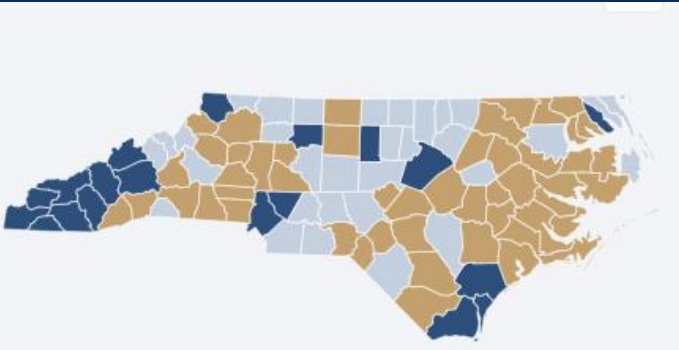


North Carolina
Work Ready
Communities
Webinar

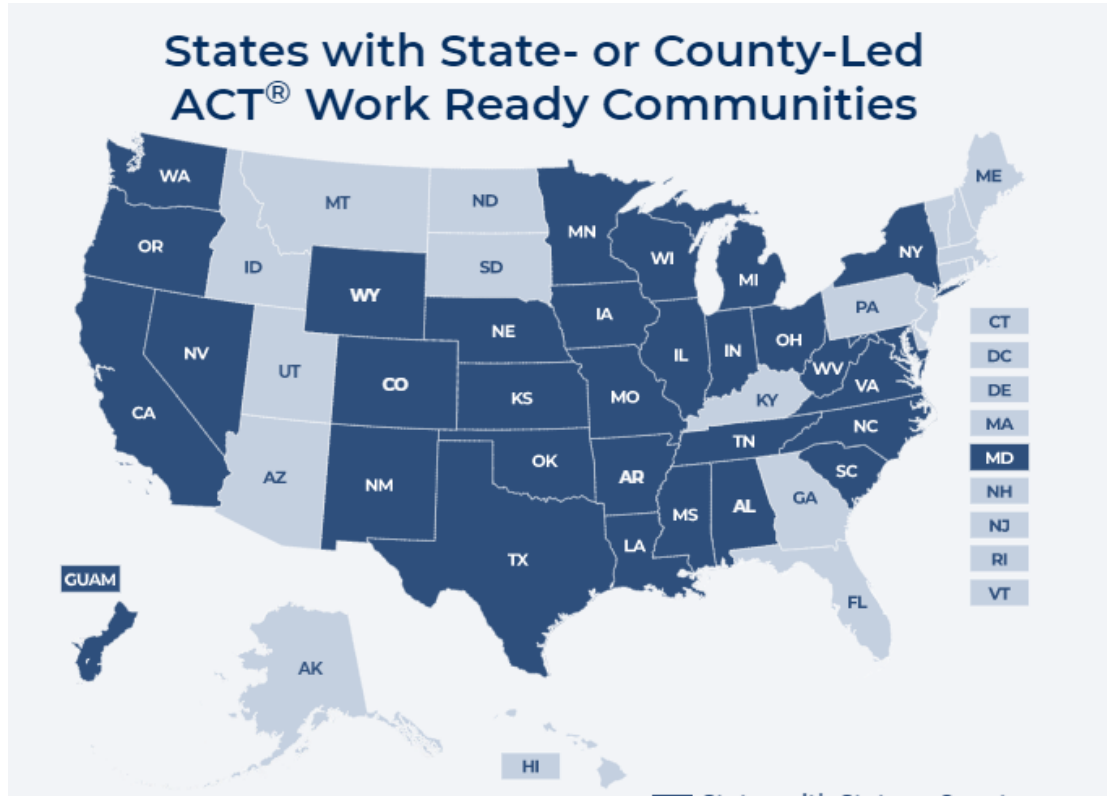


Leveraging ACT Work Ready Communities certification for Economic Development

ACT[®] **Work Ready
Communities**

ACT Work Ready Communities

A framework for building a more productive workforce



ACT[®] Work Ready Communities

ECONOMIC DEVELOPMENT

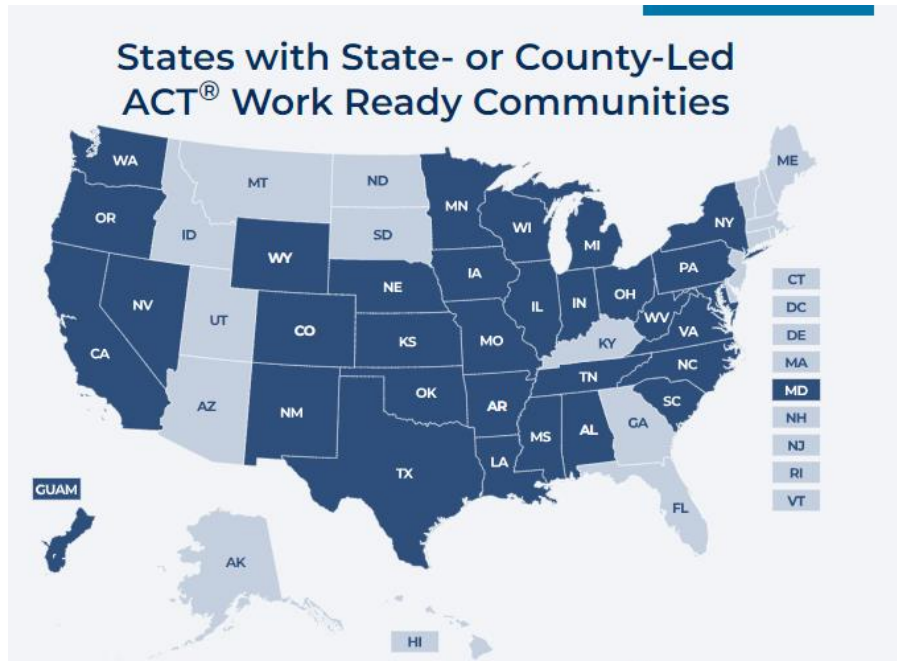
SOLUTIONS

HOW WORK READY COMMUNITIES ARE WINNING THE GROWTH GAME

541
Participating
Counties/Parishes

Over
22,000
Job Profiles Completed

32
States



**Work Ready
Communities
Fast
Facts
Nationally**

Over
5M
NCRGs Earned

Over 28,000
Employers Supporting

Mission of WRC

To mobilize a common vision to

LINK,
ALIGN and
MATCH

your workforce for economic growth
and competitiveness



Common Criteria Goals

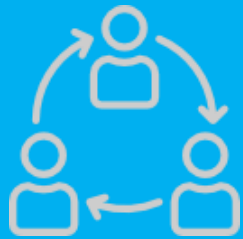
Emerging
Workforce



Current
Workforce



Goals



Transitioning
Workforce



Supporting
Employers



APPLIED MATH

measures the ability
to apply mathematic
principles to problems
encountered in
the workplace



GRAPHIC LITERACY

measures the ability
to find, analyze and
apply information
presented in
workplace graphics



WORKPLACE DOCUMENTS

measures the ability
to understand and
apply written
information presented
in the workplace

How do we prove skills?



ACT® WorkKeys® Career
Readiness Certificate



**Nationally-portable
credential, user-friendly**



**Endorsed by more than
28 thousand employers**



**5.6 million NCRC's
Nationwide**

The Power of Digital Credentials

Learners in your area have worked hard, earned an ACT® WorkKeys® National Career Readiness Certificate® (NCRC®), and been offered a Bronze, Silver, Gold, or Platinum digital badge. **Digital credentials are fast becoming a source of truth for verifying skills and competencies**, and they'll be sharing their accomplishments online for you to see.

Why are digital badges powerful for **Your Workforce?**



Portable



Data Rich



Verified







Engaging

NCRC Credit for Prior Learning

- ACE Credit Recommendation -

- NCRC is excellent for measuring success in post-secondary institutions
- Students can avoid time and expense
- Platinum certificate holders can earn 3 credit hours in both Technical Math and Information Literacy

WorkKeys NCRC Earning	Institution Level	Subjects Credits Apply to	Recommended Credits
Platinum 	Lower-Division Baccalaureate	<ul style="list-style-type: none"> • Technical Mathematics • Introduction to Information Literacy 	Up to 6 Credits/ semester hours (3 credits/semester hours for each subject)
Gold 	Lower-Division Baccalaureate	<ul style="list-style-type: none"> • Technical Mathematics • Introduction to Information Literacy 	Up to 4 Credits/ semester hours (2 Credits/ semester hours for each subject)
Silver 	Lower-Division Baccalaureate	<ul style="list-style-type: none"> • Technical Mathematics • Introduction to Information Literacy 	Up to 2 Credits/ semester hours (1 Credits/ semester hours for each subject)
Bronze 	Lower-Division Baccalaureate	N/A	0 Credits/ semester hours



<https://youtu.be/dP1uzrvwqjk>

Charles Brogden Franklin Baking Company NC



<https://youtu.be/fY9-HKs3fxM>

National Career Readiness Certificate helps to place employees

(AHOSKIE) Sometimes employers need a little help placing the right employee in the right job!

That's when the Career Readiness Certificate Program at Roanoke-Chowan Community College can help. Not only do they help employers with human resources development teaching classes and consultation for 'working smarter' in the workplace, the college can assist with 'career readiness' tools.

"The National Career Readiness Certificate is a great measuring tool when trying to place individuals in certain positions," states Crystal Mabine, Human Resources Manager for Alfiniti located in Winton. "We require the CRC for higher skilled positions, but I highly recommend anyone to request testing to better themselves in the workplace and potentially grow within the organization."

Mabine works with Ja'queta Pugh-Stevenson, coordinator of the Career Readiness Program for R-CCC. Together, they have used the NCRC to help determine strengths and weaknesses which could point to areas where an employee needs to improve or apply skills to work-related situations.

Alfiniti has plants in the US and Canada and a leading supplier in North America of aluminum drawn and precision extruded tubing. They supply to over 500 companies on three continents in the automotive, defense, general industrial and distribution areas.

"Practicing prior to taking the NCRC test is recommended," explains Mabine, who encourages the use of the free practice software Workkeys Curriculum before testing. "This helps them become more comfortable when they are scheduled to sit in front of the screen and actually perform the test. We also are willing to hand out hard copies of the test to employees who are interested in taking the NCRC to grow within the company."

"We would love to see the NCRC tool used throughout business and industry sites in the Roanoke-Chowan area," says Ja'queta Pugh-Stevenson, Coordinator of Human Resources Development and Career Readiness Certificate Program, R-CCC.

"It's a great tool for our employees here to better prepare them for higher skilled positions," concluded Mabine.

ACT[®] Work Ready Community Benefits

Career Seekers

Employers

Educators

Industry
Associations

Workforce
Developers

Economic
Developers



Custom Region

ACT WorkKeys National Career Readiness Certificate [NCRC]

Workforce		Total NCRC	Bronze NCRC	Silver NCRC	Gold NCRC	Platinum NCRC	NCRC Plus
Emerging	High School	2594	506	904	658	526	0
	College	494	28	127	223	116	0
Current	Private	2723	187	677	1094	765	0
	Public	937	109	291	347	190	0
Transitioning	Adult Education	23	1	15	7	0	0
	Unemployed	1298	187	458	417	236	5
	Recent Veteran	9	0	0	4	5	0
	Workforce category not identified	111	27	40	27	17	0
Totals		8189	1045	2512	2777	1855	5

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

196
NCRC

Employers in Your Region recognize or recommend the ACT WorkKeys

Workforce	Actual NCRC
Emerging	3088
Current	3660
Transitioning	1330
Workforce category not identified	109

Improved ACT NCRC

To/From	Bronze	Silver	Gold	Platinum
Not Earned	65	20	3	1
Bronze		73	39	13
Silver			338	39
Gold				192

LEGACY ACT NCRC

Bronze	65
Silver	73
Gold	338
Platinum	192
Total NCRC	192

About ACT

Founded in 1959, ACT is a not-

Prospective New Jobs



Powerful
Results for
Community
Economic
Development



**Boost Labor Market
Competitiveness**



**Equip Business
Attraction/Retention**



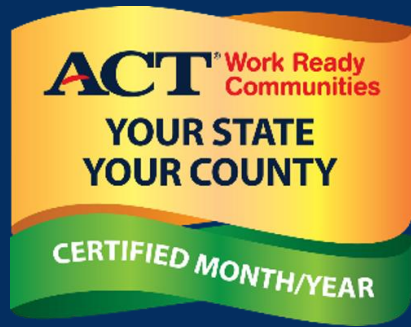
**Reduce Poverty and
Improve Quality of Life**



**Enhanced Goodwill
and Enhance Image**

ACT[®] Work Ready
Communities

Alignment for Economic Development



Work Ready Communities & Talent Pipeline Management Alignment

Synergies of TPM® and WRC

<u>Talent Pipeline Management</u>	<u>WorkKeys® and Work Ready Communities</u>
Prioritizes alignment between education and workforce systems	WorkKeys® help career pathways integrate industry-recognized stackable credentials and skill results
Creates shared value for students and workers, education and training providers, and employers	All students, individuals, and stakeholders alike enjoy positive metrics of upward mobility, return on investment, retention, productivity, etc.
Shifts employers into the driver's seat to proactively lead talent partnerships	Business and industry know exactly what foundational skills they need for a productive workforce - and to easily communicate their needs.
Equips business with the practical tools necessary to build an effective talent supply chain	User-friendly tools and holistic solutions in job analysis, assessment, curriculum, and certification are flexible across all industry sectors
Provides a systematic framework flexible enough to be pursued as its own initiative or to enhance the employer role in existing initiatives	Policy makers consistently measure the skills gap in a timely manner at all levels to help set strategies in motion. Economic developers use on-demand reporting to promote the workforce.



Rankings that Matter to Investors for Economic Development



Business Tax Climate

The Tax Foundation
Oct. 2023



Higher Ed R&D Spending

National Center for Science and
Engineering Statistics



% Improvement WorkKeys NCRC

ACT WorkKeys % improvement from
Dec. 2021 to Nov. 2022



Work Comp Rankings

Oregon Dept. of Consumer and
Business Services, Oct. 2022



Industrial Electric Costs

Energy Information Administration,
Aug. 2022



Fiscal Health

Pew Charitable Trusts
Fiscal 50 Resources

siterelection.com/issues/2023/jan/state-of-the-states-2023-cover.cfm

LOIS-Site Location Marketing with WRC

BUILDINGS SITES MY FOLDERS

Showing 40 of 40 sites by Acres High

Add All To Folders Remove All From Folders

- Mid-Atlantic Industrial Rail Park
Northwest, NC
1,100 Acres
- 401 North Site
Fayetteville, NC
618 Acres
- Highway 72 Rail Site
Lumberton, NC
257 Acres
- Highway 72 Rail Site
Lumberton, NC
257 Acres
- Hwy 72 Rail Site
Lumberton, NC
235 Acres
- Highway 74 & E. Dixon Blvd

LAYERS DRAW HEAT MAPS MAP VIEWS MEASURE SHARE RESET

Applied Search: State: NC x Width: mi. | Height: mi. | Area: sq. mi.

ed States

1220 CUTHBERTSON ROAD
Wesley Chapel, NC
23.78 Acres

ACT Work Ready Communities
Street View

The View from Site Selection Consultants

Work Ready Communities are setting themselves apart; positioning themselves to attract new companies

—Robby Burgan
Manager, Location Strategies
Evergreen Advisors

When I see that a county is ACT Work Ready I know that they are following the steps in planning for the current and future workforce. Therefore, our tendency at FCG is to look strongly at ACT Work Ready Communities for new site locations. I would encourage all communities to seek that status.

—Mr. Deane C. Foote, CEcD
President & CEO
Foote Consulting Group

As a corollary would recommend that all counties become work ready certified

—Mr. Dennis Donovan
Location Strategy and
Site Selection Advisor

ACT Work Ready is truly the best workforce development marketing tool I have seen.

—Chad Chancellor
Co-Founder/CEO
The Next Move Group

“Being a site selector I often find it difficult to compare labor force data when there is little information on how the potential workforce will perform on assessments given by companies. Not only does WorkKeys® function as a preferred assessment tool in industry today, but the ACT® Work Ready Communities website allows me to compare communities so I can recommend to my clients the counties with the best scores and the percentage of the population that are taking the assessment.”

Teresa Nortillo, CEcD
Nortillo Consulting Group





ACT[®] Work Ready
Community

Webster Global Site Selectors Touts WRC

"In looking at the ACT Work Ready Communities, I can see that they have and are taking the steps to develop a well-trained workforce that has the skill base to satisfy the requirements of my clients. Furthermore, now I know I can count on an ACT Work Ready Community for a good site location."

- Paige Webster, Owner, Webster Global Site Selectors



Economic Development Partnership of North Carolina CEO Christopher Chung on WRC

Before the Covid-19 pandemic, workforce readiness was the signature challenge facing economic developers across the U.S. If anything, the fast but uneven post-pandemic recovery will bring even greater challenges on the talent availability front. This new reality illustrates the value of the ACT Work-Ready Communities initiative and the underlying data that Work-Ready Communities provide to prospective employers. By furnishing business decision-makers with an apples-to-apples comparison across different labor markets that relies on fundamental, measurable workplace skills, ACT Work-Ready Communities is something every local economic development organization should look at adopting in their area.

Christopher Chung, CEO



ECONOMIC DEVELOPMENT PARTNERSHIP of
NORTH CAROLINA

ACT[®] Work Ready Communities

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 employers 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 key industry worksites.

“Being in a rural area can be a disadvantage when you’re competing with larger communities. Having an available skilled workforce continues to dominate. Through our Work Ready Communities effort, we’ve developed invaluable partnerships here in Marshall County. It’s a breath of fresh air having everyone get involved (High Schools, Northwest Community College, Workforce Center, local industry & government). Work Ready Communities/WorkKeys has been one of our biggest recruitment tools. When we can pitch to prospective companies that we have the talent pool they’re looking for, and we’re continuing to test our emerging workforce, they take interest. And when they recognize the collaboration among all stakeholders that has spawned as a result, that speaks volumes for us.”

– Justin Hall, Executive Director Marshall County IDA

ACT[®] Work Ready Communities

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Learn more about Work Ready Communities opportunities and much more at workreadycommunities.org

The ACT Work Ready Communities initiative aligns local education systems and workforce to build a talent pipeline, giving prospective employers and employees a roadmap for success. In Arkansas, there has been a statewide effort to invest in our future workforce based on ACT's research in developing industry-driven skillsets. As a proud owner of an ACT Workkeys National Career Readiness Certificate, I can attest the assessments identify key foundational skill levels employers need for candidates to be successful across any industry. Our team in Arkansas will continue to encourage businesses to see the value of ACT Workkeys and for communities to pursue the ACT Work Ready Certification


Clint O'Neal

Executive Director

Arkansas Economic Development Commission



ACT[®]



“Missouri’s pioneering spirit is evident in Jasper County, which became the first-ever ACT Work Ready Community more than a decade ago. Since then, the program has been a transformative force, helping countless individuals gain the skills and knowledge needed to succeed in today’s workforce.

Through the ACT National Career Readiness Certificate and the ACT Work Ready Communities program, employers can easily match the skills and aptitudes they need with a ready and capable workforce. The program is one of the most innovative and effective ways to support our workforce and strengthen our economy.”



**Subash Alias, CEO
Missouri Partnership**

**ACT[®] Work Ready
Communities**

Mississippi County Arkansas Work Ready Community



KEEPING A STRONG ECONOMY GROWING

COUNTY FOCUSES on
WORKFORCE QUALITY by BUILDING
a **WORK READY COMMUNITY**

“Mississippi County is one of the leading steel-producing counties in the nation,” Gov. Hutchinson said. “Whether I go to China, Europe, Mexico, or Japan, I talk about what is taking place here in this county. It is exciting for me as governor to market what is going on here.”

“Our tactic was not looking just for big employers but for small businesses and sole proprietors, as well,” Gene Bennett said.

For Mississippi County, Arkansas, becoming an ACT® Work Ready Community was about making a good situation even better.

The Enterprise of Choctaw-Webster, MS



<https://youtu.be/wYLTkeP3hpk>



WRC Works for Economic Development

82%

Certified counties
use WRC to
promote county
to new
business
startup

Source: WRC
Leaders
Survey, 2017

89%

Certified counties
use WRC to
support
existing
industry

ACT® Work Ready
Communities

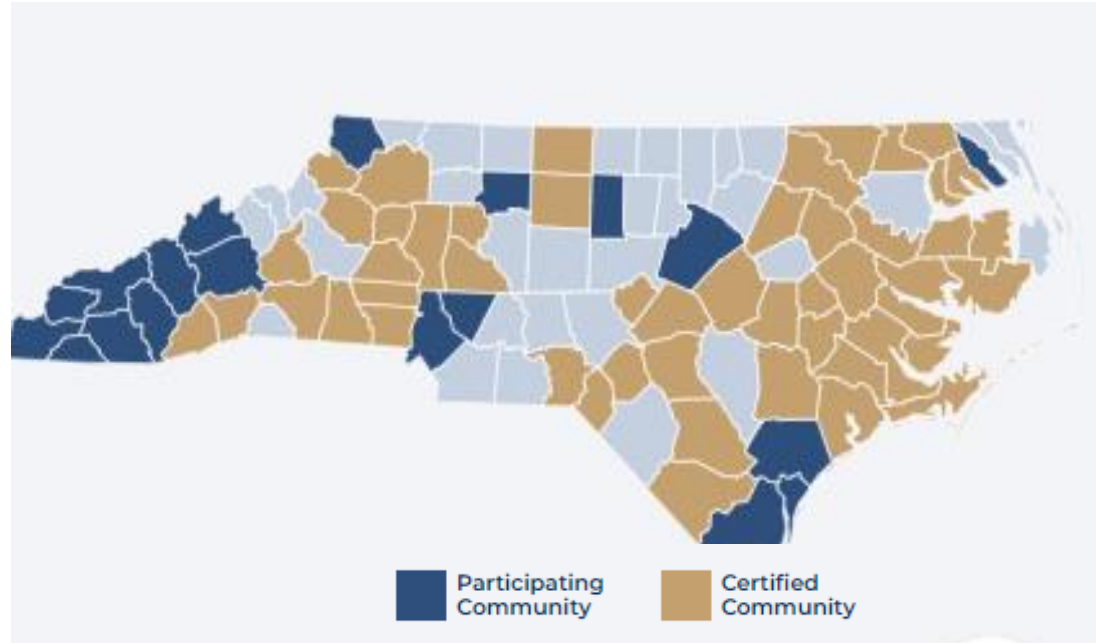
One of the main reasons that we decided to remain in Pottawatomie County was because of the strong workforce and the county's commitment to workforce readiness through (the) ACT Work Ready program

Robert Weimann
Sarto Countertops

This initiative is extremely collaborative and speaks to the focus and commitment we all have for cultivating a skilled local workforce. I am glad that Woodbury County is able to be a leading role in this important endeavor.

David Gleiser
Director of Community and
Economic Development
Woodbury County, Iowa

North Carolina Work Ready Communities



ACT National Career Readiness Certificate ⁱ

ACT WorkKeys NCRC Levels

Platinum	37,298
Gold	126,411
Silver	312,989
Bronze	158,615
Total	635,313

Job Profiles Completed ⁱ 978

Employers Supporting ⁱ 4104

ACT WorkKeys NCRC Data:
01-01-2006 - 05-31-2023

Tracking Employer Support

74

Employers in Rowan County recognize or recommend the ACT WorkKeys NCRC

- EnergyUnited
- Goodwill Industries of Northwest NC
- Tar Heel Capital Corporation dba Wendy'sRestaurants
- Kirlin Carolina's
- Community Care Clinic of Rowan County
- Beaver Brothers Inc.
- Ben Mynatt Nissan
- Rowan-Salisbury Schools
- Town of China Grove
- Go Burrito
- Trexler Watson Thompson & Dunn PLLC
- Gerry Wood Auto Group
- Distinctive Naturescapes Inc.
- Wallace Realty Co
- Vulcan Materials Company
- KMD Construction
- Rowan County Crosby Scholars
- Sudden Impact Auto Body & Paint ShopInc.
- Power Curbers Companies LLC
- Carolina Beverage Corporation
- Jennings Insurance Agency
- Rufty-Holmes Senior Center
- Carolina Stalite Co
- Central Carolina Gymnastics
- Innospec Active Chemicals LLC

[View All Employers Supporting Rowan](#)



Rowan- Cabarrus Community College

Benefits of North Carolina Career Readiness Certification

Since North Carolina began conferring career readiness certifications, employers have said that training time has decreased, recruiting time has decreased and surveys of employees have found that employees are more satisfied. Rowan-Cabarrus Community College has contributed to this success by being a leader in the state on the number of certifications issued.

What are the benefits for an individual?

- CRC increases your chances for employment and promotion.
- CRC focuses on employment-related competencies needed in any career.
- CRC provides training to help you obtain certification.
- CRC is a portable credential recognized by employers.
- CRC builds confidence that skills meet the needs of local employers.

What are the benefits for employers?

- CRC increases your bottom line through your employees.
- CRC simplifies hiring by streamlining the application process.
- CRC reduces turnover, overtime, and waste while increasing morale.
- CRC takes the guesswork out of your selection decisions.
- CRC establishes legal defensibility in your selection process.
- CRC assists you to meet ISO 9000 standards and ensure quality business practices.
- CRC gets the most efficiency from your training practices.
- CRC improves the effectiveness of your training dollars.

What are the benefits for the community?

- CRC encourages businesses to stay in the community.
- CRC keeps employers from moving entry-level jobs to other cities, states or countries.
- CRC increases the tax base through more profitable business partners.
- CRC decreases unemployment rates.
- CRC improves the quality of life for community residents.
- CRC encourages new businesses to locate to the community.



Recognize is defined as employer awareness of the potential value of the ACT WorkKeys National Career Readiness Certificate as an indicator of workplace skills in hiring and/or promotion practices.

ASK FOR IT!!

Why should employers prefer applicants with an NCRC?

- The NCRC demonstrates WORK readiness
- The NCRC complements traditional credentials such as:
 - high school diplomas
 - community college degrees
 - certificates of technical proficiencyAND compliments a resume nicely!
- Confirms an individual's competence in a specific set of workplace skills
- If an applicant doesn't have all of the hard skills needed, an NCRC shows they're trainable
- Helps reduce training time, turnover, improve return on investment
- Ask your applicants to earn the ACT NCRC. It's that simple.\

Employer Listing Registration Form

Employers embracing a common language around workforce skill requirements is a crucial part of the Work Ready Communities effort. Community goals include a measure of business engagement. If your business recognizes the ACT WorkKeys National Career Readiness certificate in your county's effort to become a Work Ready Community, please indicate your support on this page.

ACT[®] Work Ready Communities



Employers pinpoint skill needs and hire right the first time



Educators and policy makers measure skill gaps and build pathways

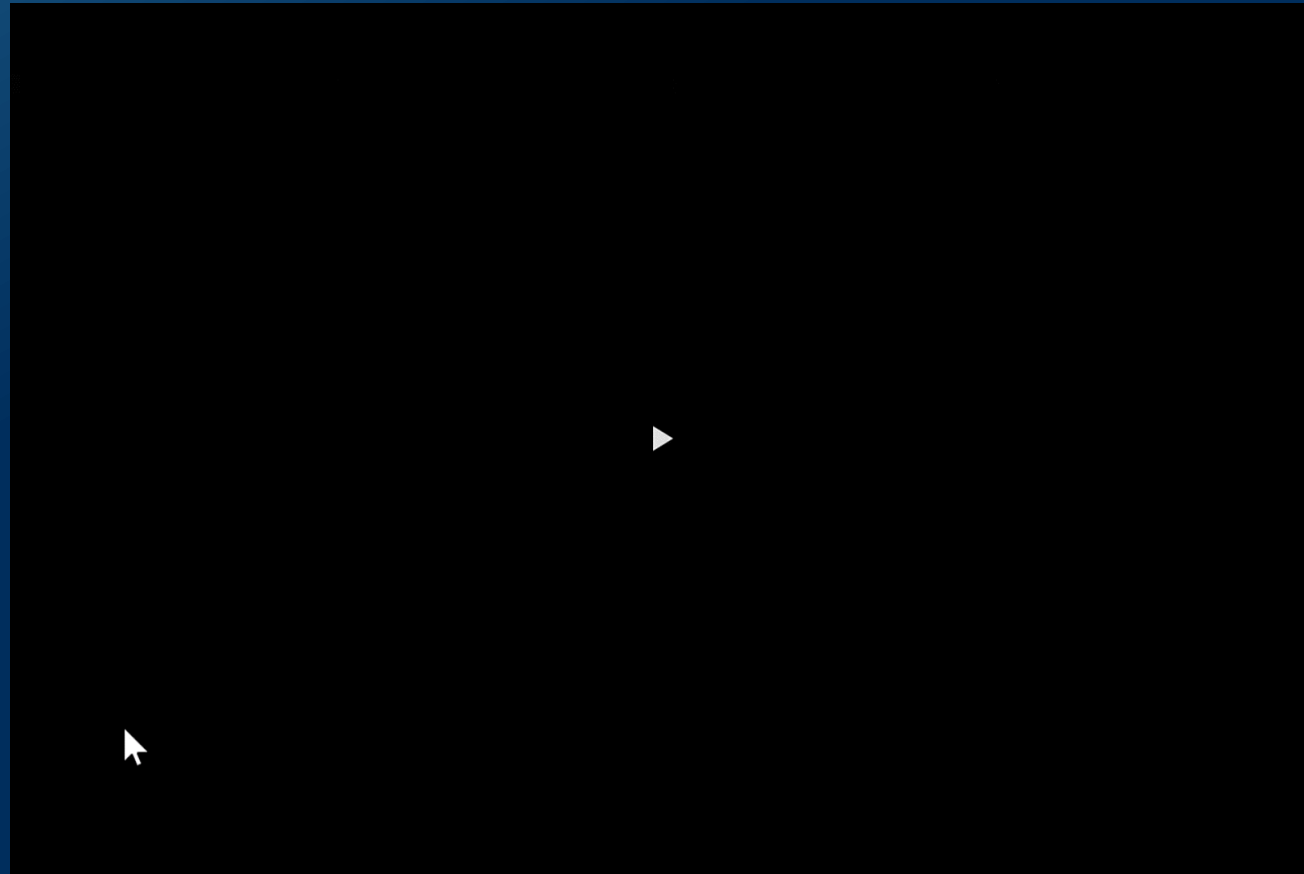


Individuals prepare for success by understanding employer demands



Economic Developers compete on proven workforce value

WRC in Kansas



<https://youtu.be/p0-aeR6WaGM>



Core Team

Local leaders convene on workforce needs and make application to a WRC boot camp

<https://www.workreadycommunities.org/communities/get-started>

Attend Boot Camp (offered virtually or in person)

Providing the training, tools needed to successfully launch, certify & retain a WR effort

Implement Plan & Services

Customize local plan and priorities; WorkKeys® training and testing; integration of services

Launch Initiative

Light up and go public with initiative; continue WRC plan
Have 2 years to meet goals

Certification & Maintain

Emerging, Current, and Transitioning Workforce, employer goals met; pursue maintaining certification

Secrets to Success



ACT[®] Work Ready Communities

Cheri Hughes

Regional Manager

Cheri.@hughes@act.org (573) 578-6716

<http://workreadycommunities.org>