federal government experience at the Departments of Energy and the Interior, the Federal Energy Regulatory Commission, and the Interstate Commerce Commission.

DeRocco is a proud graduate of The Pennsylvania State University and received her Juris Doctorate from the Georgetown Law Center.

**Katherine DeRosear** advises business, government, and educational entities in developing strategic policy approaches to address workforce challenges and opportunities. She brings more than 10 years of experience in policy, planning, and program development specific to workforce and organization development. DeRosear served as lead policy staff to the Governor's Senior Advisor for Workforce Development and Virginia Workforce Council; the Deputy Director for the Council on Virginia's Future; Director of Workforce Policy within the Virginia Community College System; and the Director of Research and Communications for the Council of Independent Colleges in Virginia. She is the Strategic Policy Advisor for Worldwide Interactive Network (WIN).

**Paula Dimattia**, EdM, is a Senior Project Manager at WorkSource Partners, with more than seven years of experience designing, implementing, and managing employee development and training programs for organizations in the retail and healthcare industries. Dimattia has been working closely with the CVS/pharmacy team to successfully implement and evaluate their workforce development initiatives.

**Jim Duane** is the Workforce Development Director for the Regional Center for Education and Work in the College of Education at the University of Missouri–St. Louis. For the last 10 years, he has coordinated a regional workforce development project that has included a Quality of the Community Life in St. Louis study, a regional career development resource website, a Regional Industrial Training Group and the implementation of ACT's WorkKeys system for St. Louis SMA. Previously, he had 20 years' experience as an assistant director of a federally funded workforce development program. He received the Missouri Governor's Award for Excellence in Leadership in Employment and Training. He has been President of Missouri Association for Workforce Development and a board member of Missouri Association for Career and Technical Education's Executive Committee for two years. He led the implementation of the MoCRC in the St. Louis region through a collaborative effort of diverse organizations.

**Cale Ebert** is an educator with a total of 21 years' experience in the areas of secondary and postsecondary mathematics teaching, middle and high school administration, and mathematics curriculum development. Currently, he uses the WIN software to prepare community college students for the WorkKeys tests associated with the Alabama Career Readiness Certificate.

**Richard Ferguson**, PhD, has served as ACT's Chief Executive Officer since 1988. He assumed the additional role of Chairman, ACT Board of Directors, in 2002. In these dual roles, he is responsible for providing leadership both for the corporation and its governance. As ACT's chief executive, his role encompasses strategic visioning and futures planning for the corporation, as well as leadership in the pursuit of ACT's mission. Prior to his appointment as CEO, Ferguson held a series of progressively responsible positions including Director

of Test Development; Vice President of Research and Development; and Senior Vice President, Programs. He served as Executive Vice President for six years prior to assuming his role as CEO.

During his years at ACT, the organization has grown from fewer than 100 staff and a single program—its college admission test—to more than 1,400 staff and 100 programs and services. Under Ferguson's leadership, ACT's services now include a broad range of assessments encompassing all levels of the educational continuum and a growing array of assessment systems supportive of economic and workforce development. ACT is currently engaged in an extensive developmental agenda that includes new initiatives both in the U.S. and abroad.

While affiliated with ACT, Ferguson has held an adjunct appointment with the Psychological and Quantitative Foundations Department, College of Education, the University of Iowa. Prior to that, he held concurrent appointments as a Research Associate at the Learning Research and Development Center, and Lecturer, Educational Research Department, School of Education, both at the University of Pittsburgh. His professional experience includes five years of teaching secondary school mathematics in the Pittsburgh area.

**John Gaal** is the Director of Training and Workforce Development for the Carpenters' District Council of Greater St. Louis and Vicinity. As a labor representative, he currently serves on the St. Louis County Workforce Investment Board, the United Brotherhood of Carpenters' International Training Advisory Group, and the U.S. DOL's Federal Advisory Committee on Apprenticeship. Gaal also chairs the International Code Council's Labor-Management Advisory Committee and the International Foundation on Employee Benefits Plans' Committee on Training and Education. Gaal received the SkillsUSA Service Award in 2003, the Missouri Trade and Technical Outstanding Leadership Award in 2004, the Missouri NEA's Horace Mann Award in 2007, and the NAACP's Labor Diversity Advocate Award in 2007. He completed a union apprenticeship in carpentry nearly 25 years ago and has since earned an Associate's degree in Construction Management, a Bachelor's degree in Architecture, Master's degree in International Business, and recently completed his Doctorate in Organizational Leadership.

**Andrea German-Willis** is the Associate Director of the WorkKeys Center at Syracuse University—University College. The Center provides job analysis, skill assessment, and training programs for business and industry and schools. German-Willis works extensively in several middle and high schools using WorkKeys for career planning and skill building. She also oversees and coordinates other WorkKeys oriented programs including the Chemung County Probation Department, Project for Success, and the Vocational English Second Language program.

Prior to her current position, German-Willis was a Registered Nurse. She worked at Community General Hospital and then for Allergy, Asthma, Rheumatology Associates PC, while completing her Bachelor's degree in Health Education. She holds a Master's degree in Instructional Design, Development, and Evaluation from the School of Education, Syracuse University. She has been with the WorkKeys center since 2000.

**Nancy Griggs** is the Career Readiness Certificate (CRC) and WorkKeys Coordinator/Administrator at Northeast Alabama Community College (NACC) in the Division of Workforce Development. Her roles include coordinating and administering the WorkKeys assessments and CRC credentialing to all the students in the technical programs at NACC; business and industry profiling; classroom instruction; counseling students; and working with local economic development authorities, chamber of commerce offices, state and local officials, city/county schools, businesses and industries.

Griggs has 25 years' experience in workforce development, human resources, and training and development. She is an active member in the Alabama Region II Workforce Development Advisory Council, the Tri-State Regional Workforce Alliance, and a Board of Director for Top of Alabama Regional Council of Governments, the Better Business Bureau of North Alabama and Fort Payne Chamber of Commerce.

Originally from Tennessee, Griggs holds a Bachelor's degree in Health and Recreation and Social Work from Jacksonville State University and an MBA in Business Administration and Executive Management from Bristol University.

**Bill Guest** is the president and CEO of Metrics Reporting, a west Michigan-based workforce development and information technology consulting firm. He is currently active in a variety of National Career Readiness Certificate initiatives. Most recently, he held the role of innovation champion for the West Michigan WIRED certificate initiative. In that role, Guest has worked to aggregate the hearts and minds of leaders throughout the state of Michigan around the NCRC as an alignment tool—as a way to deal effectively with the foundational skills gap that is prevalent in today's workforce. As a result of this work, Michigan has become a leader in the nation in terms of certificates earned and has achieved extraordinary results with their innovative method of employer engagement.

Prior to co-founding Metrics Reporting in 2005, Guest was an international consultant, conference speaker, and practitioner on both innovation and corporate metrics. He taught and consulted extensively in the area of organizational performance measurement and improvement. He helped organizations to implement the right processes, tools, and measurements to support their performance improvement objectives. Guest utilized a crisp, clear, no-nonsense approach to organizational performance improvement. He developed and implemented these techniques with excellent results during his 25 years of industry experience in the roles of engineer, supervisor, engineering manager, vice president sales, general manager, executive vice president, and CEO.

**Mary Ann Hanson**, PhD, serves as director of Career Transitions Research for ACT and is responsible for managing and coordinating research and development efforts related to noncognitive assessments, which include the interest inventory that is integrated in ACT assessment programs, as well as a variety of personality and psychosocial measures that are used for workforce selection, training, and development. Prior to joining ACT in April 2008, she served as president of the Center for Career and Community Research (CCCR) and with Personnel Decisions Research Institutes, Inc. (PDRI).

**Richard Harris** is the President and CEO of Learn Time, Inc., through which he represents several states for KeyTrain. He has 17 years of experience in design of and consulting on the implementation of short- and long-term education and training solutions. He has worked representing various manufacturers and publishers that specialize in producing high quality educational programs with a focus on leading educational change. Harris has worked in many states spreading the message of the WorkKeys employment system from ACT and has helped to analyze assessment and training needs for numerous organizations. He is a certified KeyTrain Trainer and has conducted hundreds of training sessions around the country.

**Barry Hawthorne** is Chief Executive Officer of the Advanced Technology Academy (ATA) and owner of its Charter Public School Management Company. He is a graduate of Eastern Michigan University. His academy has implemented the Platinum Model of the Ford Partnership for Advanced Studies and recently received national accreditation through the North Central Association.

Hawthorne has an extensive record of public service and management experience. He served as Deputy Director of the Michigan Department Labor, Acting Director of the Michigan Employment Relations Commission, and Executive Director of the Wayne County Employment and Training Department in the nation's fifth largest county.

In 1986, he was honored by the National Alliance of Business and the United States Department of Labor for developing "The Nation's Best Job Training Program." In 2002, his charter school received the CASE International Silver Medal Award for its unique approach of merging high school and college programs with Lake Superior State University and Lawrence Technological University.

**Pat Hayes** is founder and Chairman of the Board of Fabric Images, Inc., a global manufacturer of printed tension fabric and support structures primarily used in exhibition industries. She is a director of the Industrial Fabrics Association International, having also been involved in Division Leadership, Expo Program Planning, and a speaker and writer for several of their trade publications.

Hayes is also active in the local community through its Chamber of Commerce as Chairman of the Economic Development Committee and Workforce Development Committee. Through this involvement, she has been instrumental in organizing a combined effort to implement WorkKeys into total commitment from government, education, and industry.

**Ray Henson** is a Program Manager with the Arkansas Department of Workforce Education Office of Career Guidance, Exploration, and Preparation. He holds a Master's degree in Business Education and taught Career Orientation for 13 years. Henson has also been a Global Career Development Facilitator and the Past President of the Arkansas Career Guidance Association. He has worked for the Department of Workforce Education for two years. For the past 10 years, Henson has been a regular presenter at conferences and workshops for training and career guidance teachers and counselors across the state of Arkansas.

**Chris Houska** is the Director of Sales and Marketing for WIN Career Readiness Courseware. WIN is an approved publisher of courseware aligned with the ACT WorkKeys system. Houska has more than 20 years of experience in the corporate sector with expertise in delivering e-learning solutions to workforce development, education, prison reentry, and nonprofits engaged in job skills training and development. He is a 1990 graduate of The Ohio State University.

**Hannah Jorgensen**, Director of Research, Planning, and Development, has utilized the WorkKeys program as an educational tool to assist the Advanced Technology Academy, a leading K–12 charter school. *U.S. News and World Report* recognized the Advanced Technology Academy (ATA) as a Bronze Status School. Jorgensen has used WorkKeys since 2003 to assist ATA in achieving annual yearly progress and to supplement ATA's core curriculum with her K–12 students and special education population. In 2008, she assisted 97 percent of ATA's senior class in achieving the National Career Readiness Certificate. She received her Master's degree in Teaching from the University of Michigan.

**Rachael Jungblut** is the Senior Program Manager at Grand Rapids Community College and the Director of the ACT National Career Readiness Certificate (NCRC) Innovation, funded by the West Michigan WIRED grant. She has been instrumental in organizing the statewide initiative that has led to a Council for Labor and Economic Growth (CLEG) recommendation to make the ACT NCRC a statewide workforce skills credential. Jungblut developed a unique approach to engage employers by helping them integrate the NCRC into their hiring and human resource development practices, which has been recognized by peers and investors as a superior method to those employed by other states. She also holds the position of Executive Director of the Michigan Career Readiness Certificate Advocates, a statewide advocacy group, in addition to her role at GRCC serving west Michigan.

Jungblut brings more than 15 years of sales, human resources, project management, program development, grant management, and business-to-business collaboration experience to the west Michigan team. She has been in workforce development at Grand Rapids Community College for the last eight years and is passionate about adult education and literacy avocation.

**James King** is a former Commissioner of the Council on Occupational Education, and he currently serves as the President of the American Technical Education Association. In 2008, King received an Honorary Life Membership in SkillsUSA, the highest recognition given by SkillsUSA. He has served in his present position as Vice Chancellor of the Tennessee Board of Regents since August 1999.

**Susan Kuzmic** is the coordinator for Oklahoma's Career Readiness Certificate (CRC), an initiative of the Governor's Council for Workforce and Economic Development. She has been employed at the Oklahoma Commerce Department since December 2004, having previously worked at Oklahoma State Department of Education for 12 years and for the Oklahoma Insurance Commission for four years.

As coordinator for Oklahoma's Career Ready Certificate program, Kuzmic serves as the primary point of contact for employers, employees, potential employees, and CRC assessment sites. In this position, she provides technical assistance and support for new site implementation as well as with current partners. She also is responsible for ensuring all Career Readiness Certificates issued by the state are processed in a professional and timely manner. Kuzmic is the chair of the CRC Advisory Committee, which meets monthly to provide direction. She is recognized as the ACT liaison and one of the driving forces in Oklahoma's success to enhance the quality of life for its citizens.

**Pam Lassetter** serves as the Assistant Director to the Fresno County Workforce Investment Board. In her current position, Lassetter has led the development and implementation for Fresno County's Workforce sector employment. She focuses on improving the quality of the system as well as providing program management support for the CCWC – San Joaquin Valley Partnership.

**Steve Lease**, Director of WorkForce Training for the Arkansas Association of Two-Year Colleges (AATYC), is responsible for the statewide WorkForce Training Consortium (WFTC)—a business and industry training network of 22 two-year colleges and the UA Fort Smith. He helped organize and coordinate the Arkansas College and Career Planning System (ACCP), powered by Kuder Career Interest assessments via colleges partnered with 520 secondary schools, and he also received an Arkansas Pioneer Award.

Lease coordinates the new AATYC Aerospace Training Consortium of 11 colleges, which just received a \$ 2.9 million U.S. DOL grant. He helped establish the five-college Arkansas Delta Training and Education Consortium (ADTEC) for Advanced Manufacturing and the ADWIRED project for Transportation/Logistics and Biofuels Technologies. Lease serves as co-chair of the Arkansas Career Readiness Certificate (CRC) Project Steering Committee for the Governor's Workforce Cabinet. He served on the Arkansas National Governors' Association (NGA) Mature Workers and Civic Engagement Project Team.

**Mary Lewis** began working at ACT just one year after the first WorkKeys job profile was completed. Currently she works in the Workforce Development Division as a Product Support Coordinator. She works with development and training for WorkKeys Internet Version test administrators and provides support for state programs, contracts, and clients.

**Cindy Leyrer** is the WorkKeys Specialist at Ingham Intermediate School District in Michigan. She consults with local school district staff on curriculum integration of WorkKeys skills and data use and analysis. Leyrer holds a Bachelor's degree from Central Michigan University. She is an ACT-authorized job profiler, the Chair of the Michigan Career Readiness Certificates Advocates, and serves on the mid-Michigan Career Readiness Certificate Implementation Team.

**David Licht** is the Career Analyst and ACT-authorized job profiler at Central New Mexico Community College (CNM). In addition to doing occupational profiles for programs at CNM, he also works with the faculty to help integrate the WorkKeys skills into curricula at the required skill levels. Licht was a vocational specialist for 17 years, working with injured or disabled people in identifying appropriate training programs and alternative jobs. Prior to that, Licht was a Labor Economist at the New Mexico Department of Labor where he worked with the Occupational Employment Statistics program and helped develop state and local occupational and industrial projections.

**Doreen MacDonald** serves as the Workforce Development Coordinator at St. Clair County Community College in Port Huron, Michigan. She is the college's key contact person for all workforce development projects for a five-county region. MacDonald is an experienced manager in delivering various training programs and oversees grant and contract funds related to workforce development. She holds a Bachelor's degree in Business from Central Michigan University and a U.S. Department of Labor Apprenticeship Certificate as a Career Development Technician.

McDonald serves on the Thumb Area Michigan Works—Workforce Development Board, Macomb/St. Clair, Michigan Prisoner Re-entry Advisory Board, St. Clair County Community Services Coordinating Board, ConnecTech Port Huron, and the Southeast Michigan Implementation Team for the WorkKeys NCRC.

**Steve MacDonald** is the Public Policy Research Analyst for Management and Training Corporation, and he is the lead researcher for the MTC Institute on workforce issues. Prior to joining the MTC research division, MacDonald worked in the office of the Lieutenant Governor of the State of Utah, conducting research and advocating public policy initiatives with the Utah Legislature. His previous experience included work with U.S. Senator Bob Bennett, and other research activities with Salt Lake City and with several professors as a graduate research assistant.

**Amanda Malloy** is a Program Associate in the Workforce Development Division, where she works with development and training for WorkKeys Internet Version site administrators. Malloy also provides support for WorkKeys clients, contracts, and state programs. She has been with ACT for two years.

**J. B. Martin** serves as an operations manager with E. & J. Gallo Winery in Modesto, California. His responsibilities include developing training processes and systems that support ongoing improvement and professional growth within a large and diverse hourly workforce. His training team coordinates the use of WorkKeys assessments for screening newly hired employees, training, and promotional opportunities within the operations group. Martin joined the company in 2001 and has served in leadership roles in engineering, production, and maintenance. He holds a Bachelor's degree in Chemical Engineering awarded by the University of Missouri.

**Kirk Martin** is a native of Tulsa, Oklahoma, and a member of the Osage Nation. After completing his studies at Oklahoma State University, he began his public service career in 1986, working for Lieutenant Governor Robert S. Kerr III and later for Governor David Walters. Since joining the Department of Commerce in 1991, he has served as a marketing specialist, an industrial recruiter, a regional director, and the head of research, economic analysis, and information management. Currently, as Director of Programs in the Community Development division, Martin's responsibilities include planning, performance analysis, and marketing. This role also gives him the enjoyable opportunity to promote Oklahoma's Certified Work Ready Communities initiative.

**Joan Mason** serves as the Executive Director of WorkReady South Carolina for Worldwide Interactive Network (WIN). In this capacity, she works with partner agencies in South Carolina to assist with project implementation. Prior to assuming this position, Mason served as Director of the South Carolina Adult Education Training and Resource Center, a program of the State Department of Education's Office of Adult and Community Education. Mason has been involved in workplace education programs since 1989, working in both the adult education and technical college systems. She has served on the South Carolina State Department of Commerce's Career Readiness Task Force and the Southeastern WorkKeys Conference Planning Committee.

**Annie Mathews** is the Atlanta Job Corps Center Director, where she oversees a center that serves up to 515 students. Under Mathews' leadership, the center has developed employer linkages with such organizations as MCI and partnered with the Atlanta Metropolitan College, Georgia Perimeter College, DeKalb Technical College, and Atlanta Technical College.

**Pamela McCaleb** is the Director, Success Academy (Department of Training and Development) at Shands Jacksonville Medical Center. She is responsible for leadership, management, and staff development, including nursing education. She built the training function from its inception in 2001 to its current team of 10 serving an organization of 3,600 hospital employees.

McCaleb's background began with teaching and expanded to business, banking, and healthcare. She worked in the airline industry for 10 years in customer service, sales, training, and management. At AT&T American Transtech, she managed training teams, provided organizational development for sales and marketing, and was responsible for the human resources functions in opening multiple new call centers. McCaleb headed the Human Resources departments at Barnett Banks, Bank of America, and at Metris Companies. As an independent consultant, she served various clients, including Bank of America, Alltel, Blue Cross/Blue Shield, the State of Louisiana, and Shands Jacksonville.

McCaleb earned her Bachelor's degree in Secondary Education, University of Florida, and her Master's degree in Adult and Secondary Education, California State University, Los Angeles.

**Richard Merchant** earned his Bachelor's degree from Michigan State University, his Master's degree from the University of Florida, and worked on his Doctoral degree in Medical and Physical Anthropology at Texas A&M University.

For the past seven years, Merchant has served as the CEO of the Northern Area Health Education Center in Canton, New York. He holds an appointment as a Clinical Assistant Professor at the State University of New York Upstate Medical University, College of Medicine, Department of Family Medicine. He is also an Assistant Professor at Clarkson University, teaching in the college's graduate Physical Therapy Program. Prior to moving to upstate New York, Merchant served for six years as a faculty member at the University of Texas Medical School in the institution's Department of Family Practice and Community Medicine.

Merchant is the Chairman of the New York State AHEC System Executive Council, as well as a member of the New York State Association of Rural Health Board of Directors. He has to his credit more than 30 invited presentations and papers of original research in Family Medicine.

**Cindy Miller** has been an educator for 21 years and currently serves as the Career and Technical Education (CTE) Coordinator for Frenship ISD. She is Frenship ISD's first CTE Coordinator and, therefore, has had the opportunity to make a tremendous impact in her district, in her community, and at the state level. She currently serves on the board of the Career and Technical Education Association of Texas and also served a two-year appointment to the Texas Computer Education Association's board. She makes the time to serve on various local and professional/community organizations to help her better understand today's labor market, as well as the needs of today's employers. She has received many honors as a teacher, a CTE Coordinator, and as a volunteer in her community and at the state level. In addition, Miller has made more than 20 presentations related to Career and Technical Education at the local, state, and national levels.

**Larry Miller** has been with ACT since March 2005. As Director of Distribution, his primary responsibilities include strategic management and support for the WorkKeys distribution network (including WorkKeys Solutions Providers and private testing sites). He is also involved in project management for the National Career Readiness Certificate system. Prior to joining ACT, Miller served in management roles supporting sales channels and customer service teams at adidas, Global Crossing, and Parsons Technology/Intuit. He holds an MBA from the University of Iowa and a Bachelor's degree from Queens College, NYC.

**Mattie Moran** is the Director of Workforce Development and Education for the Chattanooga Area Chamber of Commerce. She was the first African American in a professional position at the Chamber and has worked in every department from Governmental Affairs to Membership Services to the News Bureau. In her current position, she oversees the Chamber's Career Readiness programs that reach all 15,000 Hamilton County 8th through 12th graders every year. She performs this with an army of 1,000 volunteers from business and community organizations. Moran earned a Bachelor's degree in Organizational Management from Covenant College while working full-time. She volunteers with the Big Brothers and Big Sisters, American Cancer Society, and the March of Dimes organizations. She is a member of the 36-member State of Tennessee Workforce Development Board; serves on the local Rapid Response Team assisting workers who are laid off; and serves on advisory councils at Howard High School and the School for the Creative Arts.

**Michelle Mueller** is the Dean of Workforce Development and University Center at St. Clair County Community College, Port Huron, Michigan, where she has worked in various administrative positions over the last 23 years. Mueller holds an Associate's degree in Fine Arts from Brevard College, North Carolina; a Bachelor's degree from the University of Michigan in Communications; and a Master's Degree in College and University Administration from Michigan State University. She has a Post-Graduate Enrollment Management Certification from the University of Florida, and she is presently a Doctoral candidate in the Educational Leadership program at Central Michigan University.

Mueller serves on the Blue Water Chamber Board; is Chairperson of the Sanilac Economic Development Committee; serves on the Leadership Team of the Southeastern Michigan Community College Consortium; and was recently the recipient of a \$2 million U.S. Department of Labor Community Based Jobs Training Grant in Transportation, Distribution, and Logistics. Additionally, Mueller was among eight other community college workforce deans in southeast Michigan who were awarded Automation Alley's 2008 Education Program of the Year Award for Southeast Michigan. She is a National Institute for Leadership Development alumnus and has also been certified by the Chair Leadership Academy as a future leader in higher education.

**Gary Nolan** serves as Director of Marketing for ACT's Workforce Development Division, which is responsible for developing and implementing products designed to advance the knowledge, skills, and success of the American workforce. Since joining ACT in 2001, Nolan's primary responsibilities have involved development of ACT's licensure and certification business. He possesses seven years of higher education experience that includes the development of noncredit curricula and faculty-based consulting projects. He also worked as a corporate consultant specializing in organizational development and human resources issues. Nolan holds a Bachelor's degree in Journalism and an MBA.

**Carol Ogletree**, PhD, is involved in developing and delivering ACT's job profiling training program to authorize and train job profilers in the procedure. In addition, she conducts job profiling for ACT's corporate clients as well as providing other consulting services, such as assisting clients in the development or revision of their test content outlines used to develop certification instruments.

**Helen Palmer**, PhD, was involved in developing the WorkKeys job profiling procedure and has on-going responsibility for the development and delivery of ACT's job profiling training program. Her department is responsible for conducting job profiling for ACT's corporate clients as well as providing other consulting services.

**Lee Payne** is Senior Project Manager, Systems Improvement with Metrics Reporting, a west Michigan based workforce development and information technology consulting firm. In her principal role as the Director of First Choice Career Coaching (FC3) and Boot Camp for Jobs (BCJ), she focuses on developing and implementing coaching and employee development programs working with employers, educators, and workforce development organizations to build effective communities around both of these efforts.

Payne joined Metrics Reporting to lead efforts in the healthcare practice, specifically projects for the West Michigan WIRED Grant. This included the prototype development of a Healthcare Employee Forecasting project for the region, the creation of the West Michigan Healthcare Hot 50 Occupations, and a Career Lattice/Ladder project incorporating the Hot 50 Occupations and the O\*NET/CLEG Occupational Databases for healthcare occupations.

Prior to joining Metrics, Payne was the Logistics Executive Director for Foreway Management Services, a 3PL. As an internal consultant, she led the executive team to develop an overall corporate strategy, which drove vendor commitment and identification of key projects that resulted in growth in revenue and profit. During Payne's tenure at Foreway, the company gained valuable key process knowledge and determined how to go to market to achieve Top 100 3PL status nationally.

Payne's 15 years of business experience spans strategy, management, marketing, and sales, with an unending focus on understanding the voice of the customer.

**Bill Ratzburg** has been employed in the Elgin, Illinois, area for seven years in Career and Technical Education. He serves as Director, Northern Kane County Regional Vocational Education for Employment System #110, and as Coordinator of Career and Technical Education for School District U-46, the second largest K–12 district in Illinois with more than 41,000 students. Ratzburg administers all monies that flow to school districts for Career and Technical Education. While working with teachers, administrators and community members he promotes initiatives such as WorkKeys, the National Career Readiness Certificate, core academics in Career and Technical Education, and articulation with community colleges. He also collaborates with the Elgin Chamber of Commerce on workforce development projects.

**Jo Richter** is a Program Manager for the Oklahoma Employment Security Commission. She is also an ACT-authorized job profiler. Richter received her Bachelor's degree at the University of Science and Arts of Oklahoma in Psychology and her Master's degree at the University of Oklahoma in Human Relations. She has worked for the Oklahoma Employment Security Commission for 17 years and in her current position for eight. Richter is the Co-Chair for the South Central Workforce Investment Board Youth Council and is passionate about assisting youth in their transition to becoming adults. WorkKeys is one of the great tools she uses in accomplishing this.

**Steve Robbins**, PhD, is Assistant Vice President in the Research area of ACT, which provides psychometric and statistical support for ACT programs and clients, conducts policy and validity research, publishes research reports, and develops, validates, and supports career assessment projects. Robbins possesses more than 20 years of experience as a counseling psychologist and is experienced in program development, executive leadership, and consulting roles in business, educational, government, and health care settings. His Doctorate is in Counseling Psychology from the University of Utah.

**Justin Saylor** joined the Thinking Media team as Vice President of Marketing in 2006. Immediately before joining Thinking Media, Saylor was the Director of Marketing for ACT's Workforce Development Division, where he was responsible for driving new business and new product enhancements in WorkKeys. He played a key role in initiatives such as the re-contextualized WorkKeys for Healthcare and the Web-based WorkKeys product. Saylor also devised new strategies to drive demand for WorkKeys from the business community in vertical segments, showing the greatest results in healthcare and manufacturing sectors. He holds a Bachelor's degree and an MBA from the University of Iowa.

**Martin Scaglione** was appointed President and Chief Operating Officer of ACT Workforce Development Division in September 2007. His extensive private sector experience includes working with industry-leading product manufacturers HON, Bosch-Siemens Household, and Maytag. Prior to joining

ACT, Scaglione led corporate strategy, sales, distribution, and marketing for HON Industries. At Bosch-Siemens Household, he was North American Managing Director, Executive Vice President, and Chief Operating Officer. Scaglione started his career with Maytag, where he worked for nearly 20 years. His last role there was Vice President, Sales, and before that, Vice President, Marketing. He is a graduate of Drake University with a double major in Economics and Marketing.

**Peter Schaap** was in food service for 14 years before going back to school to become a teacher. He finished school in 2003 and started working in the Adams County School District that fall. Schaap is in his fourth year as a WorkKeys instructor.

**Scott Sheely** has been the Executive Director of the Lancaster County Workforce Investment Board, one of 22 such boards in Pennsylvania, since 2000. He has worked as the human resources director of a large mental health agency, the operations manager of a nursing home chain, the associate pastor of a church, and the owner of a regional wholesale jewelry business. A graduate of Franklin and Marshall College in Government, Wright State University in Mental Health Counseling, and the United Theological Seminary in Pastoral Counseling, Sheely is currently a Doctoral candidate in Adult and Workforce Education at Penn State University.

**Joel Simon** is a Senior Consultant for CAEL, assisting workforce development organizations, companies, educational institutions, and regional consortia as they develop and implement workforce and economic development initiatives. He has assisted with development and deployment of Career Readiness Certificate initiatives in Michigan, Arkansas, Mississippi, Kansas, Missouri, and Oregon. Prior to joining CAEL in 2006, Simon worked for the Computing Technology Industry Association (CompTIA) building strategies for CompTIA and its IT industry members to forge partnerships with the public workforce system. He also developed sustainability strategies for U.S. Department of Labor grants under the High Growth Job Training Initiative, Community Based Job Training Grants, and H-1B Technical Skills Training Grants. For five years Simon served as Assistant Director of Workforce Solutions, the business services arm of Chicago's Mayor's Office of Workforce Development, where he developed and implemented new program and funding models for employer and sector-driven workforce programs. He earned a Bachelor's degree from Northwestern University and a Master's degree from the University of Chicago's School of Social Service Administration.

**Charlene Sizemore** is President and CEO of Sizemore, Inc., a family-owned business located in Augusta, Georgia. Sizemore, Inc., has grown from a small business that started in 1955 to a well-recognized organization with multiple locations across the Southeast. Sizemore currently serves on various boards and committees in Augusta, and also serves on the Georgia Workforce Investment Board and the Georgia Chamber of Commerce.

**Denny Smith**, PhD, is a current president of the Training Existing Business Industry Network for the Alabama College System. He was a Human Resource Assistant at a personnel services firm before he joined Calhoun Community College in 1998. He has worked on various projects for some of the following companies: 3-M, International Diesel, Goodyear of North America, Steelcase, BP Amoco, Boeing, Teledyne Brown Engineering, International Paper, and Siemens Automotive. In addition, he is active on various local and state committees and works actively with local economic development associations and chambers. Smith earned his Master's degree in Public Administration at Jacksonville State University and his Doctorate in Community College Leadership at Mississippi State University.

**Ann Stanton** is on the staff of the Macomb Community College Workforce Development Institute where she has served as the WorkKeys Program Coordinator for the past nine years. One of her current focuses is on incorporating WorkKeys into short-term community college programs. Stanton uses a combined approach that includes profiling to aid in curriculum development and participant selection, assessment, and skill development available through the use of KeyTrain. Stanton's experience includes working with business and industry, K–12 educators, and the Macomb/St. Clair Michigan Works Agency. Stanton has made the National Career Readiness Certificate available to thousands in the southeast Michigan community.

**Rene Stephan** holds the position of Business Retention and Community Services Specialist for the Economic Development Alliance of St. Clair County, and she is responsible for leading the organization's program of regular retention visits to St. Clair County manufacturing companies as well as assisting local units of government in the planning of economic development activities. She works closely with the Michigan Economic Development Corporation (MEDC) and serves on the MEDC Advocacy Taskforce Team. Stephan holds an Associate's degree in Business Administration from Valencia Community College in Florida and is currently pursuing her Bachelor's degree in Economics from Central Michigan University and her Certification in Economic Development (CEcD) through the International Economic Development Corporation.

**Marcia Stientjes**, PhD, is Director of WorkKeys Development at ACT. As such, she has responsibility for oversight of the creation and maintenance of WorkKeys employability skills assessments. She has been a part of the WorkKeys program since 1991 and has taken the lead in developing audio- and video-based assessments as well as more traditional paper-and-pencil assessments. Currently she is involved in WorkKeys electronic testing. Her background includes experience in both business and teaching, and one of her primary interests is adult and continuing education.

**Scott Stimart** is Vice President of Sales and Marketing for ACT's Workforce Development Division. Stimart has an engineering, manufacturing, and sales background. Prior to joining ACT, he served as Vice President of Sales and Marketing with Fastek International, Inc., in Cedar Rapids, Iowa. He held similar positions at the Crystal Group, Inc., Hiawatha, Iowa; Penford Products Co., Cedar Rapids; and Buckman Laboratories, Memphis, Tennessee. A native of Green Bay, Wisconsin, Stimart is a graduate of the University of Wisconsin–Eau Claire.

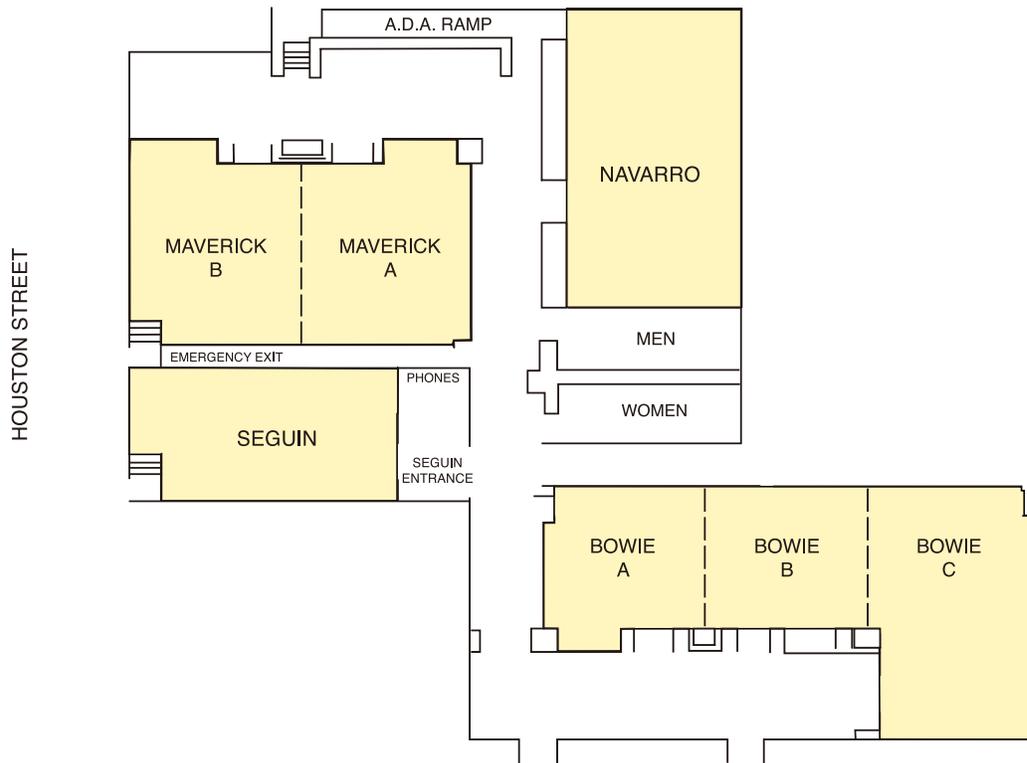
**David Sweaney** worked as an educator, state adoptions manager, national marketing director, and was president and owner of a small business before he joined ACT in 1993. He is currently a Regional Manager for WorkKeys, working mostly in the southeastern part of the country. Sweaney holds a Doctorate in Behavioral Studies from the University of Alabama.

**Justin Toth** is a third-year teacher at Advanced Technology Academy, where he teaches 8th graders in the classes of Ford PAS Awareness and Seminar. He received his Bachelor's degree from Wayne State in Business with a major in Marketing in 2001 and his teaching certificate with a major in Business Education and a minor in Physical Education in 2004. Currently he is one class away from receiving a Master's degree from Wayne State in Business Education. His primary interest in teaching computers is to promote knowledge of software application programs such as Word, Excel, PowerPoint, Access, and Publisher.

**Keenan Wade** is the Project Team Leader responsible for implementing the Michigan National Career Readiness Certificate Program (MI NCRC) for the Michigan Department of Energy Labor and Economic Growth (DELEG). Wade has more than 14 years of experience, working in several capacities with the state of Michigan focusing on workforce and economic development programs and initiatives. Wade is a firm believer and practitioner of partnering with Michigan employers, workforce development, and education communities on programs such as: the Michigan Technical Education Centers<sup>SM</sup> (M-TECs<sup>SM</sup>), and the Michigan Economic Development Job Training Program. In order to further contribute in the development of Michigan's 21st century workforce, Wade is currently pursuing graduate study in the field of Performance Improvement and Training at Wayne State University.

**Michele Wilson** has been employed by West Virginia University at Parkersburg's Workforce and Community Education for nine years. She has been involved with several programs at the college, including Director of Pre-Employment Training and FastTrack courses (both involving ACT WorkKeys), Director of the ACT Center, and customized training for employers. Prior to working with the college, Wilson worked for a local plastics company for several years and an architectural/environmental firm for 10 years. Wilson will receive Bachelor's degrees in Business and in Marketing and Management from West Virginia University at Parkersburg in May 2009. She is currently working through West Virginia University at Parkersburg's Workforce and Community Education Division as the WorkKeys Solution Provider (in collaboration with Workforce West Virginia) with the responsibility of 12 satellite sites throughout the state of West Virginia.

LOSOYA CONFERENCE CENTER

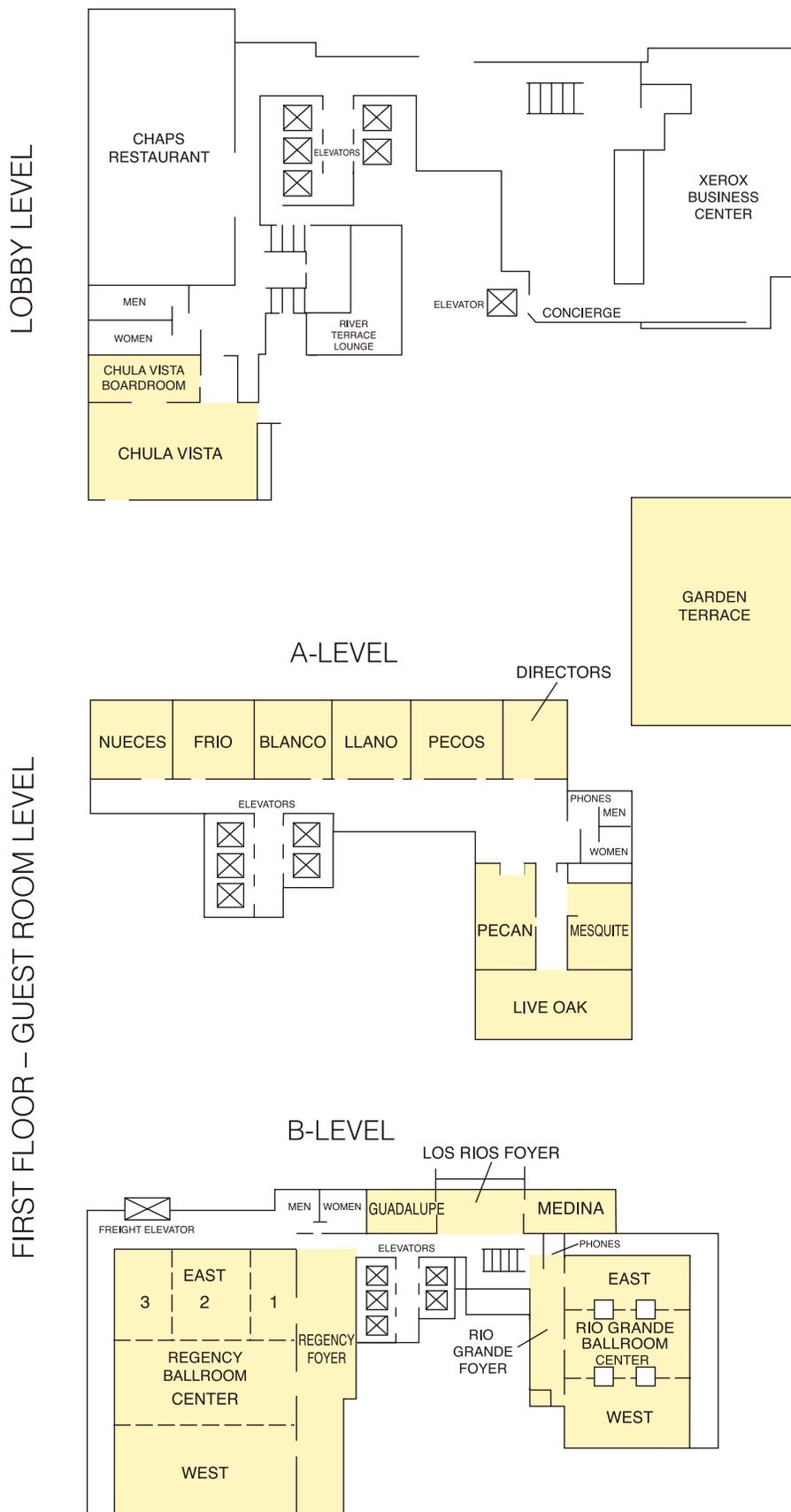


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LOSOYA STREET

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HYATT REGENCY SAN ANTONIO

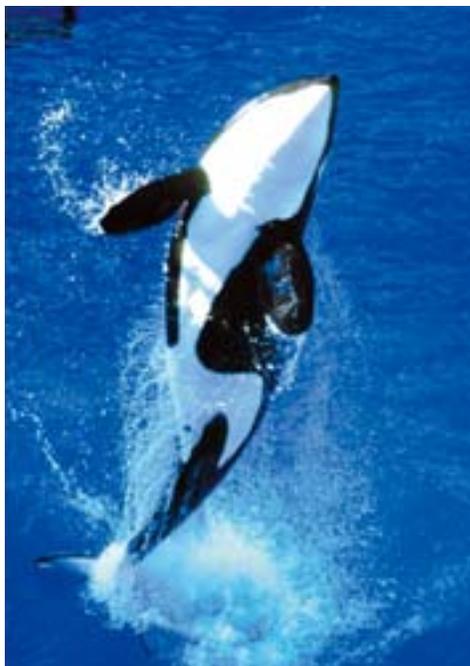


## Six Flags Fiesta Texas

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[www.sixflags.com](http://www.sixflags.com)

Celebrate the culture and history of Texas with thrilling rides, award-winning shows, Looney Tunes characters and a free water park! Six Flags Fiesta Texas is nestled within majestic 100-foot quarry walls. It has won the Golden Ticket Award for best theme park shows in the country for an astounding nine consecutive years. This season, Six Flags Fiesta Texas opens with updated Platinum Country and Down Home Country shows, Latin favorites in Teatro Fiesta, and the ever-popular Rockin' at Rockville High. All this featured entertainment is, of course, in addition to thrilling ride selections such as Superman Krypton Coaster, Tony Hawk's Big Spin family coaster, Scream Tower Drop attraction, and the Bugs White Water Rapids flume ride. Bringing the total coaster count to eight is Goliath, a suspended looping coaster set to debut this spring.



## SeaWorld San Antonio

10500 Sea World Drive • 800/700-7786

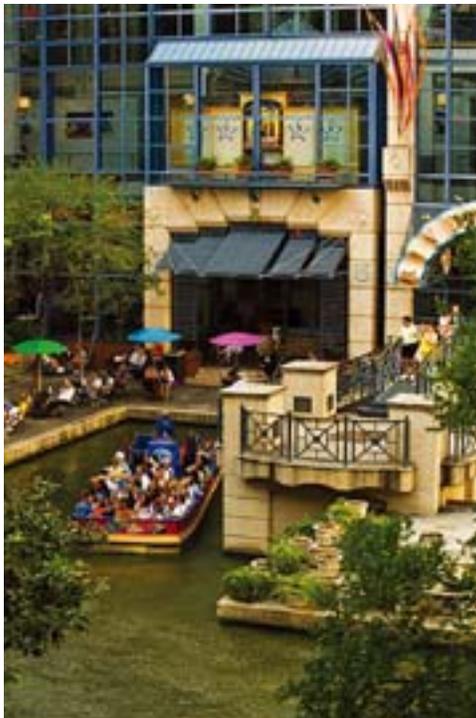
[www.seaworld.com/sanantonio](http://www.seaworld.com/sanantonio)

SeaWorld San Antonio, the world's largest marine life adventure park and family entertainment showplace, presents a splashy lineup of more than 26 sensational shows, thrilling rides, animal attractions, and educational experiences for all ages. It's actually four parks in one on 250 acres: a show park, a rides-and-slides park, a water park, and an amazing animals park.

**Alamo Sightseeing Tours**

**15554 Tradesman • 210/492-4144**  
**www.alamosightseeingtours.com**

Enjoy professionally narrated tours of the area on luxurious mid-size buses. Visit the Alamo, the cradle of Texas liberty, take a cruise along the romantic San Antonio River, visit the Buckhorn Saloon & Museum, shop at El Mercado, see the Japanese Tea Gardens, and much more. Texas Hill Country and Wine Tasting Tours also available. Hotel pick-up service is available. Tickets are sold at the kiosk inside Pat O'Briens.



**Rivercenter Mall**

**849 E. Commerce St. • 210/225-0000**  
**www.shoprivertcenter.com**

Experience landmark shopping and entertainment beside the Alamo on the banks of San Antonio's famed Riverwalk. The Rivercenter has a unique collection of more than 100 stores, restaurants and theaters including Macy's, American Eagle, Brookstone, Chico's, IMAX, and so much more!

**San Antonio Zoological Gardens and Aquarium**

**3903 N. St. Mary's St. • 210/734-7183**  
**www.sazoo-aq.org**

Located in Brackenridge Park, the San Antonio Zoo is the third largest zoo in the nation. It is home to over 3,500 animals and several interactive exhibits that include Kronkosky's Tiny Tot Nature Spot, Lory Landing, the butterfly exhibit, and a fun petting zoo. The Zoo's newest exhibit, Africa Live, features underwater viewing of hippos and crocodiles. And, don't forget to take a miniature train ride on the San Antonio Eagle.



### Casa Rio Mexican Foods Restaurant

**430 E. Commerce St. • 210/225-6718**

**Cuisine type: Tex Mex**

Casa Rio was the first San Antonio business to open its doors to the Riverwalk. The restaurant, founded in 1946 by Alfred F. Beyer, sits on land first granted title in 1777 by the King of Spain. The Spanish Colonial hacienda became the core of the new business. The cedar door, window lintels, fireplace, and thick rock walls are still evident inside the building.

### Biga on the Banks

**203 S. St. Mary's, Ste. 100 • 210/225-0722**

**Cuisine type: Continental**

Craving food with a view of the Riverwalk? Head to Biga on the Banks, named one of "America's Best Restaurants" by *Gourmet* magazine. Chef/owner Bruce Auden presides over the innovative menu, an Asian Southwest fusion of eclectic dishes sure to please the palate. An extensive wine list features selections chosen to complement the menu. The menu changes frequently, but a sampling includes sautéed Maine lobster, mustard-crusted Australian lamb rack, crab stuffed and baked Mahi mahi, and smoke roasted pork tenderloin.

### Republic of Texas Restaurant, Inc.

**526 Riverwalk • 210/226-6256**

**Cuisine type: Texan**

Larger-than-life menu offerings include a Gigantic El Grande Mexican plate, half-pound burgers, and 46 oz. margaritas. Located on the Riverwalk, this restaurant also has a wooden dance floor with a DJ for late night fun.

(Information from [visitsanantonio.com](http://visitsanantonio.com) )

### Rainforest Cafe

**110 East Crockett • 210/277-6300**

**Cuisine type: American**

You don't have to travel far to dine in a tropical rain forest atmosphere. Our menu includes a variety of specialty items from seafood, beef, and chicken to pastas, sandwiches, and pizza. Younger guests can enjoy items from our exciting kids' menu. Don't forget about dessert—our Sparkling Volcano lights up any meal. Plus, pick up special souvenirs from your visit. Our Retail Village offers a wild variety of items for the entire family. Open 11 a.m. to 10 p.m., Sunday through Thursday, and 11 a.m. to 11 p.m., Friday and Saturday. The Retail Village is open 30 minutes before and after the restaurant opens and closes.

### Pesca on the River

**212 W. Crockett Street • 210/396-5800**

**Cuisine type: Seafood**

Pesca on the River offers innovative recipes, featuring fresh fish that is flown in daily. The centerpiece of this Watermark Hotel restaurant is a fiber optic-lit oyster bar offering signature cocktails, crafted beers, premium tequila-tasting, and wine by the glass.

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