**Employer email: Finding the right talent**

Subject: Help your community develop a skilled workforce pipeline

Dear <>,

Today’s jobs require specific skills. If you’re having difficulty finding qualified employees, you might consider using skill assessments and career readiness credentials to create a talent pipeline. Companies across the US have shown how implementing programs like these can lead to increasing the talent pool while also reducing costs and increasing productivity.

One example is Glen Raven, a custom fabrics manufacturer. Frustrated with traditional hiring practices, the company worked with its regional workforce development group to implement an assessment process to improve its hiring process and focus on employee fit. In just four years, Glen Raven filled 300 positions with a 98.3% training success rate. Read the whole story [here](http://www.act.org/content/dam/act/unsecured/documents/2672_WK_Glen_Raven.pdf).

WorkKeys is part of our ACT Work Ready Communities initiative. We are making sure all our area employers are aware of the tools available to help them hire qualified employees. Contact us at [phone] to learn more about how our community is strengthening our workforce and growing our economy.

Sincerely,

[Name]

[Contact info]