



Breaking New Ground: Building a National Workforce Skills Credentialing System

*A framework for community based workforce
development to drive economic growth*

Debra Lyons
VP-Community & Economic Development
Workforce Development

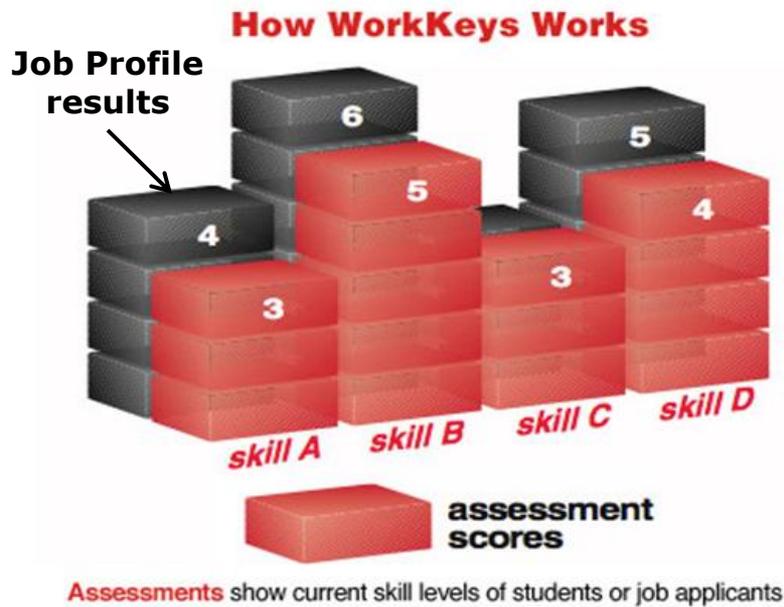


The Vision

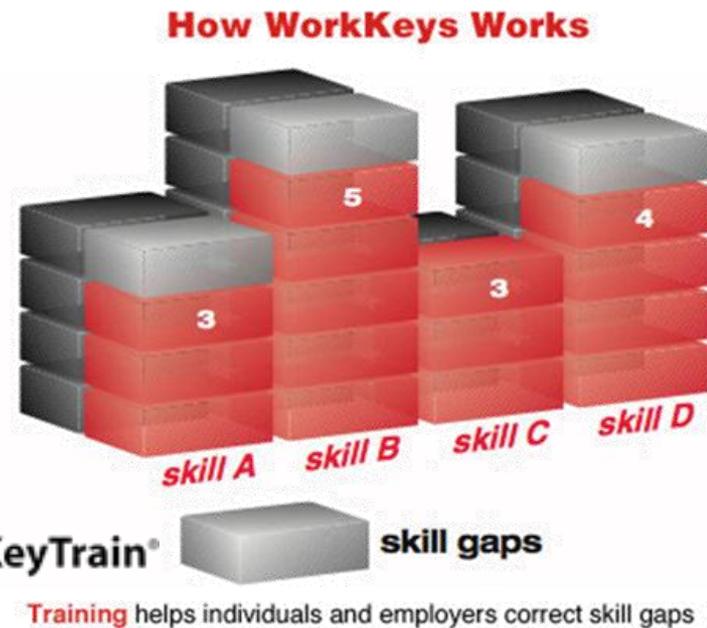


Linking education and workforce development together
and aligning to the economic needs of the state, its
regions and communities

The Fundamental Tools



WorkKeys®



WorkKeys® Assessments



Comprise National Career Readiness Certificate

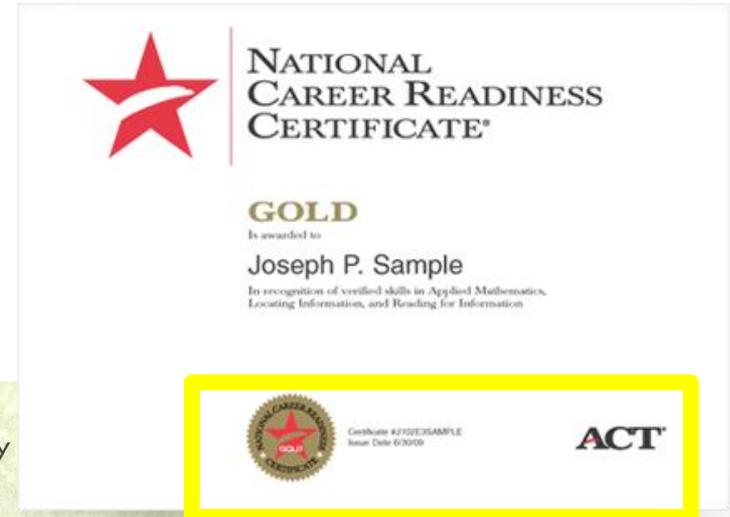
Assessment	Levels						
Applied Math	1	2	3	4	5	6	7
Reading for Information	1	2	3	4	5	6	7
Locating information	1	2	3	4	5	6	
Teamwork	1	2	3	4	5	6	7
Listening for Understanding	1	2	3	4	5		
Applied Technology	1	2	3	4	5	6	
Business Writing	1	2	3	4	5		
Workplace Observation	1	2	3	4	5	6	

Soft Skills Assessments: Fit, Talent, Performance

National Career Readiness Certificate

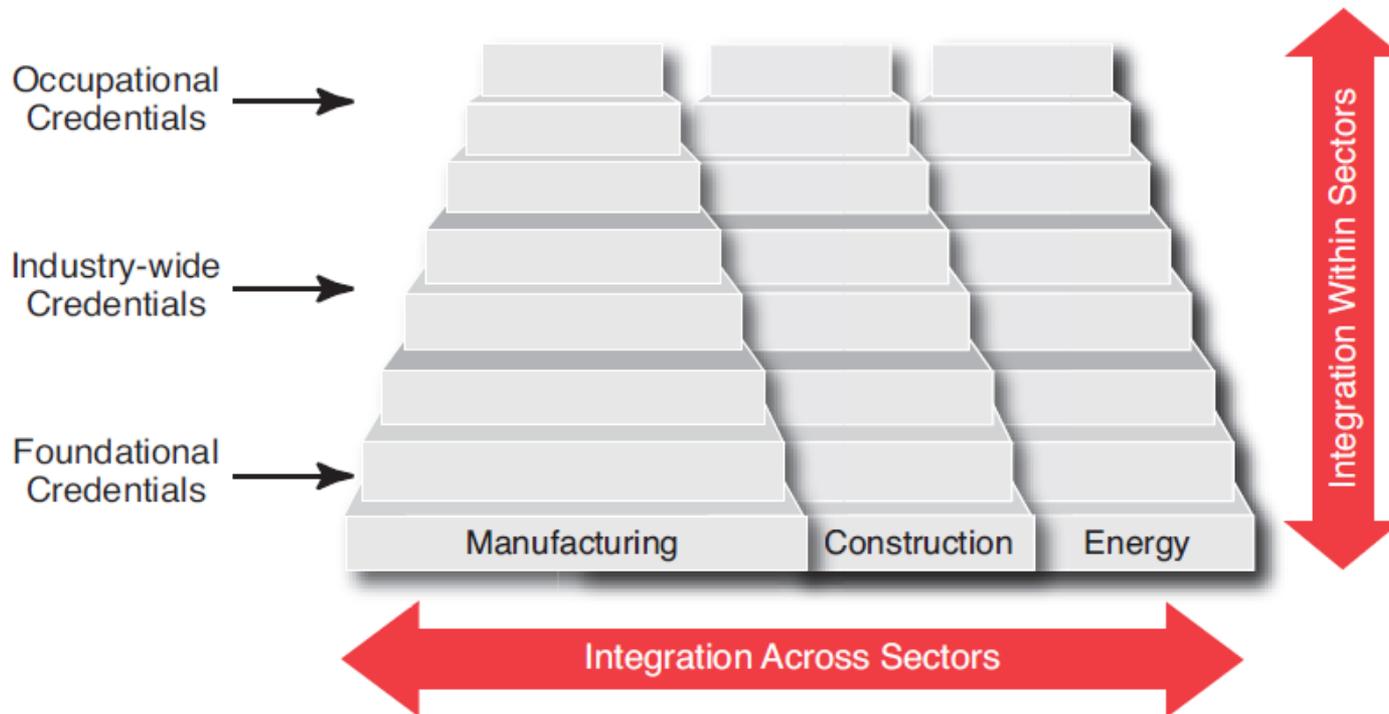
□ Registered in RegiSTAR data base

- Bronze Level 3 or above
- Silver Level 4 or above
- Gold Level 5 or above
- Platinum Level 6 or above



A National Credentialing System

Horizontal and Vertical Skills Credential Integration



Industry Recognized Credentials



Required Skill Levels

U.S. MANUFACTURING SKILL REQUIREMENTS

January 2006–December 2010

EDUCATION GROUP	APPLIED MATHEMATICS (RANGE: 3–7)	READING FOR INFORMATION (RANGE: 3–7)	LOCATING INFORMATION (RANGE: 3–6)
SKILL LEVEL REQUIRED FOR 85% OF OCCUPATIONS			
HIGH EDUCATION OCCUPATIONS	6	6	5
MIDDLE EDUCATION OCCUPATIONS	6	5	5
LOW EDUCATION OCCUPATIONS	4	4	4

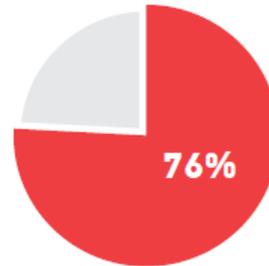
Based on ACT job analysis data base, 2006-10

Skills gap – Lower Education

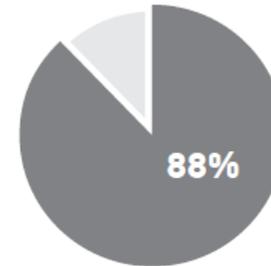
U.S. EXAMINEES

LOW EDUCATION GROUP

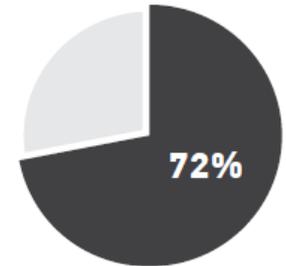
Examinees who Met or Exceeded
Manufacturing Skill Requirements



APPLIED
MATHEMATICS



READING FOR
INFORMATION



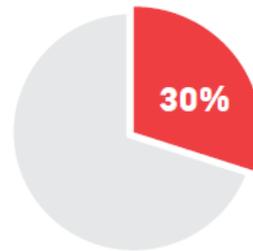
LOCATING
INFORMATION

Skills gap – Middle Education

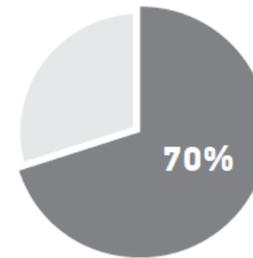
U.S. EXAMINEES

MIDDLE EDUCATION GROUP

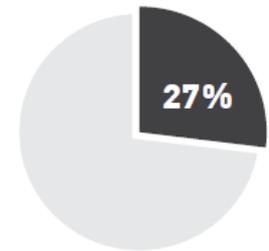
Examinees who Met or Exceeded
Manufacturing Skill Requirements



APPLIED
MATHEMATICS



READING FOR
INFORMATION



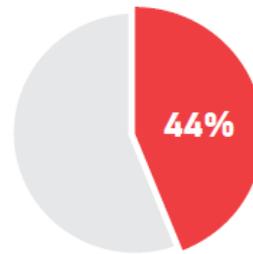
LOCATING
INFORMATION

Skills gap – High Education

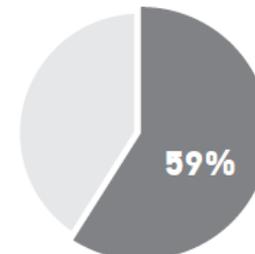
U.S. EXAMINEES

HIGH EDUCATION GROUP

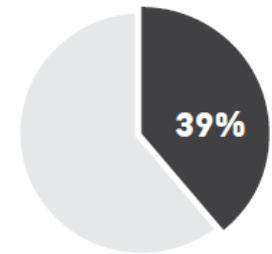
Examinees who Met or Exceeded
Manufacturing Skill Requirements



APPLIED
MATHEMATICS



READING FOR
INFORMATION



LOCATING
INFORMATION

The Opportunity!

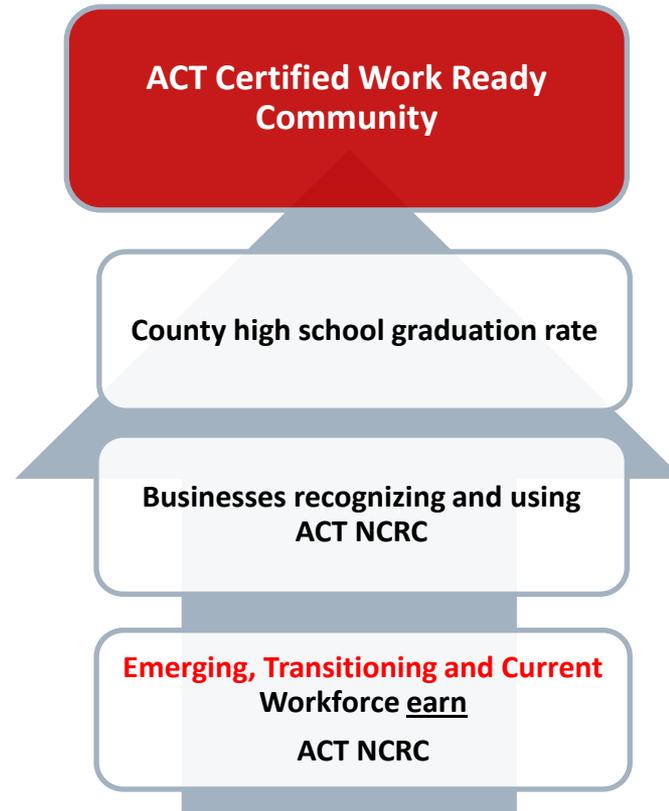
ACT[®]

**WORK READY
COMMUNITIES**

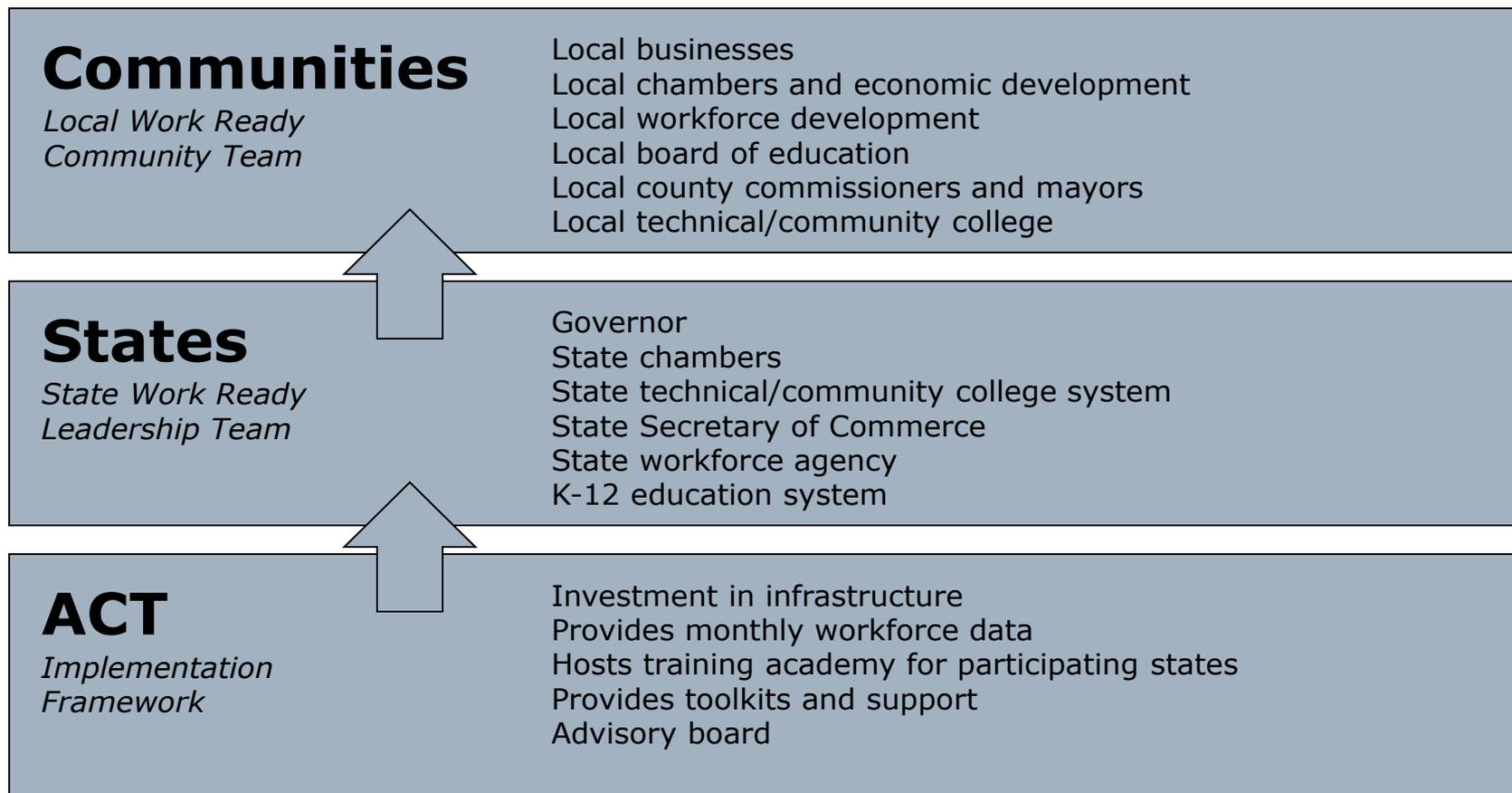


Validating the skills,
building the confidence
a community at a time

ACT Certified Work Ready Communities



The Partnerships

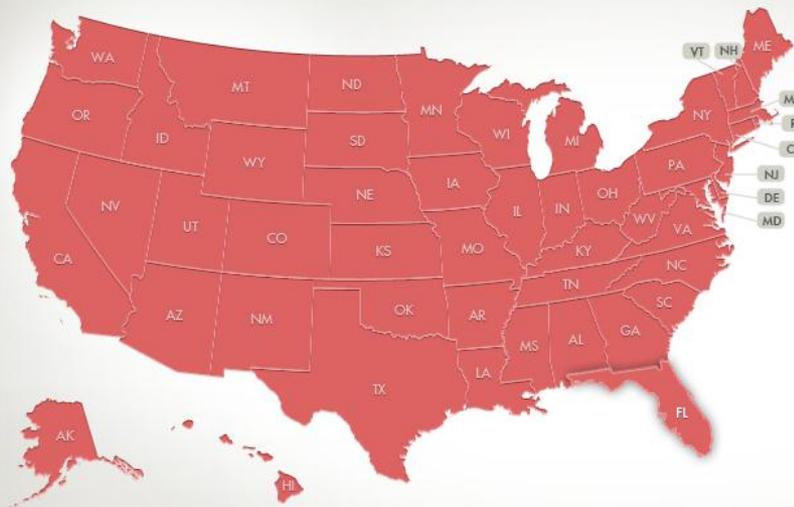


*Local Work Ready
Community Team*

*State Work Ready
Leadership Team*

*Implementation
Framework*

AFFORDING COMMUNITIES A COMPETITIVE ADVANTAGE



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

WHAT IS AN ACT CERTIFIED WORK READY COMMUNITY?

ACT Certified Work Ready Communities (CWRC) empowers counties and states with actionable data and specific workforce goals that drive economic growth. Participating states are leveraging the **National Career Readiness Certificate (NCRC)**, improving high school graduation rates and educating individuals and businesses on the value of an NCRC and community certification.

ACT, Inc. is leading this national effort and offers a **CWRC Academy** to help participating states share best practices, customize the national implementation framework for their own needs and build career pathways aligned to growth.

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

[MORE ON HOW TO SIGN UP](#) ▶



UNITED STATES OF AMERICA
NATIONAL CAREER READINESS CERTIFICATE

ACT NATIONAL CAREER READINESS CERTIFICATE TOTAL	1,116,121
TOTAL COUNTIES:	3,140
JOBS PROFILED:	4,946
PLATINUM:	4,903
GOLD:	218,627
SILVER:	619,108
BRONZE:	273,483

CHOOSE STATE

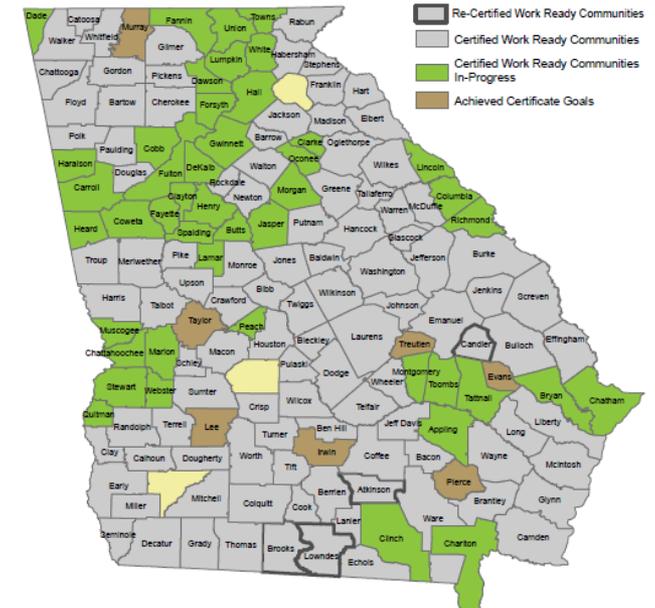
BUSINESSES USING

Georgia Work Ready today

- ❑ 250,000 plus Certificates earned
- ❑ Over 600 jobs profiled
- ❑ Over 1000 businesses engaged
- ❑ 93% Certificate holders would recommend
- ❑ 97% participating businesses would recommend
- ❑ 151 of 159 counties voluntarily participate
 - Over 100 'Certified'
 - 2010 graduation rate 80.8%
- ❑ Over 20 Work Ready Regions established



Certified Work Ready Communities



Source: Governor's Office of Workforce Development, Georgia Work Ready Summit – December 2010, Georgia Work Ready Web site, 2011

Georgia Work Ready Return

In 2010 -- \$7,650,000 investment resulted in sustaining a successful statewide strategy where:

- 89% of business using said it helped find a better quality worker
 - *49% of all businesses heard of Georgia Work Ready*
- 90,000 Georgians earned a National Career Readiness Certificate of which 93% would recommend
 - *76% said it helped them know the skills employers are looking for*
- A *minimum* 6,100 unemployed used their NCRC to find a job
 - \$31,700,000 [est.] direct savings in unemployment benefits [based on GA average weekly UI wages]
- Average wages of companies *hiring* with a job profile are *15% higher* than average state hourly wage
 - \$26,400,000 [est.] annual aggregate wage increase

Source: Governor's Office of Workforce Development, Georgia Work Ready Summit – December 2010

Thank you!



www.workreadycommunities.org

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