

Leveraging your ACT Work Ready Community

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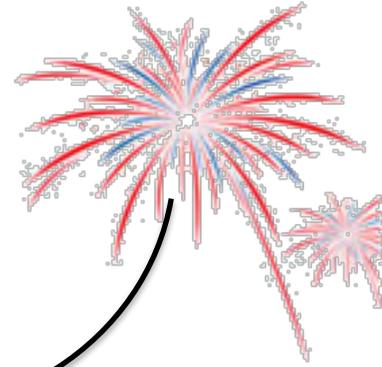
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Four themes presented

- Develop workforce brand
- Identify data source
- Develop irrefutable proof
- Tell your story

Components of a winning brand



Where is your county WRC initiative?





Develop your WRC brand

- Assess your workforce image
- Determine what your are trying to change? Prove? Improve?
- Who is your audience?
- What do they want to know?

ACT WRC County NCRC data



RAPIDES PARISH

United States > Louisiana > Rapides Parish > change

Rapides Parish is a **certified** Work Ready Community that is actively engaged in **maintaining** their status.



ACT WorkKeys NCRCs Earned

Showing: Jan 1, 2012 to Dec 31, 2017

Workforce	
Emerging (High School/College)	6881
Current (Employed Private/Public)	1588
Transitioning (Adult Ed/Unemployed)	2891
Workforce category not identified	0
	Actual
Job Profile	0

IMPROVED ACT NCRC

TO/FROM	BRONZE	SILVER	GOLD	PLATINUM
Not Earned	186	82	1	0
Bronze		322	8	0
Silver			258	2
Gold				16



ACT WRC County NCRC data

RAPIDES PARISH

ACT WORKKEYS NATIONAL CAREER READINESS CERTIFICATE [NCRC]

WORKFORCE		TOTAL NCRC	BRONZE NCRC	SILVER NCRC	GOLD NCRC	PLATINUM NCRC	NCRC PLUS
Emerging	High School	6692	1275	3523	1601	293	550
	College	189	38	107	44	0	73
Current	Private	921	177	543	182	19	364
	Public	667	188	376	89	14	181
Transitioning	Adult Education	35	6	24	5	0	10
	Unemployed	2845	772	1577	460	36	810
	Recent Veteran	11	+	6	+	+	+
	Workforce category not identified	0	0	0	0	0	0
	Totals	11360	2459	6156	2383	362	1991

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

+ Value less than 4

ACT WRC county employer data

117

EMPLOYERS IN RAPIDES PARISH RECOGNIZE OR RECOMMEND
THE ACT WORKKEYS NCRC 

- Louisiana Eye & Laser
- Hebert Carbo & Crutchfield CPAs *
- E E Consultants Inc. *
- Payne Moore & Herrington LLP *
- Acadian Ambulance Service *
- JWBP Broadcasting Company LLC *
- Progressive Constructive Company LLC *
- Rapides Parish School Board *
- Modern Woodmen Fraternal Financial *
- Westaff *
- Upper Iowa University *
- Joe's Cleaning Service LLC *
- Central Louisiana Surgical Hospital LLC *
- Ranson Real Estate LLC *
- Ugly Mug Marketing *
- Wallace Eye Associates *
- The Diamond Grill Restaurant *
- Pan American Engineers LLC *
- The Pill Box Pharmacies *
- Southern Heritage Bank *
- Sundrop Fuels *
- H & H Furniture & Appliances *
- Sperion Staffing and Recrui *
- Christophe Counseling & Associates *
- Hexion Inc. *

* Pending re-affirmation

[ALL EMPLOYERS SUPPORTING](#) ▶

[WHY SHOULD YOUR BUSINESS SUPPORT?](#) ▶

[DOES YOUR BUSINESS SUPPORT JOB APPLICANTS WITH AN ACT WORKKEYS NATIONAL CAREER READINESS CERTIFICATE?](#)
[PLEASE JOIN THIS LIST.](#) ▶

ACT
WORKFORCE
SUMMIT 2019

Other workforce data

- Labor market data
- Education attainment data
- Industry credential attainment

Workforce development differentiators

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

Differentiators

RAPIDES PARISH ACT WORKKEYS NATIONAL CAREER READINESS CERTIFICATE [NCRC]

WORKFORCE		TOTAL NCRC	BRONZE NCRC	SILVER NCRC	GOLD NCRC	PLATINUM NCRC	NCRC PLUS
Emerging	High School	6692	1275	3523	1601	293	550
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Transitioning	Adult Education	35	6	24	5	0	10
	Unemployed	2845	772	1577	460	36	810
	Recent Veteran	11	+	6	+	+	+
	Welfare category not identified	0	0	0	0	0	0
Totals		11360	2459	6156	2383	362	1991

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+ Value less than 4

IMPROVED ACT NCRC				
TO/FROM	BRONZE	SILVER	GOLD	PLATINUM
Not Earned	27	7	0	0
Bronze		69	20	0
Silver			24	0
Gold				0

Leverage and use data and information

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

Communication Tools

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

Communication Tools

RAPIDES PARISH

United States > Louisiana > Rapides Parish > change

Rapides Parish is a certified Work Ready Community that is actively engaged in maintaining their status.



NEWS FOR RAPIDES PARISH

Cenla is now a 'work-ready community'. Here's why that's a big deal

ACT WorkKeys NCRCs Earned

Showing: Jan 1, 2012 to Dec 31, 2017

Workforce	
Emerging (High School/College)	4881
Current (Employed Private/Public)	1588
Transitioning (Adult Ed/Unemployed)	2891
Workforce category not identified	0
	Actual
Job Profile	0

IMPROVED ACT NCRC

	Bronze	Silver	Gold	Platinum
Not Examined	186	82	1	0
Bronze	322	8	0	0
Silver	258	2		
Gold		16		

About ACT

Founded in 1959, ACT is a not-for-profit organization headquartered in Iowa City, Iowa, and dedicated to helping people achieve education and workplace success. ACT provides a broad array of assessment, research, information and program management solutions in the areas of education and workforce development.

[BACK TO ACT MAP](#)

RAPIDES PARISH

ACT WORKKEYS NATIONAL CAREER READINESS CERTIFICATE (NCRC)

WORKFORCE		TOTAL NCRC	BRONZE NCRC	SILVER NCRC	GOLD NCRC	PLATINUM NCRC	NCRC PLUS
Emerging	High School	6692	1275	3523	1601	293	550
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	Recent Veteran	11	-	6	-	-	-
	Workforce category not identified	0	0	0	0	0	0
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- Value less than 4

Differentiators

RAPIDES PARISH DASHBOARD

Louisiana

Rapides Parish is Certified and Maintained through March 30, 2020

[Get My Maintained Badge](#)

Current Status: Maintaining

Timeline: March 30, 2018 - March 30, 2020

Rules for Maintaining

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



TRADITIONAL GOALS

Rapides Parish must earn at least 2 points from any of these activities:

	Points	Task
✓	1	Emerging workforce NCRC earned
✓	1	Current workforce NCRC earned
✓	1	Transitioning workforce NCRC earned
	1	New and reaffirming employers
3	Subtotal from Traditional Goals (maximum of 4)	

TRADITIONAL GOALS

Workforce	Goal	Actual NCRC	
Emerging	638	6881	✓
Current	157	1588	✓
Transitioning	559	2891	✓
Workforce category not identified		0	

Employer Supporting Goals

	Goal	Actual	
① Employers supporting	N/A	117	
① New and reaffirming employers	91	1	

How to get your story out

- Visit newspaper and share your work
- Prepared media kits
- Pitch WRC success stories
- Include key searchable words and phrases
- Leverage you eco-system partners

State Commerce/Economic Development: WRC Alignment, Buy-in, Support

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

ACT WRC County Employer Data

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Employer	Industry Cluster	Name	E-Mail	Phone	Website	Employees	Address	City	ZIP	State	Date	Active	Count	Re-Plc	Re-Plc	How Business	
1	The Goddard School	Audrey Over	wakeforestnc@godda	919-570-1005	http://www.god	130	Her Wake Fc	27587	North Carolin.		14-Sep-15	Yes	Wake	No		Recognize	
2	Doc's Garage	Scott Wood	Scott_Garage@yahoo	919-556-1162	http://www.doc	5	garage 5 to 99	113	roo Wake Fc	27587	North Carolin.	14-Sep-15	Yes	Wake	No	Recognize	
3	Polite Ready Mix	Jimmy Gason	jimmy093@yahoo.com	573-438-5417	http://www.br	1	kenridg 5 to 99	113	tte Potosi	63664	Missouri	14-Sep-15	Yes	Washing	No	Recognize	
4	Potosi Chiropractic Li	Center Dr. Dan Jack	dwnhok@yahoo.com	573-438-5801	https://www.f	500	ort Potosi	63664	Missouri		14-Sep-15	Yes	Washing	No	Recognize		
5	Edward Jones	Angela Momot	angela.momot@edwa	573-438-8908	https://www.e	#5	ark: Potosi	63664	Missouri		14-Sep-15	Yes	Washing	No	Recognize		
6	SteelFab	Curt Morkskill	cmorkskill@steelab-	919-828-9545	http://www.st	510	ur Raleigh	27612	North Carolin.		14-Sep-15	Yes	Wake	No	Recognize		
7	Potosi Licence Office	Kris Richards	krisrichards@gmail.c	573-438-5141	http://www.al	30	v.orgimi 5 to 99	300	V Potosi	63664	Missouri	14-Sep-15	Yes	Washing	No	Recognize	
8	The Independent Journ	Neil Richards	ljnews@centurgetel.net	573-438-5141	http://www.th	114	ast Potosi	63664	Missouri		14-Sep-15	Yes	Washing	No	Recognize		
9	Washington County Lib	Missy Mober	washingtonco.librag@	573-438-4431	http://www.th	23	ast Potosi	63664	Missouri		14-Sep-15	Yes	Washing	No	Recognize		
10	Tammy's Tiny Tots	Tammy Benson	tammytots@hotmail.c	573-438-7601	http://www.ta	60	ngstng 5 to 99	60	rag Potosi	63664	Missouri	15-Sep-15	Yes	Washing	No	Recognize	
11	UTC Aerospace System	Greg Allen	greg.allen@utas.utc.c	701-262-6250	http://www.ut	260	erospa 500 to 999	260	Hg Jamestc	58401	North Dakota	15-Sep-15	Yes	Stutsma	No	Recognize	
12	Lawn Detailing and Ent	Professional Scientific and Technical Serv	Adam Merson	lawndetailing@earthli	919-856-9333	http://	5 to 99	919	46- Raleigh	27617	North Carolin.	15-Sep-15	Yes	Wake	No	Recognize	
13	Missouri Job Center A	late Off Other Services (except Public Administr	Billi Litton	blitton@copinc.org	573-438-4414	http://	0-4	Hic way Potosi	63664	Missouri	15-Sep-15	Yes	Washing	No	Recommen		
14	Carteret County Public	School E Educational Services	Daniel Novej	dan.novej@carteretk1	252-728-4583	http://www.co	eretcou 1000-	107	rafi Beaufor	28516	North Carolin.	15-Sep-15	Yes	Carteret	No	Recognize	
15	Connective Insights	Other Services (except Public Administr	Rob Lauter	rob@connectiveinsig	3366240087	http://	5 to 99	130	opol Boone	28607	North Carolin.	15-Sep-15	Yes	Wataugs	No	Recognize	
16	Gardner-Webb Univers	Educational Services	Patrick Wagner	pwagner@gardner-wet	7044063251	http://www.g	rdner-web 500 to 999	PC	Box Boiling E	28017	North Carolin.	15-Sep-15	Yes	Cleveland	No	Recognize	
17	KD Marketing LLC	Professional Scientific and Technical Serv	Kim Daver	kim@kdmagency.com	7046006899	http://www.k	marketing 0-4	PC	Box Shelbj	28151	North Carolin.	15-Sep-15	Yes	Cleveland	No	Recognize	
18	Duke Energy	Utilities	Craig Debrew	craig.debrew@duke-er	7044845022	http://www.d	uke-energy 1000-	182	Eas Shelbj	28152	North Carolin.	15-Sep-15	Yes	Cleveland	No	Recognize	
19	Duke Energy	Utilities	Craig Debrew	craig.debrew@duke-er	7044845022	http://www.d	uke-energy 1000-	182	Eas Shelbj	28152	North Carolin.	15-Sep-15	Yes	Rutherford	No	Recognize	
20	Chevrolet Inc.	Real Trade	Mark Carter	incarter@carterchev.c	7044824341	http://www.co	chevvg 5 to 99	200	Yes Shelbj	28152	North Carolin.	15-Sep-15	Yes	Cleveland	No	Recognize	
21	PNC Bank	Finance and Insurance	Tonya Coleman	tonya.coleman@pnc.c	7044805220	http://www.p	nc.com 1000-	131	La Shelbj	28150	North Carolin.	15-Sep-15	Yes	Cleveland	No	Recognize	
22	City of Kings Mountain	Public Administration	Jan Harris	jan.harris@cityofkm.c	7047302197	http://www.ci	ofkm.co 100 to 499	PC	Box Kings M	28086	North Carolin.	15-Sep-15	Yes	Cleveland	No	Recognize	
23	The Twin Valley Bank	Finance and Insurance	Brian Shera	bshera@twinvalleyban	9378394628	http://www.tw	valleyba 5 to 99	2	E Dat, West Ak	45381	Ohio	15-Sep-15	Yes	Prebile	No	Recognize	
24	Running Y Ranch Resor	Arts Entertainment and Recreation	George Rogers	george@runningcor	541-850-5599	http://www.ru	ningcor 100 to 499	550	Ru Klamath	97601	Oregon	15-Sep-15	Yes	Klamath	No	Recognize	
25	Prints Charming Inc So	Manufacturing	Richard Hamp	rick@pctshirts.com	541-673-3716	http://www.pr	tscharm 5 to 99	42	SE F Roseba	97470	Oregon	15-Sep-15	Yes	Douglas	No	Recognize	
26	Chico's	Accommodation and Food Services	Vickie Ourne	nomall@comcast.c	541-858-8853	http://	5 to 99	160	N F Mediorc	97501	Oregon	15-Sep-15	Yes	Jacksor	No	Recognize	
27	Catheart Business Serv	Finance and Insurance	Pia Cathart	inquiry@listotax.com	541-734-9341	http://	5 to 99	350	Lei Mediorc	97504	Oregon	15-Sep-15	Yes	Jacksor	No	Recognize	
28	Advanced Water System	Construction	TODD HMPHRE	avskinetico@aol.com	252-223-4444	http://www.ki	netico.c 5 to 99	560	US NEWPO	28570	North Carolin.	15-Sep-15	Yes	Carteret	No	Recognize	
29	JD Distributors Inc.	Wholesale Trade	Keisha Hooper	khoooper@jddist.com	731-885-0096	http://www.jd	ist.com 5 to 99	408	E, FI Union C	38261	Tennessee	15-Sep-15	Yes	Obion	No	Recognize	
30	National Park Service	Public Administration	Patrick Kenney	pat_kenney@nps.gov	2527282250	http://www.n	govleak 5 to 99	131	hart Harkers	28531	North Carolin.	16-Sep-15	Yes	Carteret	No	Recognize	
31	Weber's Body & Farme	Other Services (except Public Administr	Dave Weber	dave@webersbl.com	937-839-5946	http://www.w	ersbl.c 5 to 99	200	Sta West Ak	45381	Ohio	16-Sep-15	Yes	Prebile	No	Recommen	
32	Allan Tate Co. Inc.	Real Estate and Rental and Leasing	Mark Eaker	mark.eaker@allentate	7044826311	http://www.al	entate.c 5 to 99	300	E, V Shelbj	28150	North Carolin.	16-Sep-15	Yes	Cleveland	No	Recognize	
33	Oakway Tractor	Transportation and Warehousing	Andy Myers	accounts@oakwaytra	8649723640	http://	5 to 99	560	Ve, Vestmir	29693	South Carolin.	16-Sep-15	Yes	Oconee	No	Recognize	
34	Isothermal Community	College Educational Services	Mark Franklin	mfranklin@isothermal	8283951677	http://www.is	othermal. 100 to 499	280	CC Spindale	28160	North Carolin.	16-Sep-15	Yes	Polk	No	Recognize	
35																	
36																	

Evaluating Return of Investment

Key component

- **Job analysis completed by an ACT authorized job profiler**



Overview

- Plan
- Prepare
- Implement
- Analyze
- Communicate

Plan

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



Prepare

- Collect current state data
 - Hiring costs
 - Retention
 - Training Costs
 - Productivity
 - Waste



Implement

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



Analyze

- Collect comparable metrics
- Analyze and compare results



Communicate results

- Help company share success stories internally and externally

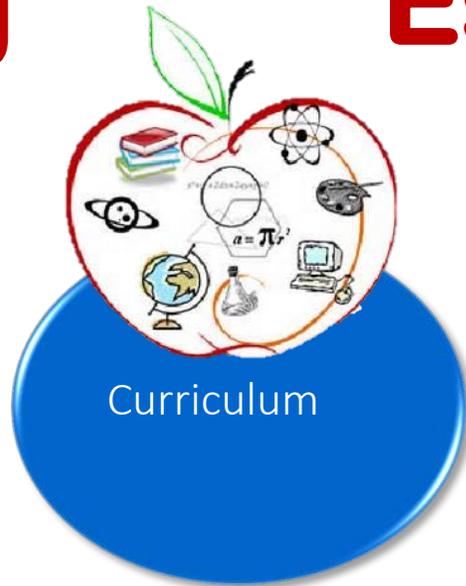


ACT[®]

NEW!

WorkKeys Profiling

WorkKeys Estimator



ACT[®]
WORKFORCE
SUMMIT 2019

Deliverables

WorkKeys Profile



Content Validity Report

For the Customer Service Representative
Job Profile

GCOMM, Inc.
Filerville, Arkansas

November 20XX

WorkKeys Estimator

WorkKeys® Estimator
Documentation Form for Entry into and Effective Performance of a Job

Organization Name: Your Company Date: August 20, 2019

Coordinator Name: Dr. Cindy Hill Coordinator Title: I/O Psychologist

Job Title: Welder Related O*NET Title: 51-4121.06 – Welders, Cutters and Welder Fitters

Expert Name	Expert Title	Experience with Company	Years of Experience in Job
Jim Block	Welder	15 years	10 years
Sam Temple	Welder	5 years	5 years
Jessie Days	Welder	2 years	2 years
Tim Gibb	Welder	4 years	3 years

Estimated Effective Performance Skill Level

WorkKeys Skills <i>(Rank in the order to be reviewed by Experts)</i>	Median Skill Levels	Skill Level Ratings						Estimated Skill Level
		Expert 1	Expert 2	Expert 3	Expert 4	Expert 5	Expert 6	
Workplace Documents	3	3	3	4	3			3
Graphic Literacy	4	4	4	5	4			4
Applied Math	3	3	3	4	3			3
Workplace Observation								
Applied Technology								
Business Writing								

Estimated Entry Skill Level

WorkKeys Skills <i>(Rank in the order to be reviewed by Experts)</i>	Median Skill Levels	Skill Level Ratings						Estimated Skill Level
		Expert 1	Expert 2	Expert 3	Expert 4	Expert 5	Expert 6	
Workplace Documents		3	3	3	3			3
Graphic Literacy		4	4	4	4			4
Applied Math		4	3	3	3			3
Workplace Observation								
Applied Technology								
Business Writing								

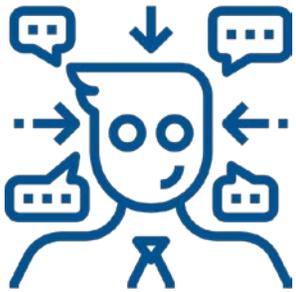
File this form with copies of information used to assist in completing WorkKeys Estimator.

WorkKeys Estimator



- **Purpose**

- Helps employers document decisions using WorkKeys system



- **How Used**

- Assist with recruiting, training, and other low-stakes uses of WorkKeys

Features & Integration



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



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



- **Links to other resources**
WorkKeys Occupational Profiles
O*NET job database

Getting Started with WorkKeys Estimator



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



- **No charge for WRCs!**
Available NOW for WRC county admin contacts in WRC dashboard

Workplace Documents

Applied Math

Graphic Literacy

WorkKeys Estimator

Workplace Observation

Business Writing

Applied Technology

Boeing improves retention while reducing training time

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

RESULTS:



Improved
retention



reduced
hiring time



reduced
training time

WORKFORCE SOLUTIONS USED:



WorkKeys®



KeyTrain®



NCRC®



Job Profiling



ACT Work Ready
Communities

Gilchrist Construction Company improves retention and employee safety



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

RESULTS:



75%

improvement

in employee retention



59%

decrease

in safety incidents



68%

increase

in employee tenure from 2011–17
leading to savings in cost of new hires

RoyOMartin raises the quality of new hires while reducing turnover and costs



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

RESULTS:



5%

decrease

in turnover



\$270,000

in savings

over a three-year period



30%

of employees hired

from WoodWorks program which uses ACT WorkKeys NCRC®

WORKFORCE SOLUTIONS USED:

WK WorkKeys®

KT KeyTrain®

NC NCRC®

JP Job Profiling

WR ACT Work Ready Communities

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Growing from Counties to Regions

LOCAL IMPACT

MARSHALL COUNTY, MISSISSIPPI JOB GROWTH AIDED BY WORK READY COMMUNITIES

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

Stronger Employers



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

New Job Growth



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

Partnerships



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

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Join the conversation using #ACTWorkforce @ACT

[READ MORE CASE STUDIES >](#)

West Alabama uses ready-to-work program to develop long- and short-term talent pipeline



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

RESULTS:



82%

success rate

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



Increase in enrollments

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

WORKFORCE SOLUTIONS USED:



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Join the conversation using [#ACTWorkforce](#) @ACT

General Plug and Manufacturing builds skilled talent pipeline through collaboration



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

RESULTS:



100% improvement

in skilled workforce walking in the door

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



7-14

CNC program graduates hired by General Plug each year

In addition, all 17 Right Skills Now CNC graduates are gainfully employed by local manufacturers who joined General Plug in launching the program.

WORKFORCE SOLUTIONS USED:



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Join the conversation using #ACTWorkforce @ACT



Thank you!

www.workreadycommunities.org

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