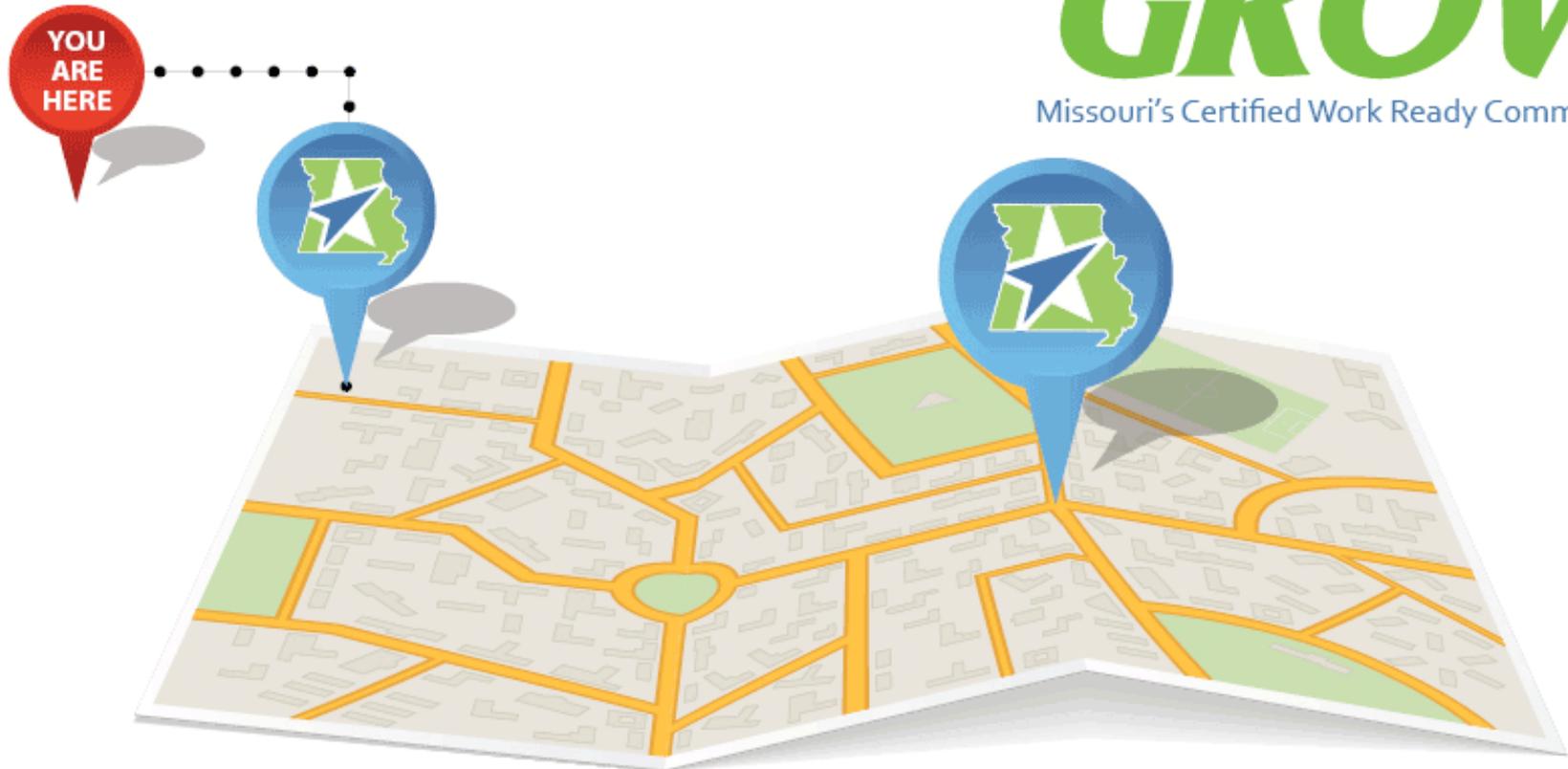


ready. set.
GROW.

Missouri's Certified Work Ready Communities



Mapping your route to workforce competitiveness

Understanding Missouri's Work Ready Communities

Missouri's Certified Work Ready Communities

*By strengthening your local workforce
your community
can prosper
and grow!*





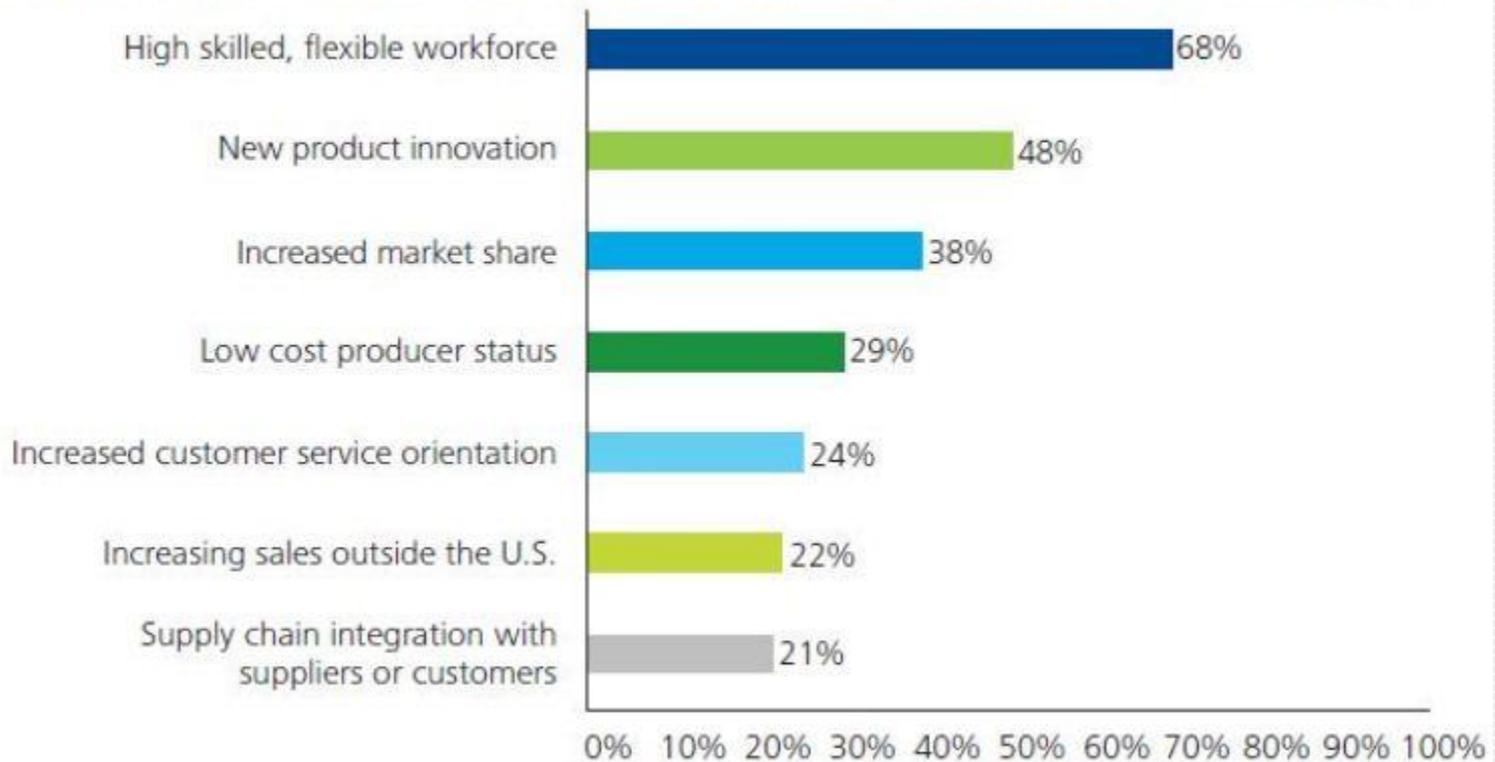
Why CWRC is economically significant

Some outside professional observations
Regarding workforce.....

Manufacturing Institute Skill Report 2011

1000+ employers surveyed

Figure 10: Given the change in the economy and business environment, which of the following will be most important to your company's future business success during the next 3-5 years?





2012 Top Site Selection Factors

1. **Workforce skills**
2. **State and local tax structure**
3. **Transportation infrastructure**
4. **Flexibility of incentive programs**
5. **Utility infrastructure**
6. **Land/building costs and supply**
7. **State economic development strategy**

From *Site Selection* magazine



How does It Work in each County?

The Certified Work Ready Community is a voluntary initiative guided by key community leaders in your county.



Economic Developers Benefit

- Partnership with ACT is making real-time workforce skill data available, **updated each month @ workreadycommunities.org**
- Universal inventory of counties' workforce assets/skills
- Target resources and recognize local opportunities

1 Chamber or many ?

Chambers can lead the way **180 Local Chambers in Missouri**

- Regional Chambers can leverage support
- 1 person chambers can be supporters/drivers



Employer Gains

- Finding the **right** employees
- Eliminate **guesswork** in hiring
- Reduce **turnover**/help productivity

**Becoming a business champion helps you *and*
your community**



Education :Career/Work Readiness

- Skill gaps can be qualified/quantified/remediated
- Help build a **career pathway / obtain stackable credential**
- Recognition of employer needs/employer language
- Proof to employers-strong skill set



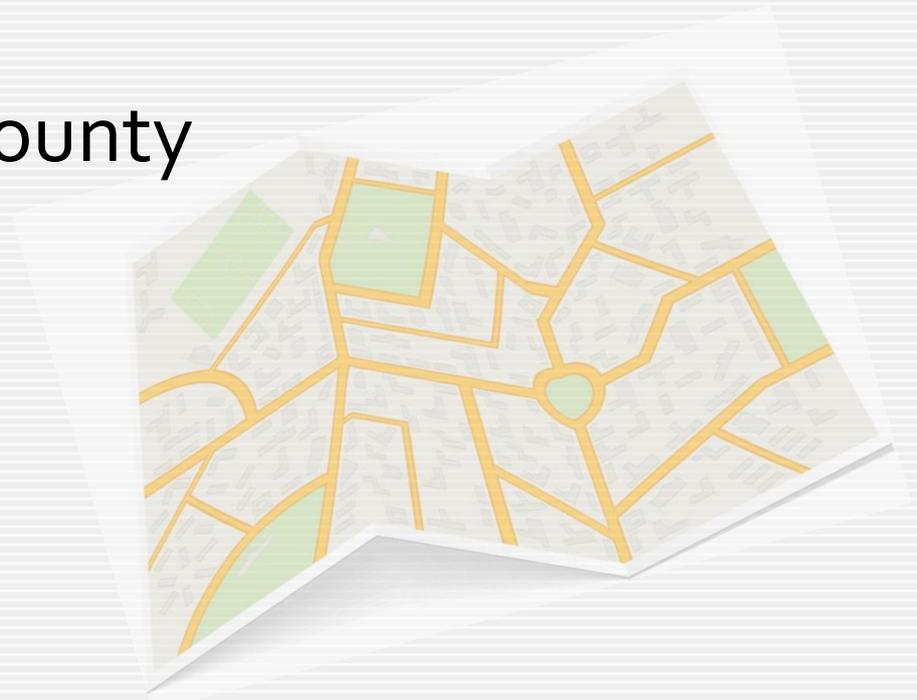
Educational Engagement

TO BECOME A WORKKEYS PRIVATE TESTING SITE

- ACT cooperative procurement-with state contract
- State of Missouri Cooperative Procurement Program
- <http://oa.mo.gov/purch/coop.html>.

Community = County

- Any county in Missouri may apply
- No unit smaller/larger than a county may apply
- Organize locally by county
- No cost to apply



What does it mean?

Achievement of Certified Work Ready Community status recognizes that:

- A county can provide and deliver a quality workforce with the skills employers need to be “work ready”
- Goals have been met for individuals in the local workforce earning a **National Career Readiness Certificate (NCRC)**
- Goals have been met for local business engagement- *either recognizing, preferring or recommending the NCRC*

The **NCRC** is a credential that is:



- Evidence-based
- Industry-recognized
- Portable
- Certifies essential skills important for workplace success
- Awarded at four levels:
 - Bronze
 - Silver
 - Gold
 - Platinum

NCRC Documents these Skills . . .

WorkKeys®



Reading for Information

- Measures skill used when reading written text



Applied Mathematics

- Measures skill in applying mathematical reasoning, critical thinking and problem-solving techniques



Locating Information

- Measures skill in working with workplace graphics to find and analyze information

Certificate Levels

Certificates are awarded by achieving a minimum

Skill levels demonstrate ability for*

Sample Occupation Correlation



Level 3

score on all assessments

16%
of jobs

- Auto Body Repair Technician
- Veterinary Assistant
- Janitorial Supervisor
- Drywall Installer
- Pharmacy Aid



Level 4

score on all assessments

67%
of jobs

- Administrative Manager
- Head Cook
- Medical Assistant
- Engineering Technician
- Machinist



Level 5

score on all assessments

93%
of jobs

- School Counselor
- Pharmacy Technician
- Semi-Conductor Processor
- Business Executive
- Electrician



Level 6

score on all assessments

99%
of jobs

- Accountant
- Technical Writer
- Sales Manager
- Registered Nurse Manager
- Elevator Installer and Repairer

Missouri Employer Support



Application

- Available online @ ded.mo.gov/getcertified
- Contains FAQ's, Criteria, Sample Letter of Commitment, and application documents

Missouri Work Ready Communities

Application Package

**Sponsored by:
Missouri Workforce Investment Board**



Application: 4 Steps

- Commitment letters from leadership team members, including local elected official/s
- Narrative plan for your community's effort to meet NCRC goals
- Strategy for employer engagement goals
- Supplemental information (optional)



Application Step 1: Leadership Team

Forming a county leadership team is the *first priority*

Your leadership team should select a **strong leader** to guide this effort

Your team must have representation from each of the listed categories, but is not limited to that number



Building Your Leadership Team

Each Team *must* include a member from the following:

- Local Business
- Economic Development
- Chamber of Commerce
- K-12 Education
- Community College
- Local Elected Official
- Local Workforce Investment Board

Leadership Team Responsibilities

Each team member must sign a letter of commitment

- Stakeholders will “plan the work and work the plan”
- Narratives will outline your *county’s* process to reach established goals

APPLICATION

1. Name of County _____

2. Commitment of Key Stakeholders (check) _____ Organization Name _____

Important: The steering committee must be comprised at a minimum of the following individuals:

Local Chamber of Commerce	<input type="checkbox"/>	_____
Economic Development	<input type="checkbox"/>	_____
Elected Official(s)	<input type="checkbox"/>	_____
Education	<input type="checkbox"/>	_____
Community College	<input type="checkbox"/>	_____
Workforce Development – Local WIB	<input type="checkbox"/>	_____
Employer/Business	<input type="checkbox"/>	_____

Attach commitment letters from committee members; other organizations supporting your effort are helpful, **–see sample letter**



Application Step 2: National Career Readiness Goals

- Each county has goals for the # of NCRC' s achieved/awarded
- Goals found on the CWRC website:
ded.mo.gov/getcertified



Where Do You Get an NCRC?

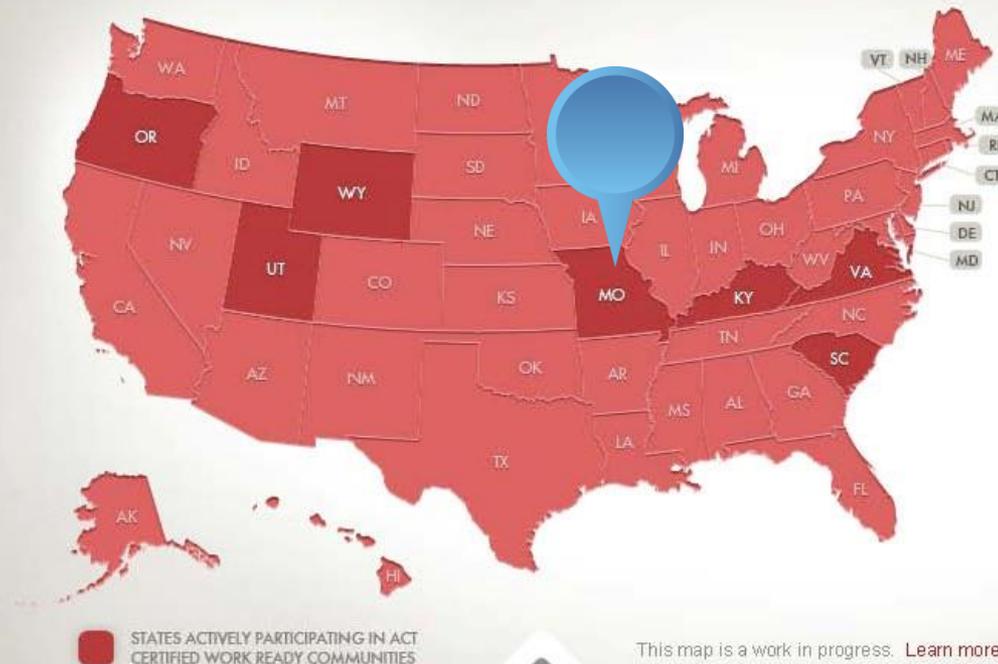
- Missouri Career Centers - no cost
- Community Colleges – can test incumbent workers for employers, use NCRC to assist in job search
- Many DESE Career Education programs
- Some Secondary schools

What are Your County Goals?

[HOME](#) | [ABOUT US](#) | [CONTACT US](#) | [SIGN UP](#) | [ADVISORY BOARD](#) | [MEDIA](#) | [FAQ](#) | [ACT MAIN SITE](#)



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 data, process and tools that drive economic growth. Participating states are leveraging the **National Career Readiness Certificate (NCRC™)** to measure and close the skills gap — and building common frameworks that link, align and match their workforce development efforts.

ACT is leading this national effort and offers a **CWRC Academy** — a performance-driven program state leadership teams use to initiate, deploy and drive carefully-tailored statewide efforts that grow the number of counties certified as work ready communities.

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 ▶

Locating Your County Goals



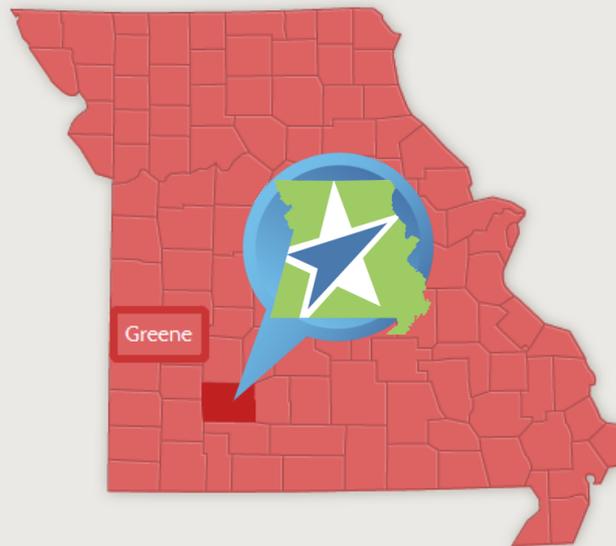
HOME | ABOUT US | CONTACT US | SIGN UP | ADVISORY BOARD | MEDIA | FAQ | ACT MAP

UNITED STATES

MISSOURI

CHOOSE STATE

CHOOSE COUNTY



Greene

Participating state

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

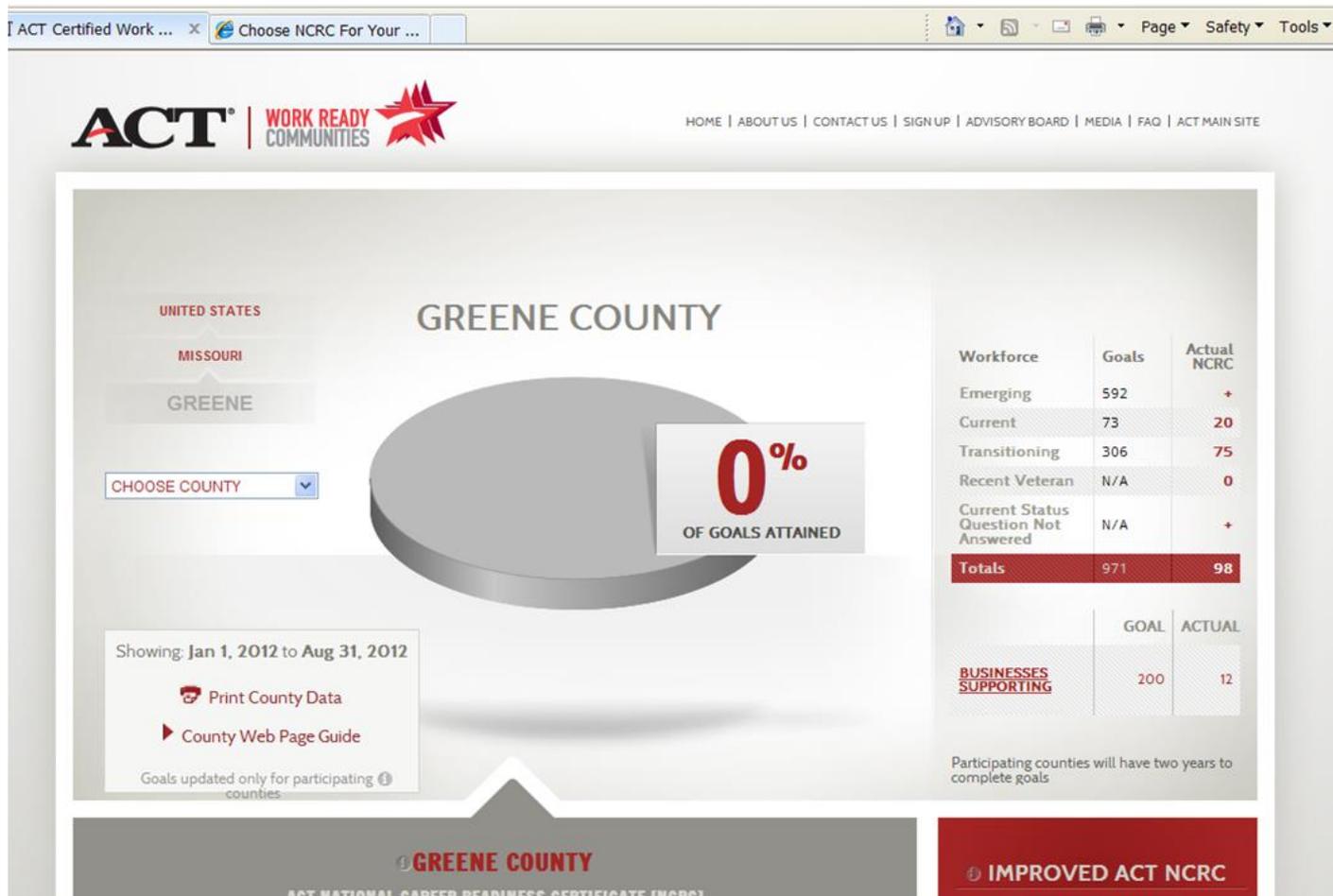


PLATINUM	73
GOLD	3,022
SILVER	8,429
BRONZE	2,749
TOTAL	14,273
NCRC PLUS	108
JOB PROFILES COMPLETED	192
ACTU	

BUSINESSES SUPPORTING

NCRC Data: 01-01-2006 - 07-31-2012

Greene County snapshot



Employer Engagement Step 3:

- “Business supporting” means a company is agreeing to recognize, prefer or recommend the NCRC in hiring
- Obtain signed Partnership Letters from supporting businesses -- company name will be listed on CWRC state site and ACT national site
- Goals are based on county size and 2010 census information

Partnership Letter

- Available online @ <http://jobs.mo.gov/employer>
- Fillable PDF form

**Missouri's National Career Readiness Certificate
Employer Partnership Letter**

This letter communicates our agreement to use WorkKey's Assessment System and ACT's National Career Readiness Certificate (NCRC) as our credential to document essential work-related skills.

Employer Commitments:

- We will recommend the National Career Readiness Certificate in hiring and/or promotion practices for one or more positions in our organization.*
- We give permission to use our organization's name in public awareness efforts to promote the National Career Readiness Certificate.
- All sites (if appropriate).

Employer Information:

Employer Name _____

Key Contact Name _____

Key Contact Title/Role _____

Key Contact Phone Number _____

Key Contact Email Address _____

Address _____

City _____ County _____ State _____

Number of Employees _____ Industry _____ Date _____

Employer Signature _____

Please send this letter to:
NCRC Outreach Coordinator, Division of Workforce Development
421 E. Dunklin Street, Jefferson City, MO 65101
Fax: (573) 751-8162 • Email: ncrc@ded.mo.gov

www.NationalCareerReadiness.org
The National Career Readiness Certificate logo is a registered trademark of ACT, Inc.
*NOTE: Please refer to the NCRC Employer Handbook published by ACT.



Application Step 4 : Optional Supplemental Criteria

In addition to the specific required data, the review panel will consider supplemental criteria which *may enhance* your acceptance as a Work Ready Community

Certification – How Does that Happen?

The MoWib will make recommendations for certification

Certification Status will be granted at 2 levels:

- Work Ready Community *in Progress*
- Certified Work Ready Community



Timeline for CWRC

- The deadline for the first round of applications is :
November 30, 2012
- Your county will have **2 years** to achieve certification
- Applications will be accepted year round-but review and approval will be quarterly-first round approval
January, 2013



Why This is Important

- Strengthen/expand existing businesses
- Retain businesses and attract new business
- Keep our kids in Missouri

**Platform for Regional Cooperation and
Economic Competitiveness**

ded.mo.gov/getcertified

The screenshot displays the Missouri WorkReady Communities website. At the top left is the logo for Missouri WorkReady Communities, featuring a green star over a map of Missouri. Below the logo is a navigation menu with links for HOME, ABOUT, GET STARTED, CRITERIA, RESOURCES, and FAQ. A secondary navigation bar highlights 'COMMUNITY APPLICATION'. The main content area features a video player titled 'Missouri Certified Work Ready' with a play button and a progress bar showing 0:00 / 2:38. To the right of the video are four buttons: 'Building Your WorkReady Community', 'A Tool For Employers', 'Employers Using It Now', and 'Supporting Business Associations'. Below the video are three informational boxes: 'What It Is' (with a question mark icon), 'Benefits' (with a plus icon), and 'Get Started' (with a checkmark icon). Each box contains a list of bullet points.

Missouri WORKREADY communities

HOME ABOUT GET STARTED CRITERIA RESOURCES FAQ

COMMUNITY APPLICATION

Missouri Certified Work Ready Share More info

Building Your WorkReady Community

A Tool For Employers

Employers Using It Now

Supporting Business Associations

? What It Is

- Links workforce development to education
- Aligns the economic development needs of communities, regions and the state
- Matches individuals to jobs based on skill levels

+ Benefits

- Strengthens and grows businesses
- Fosters economic competitiveness
- Closes skill gaps / Qualifies a community's workforce through the career readiness certification

✓ Get Started

To apply to become a **Missouri Certified Work Ready Community**, follow this helpful checklist:

- Organize your local team/committee
- Assess your county goals using the ACT National Framework
- Develop your county plan to reach threshold criteria
- Prepare application

Endorsing the CWRC

- Missouri Economic Development Council
- State Chamber of Commerce and Industry
- Associated Industries of Missouri-AIM



Endorsing the CWRC

- Missouri School Boards Association
- Missouri Community College Association
- Missouri Workforce Investment Board (MoWIB)





Missouri
WORKREADY
communities



*Mapping your route to
workforce competitiveness*

For Further Assistance

Contact CWRC coordinator cwrc@ded.Mo.Gov or 573-522-2744
<http://ded.mo.gov/getcertified>