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!
Some outside professional observations
Regarding workforce
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?

- High skilled, flexible workforce: 68%
- New product innovation: 48%
- Increased market share: 38%
- Low cost producer status: 29%
- Increased customer service orientation: 24%
- Increasing sales outside the U.S.: 22%
- Supply chain integration with suppliers or customers: 21%
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
Employer Gains

• Finding the right employees

• Eliminate guesswork in hiring

• Reduce turnover/help productivity

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

**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
Certificates are awarded by achieving a minimum Level 3 score on all assessments.

Skill levels demonstrate ability for:

**16%** of jobs
- Auto Body Repair Technician
- Veterinary Assistant
- Janitorial Supervisor
- Drywall Installer
- Pharmacy Aid

**67%** of jobs
- Administrative Manager
- Head Cook
- Medical Assistant
- Engineering Technician
- Machinist

**93%** of jobs
- School Counselor
- Pharmacy Technician
- Semi-Conductor Processor
- Business Executive
- Electrician

**99%** of jobs
- Accountant
- Technical Writer
- Sales Manager
- Registered Nurse Manager
- Elevator Installer and Repairer

Sample Occupation Correlation
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)
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
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 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
What are Your County Goals?

ACT Work Ready Communities

AFFORDING COMMUNITIES A COMPETITIVE ADVANTAGE

What is an ACT® Work Ready Community?

ACT Work Ready Communities (WRC) empowers states, regions, and counties with data, process, and tools that drive economic growth. Participants 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 the ACT Work Ready Communities Academy – a performance-driven program WRC leadership teams use to initiate, deploy, and drive carefully-tailored efforts that grow the number of counties certified as work ready communities.

There are two paths to engage in ACT Work Ready Communities: state and county level applications. Through the application process, counties and states are accepted into the Academy to build and launch their Certified Work Ready Communities initiative.

MORE ON HOW TO SIGN UP
Locating Your County Goals

![Map of Missouri with counties marked as participating and certified.](image)

**ACT Work Ready Communities**

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<th>Type</th>
<th>Count</th>
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<tr>
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<td>BRONZE</td>
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**Engaged January 2012**

*About the data on this site.*
St. Charles County snapshot
# St. Charles County Current Status

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<tr>
<th>Region</th>
<th>County</th>
<th>Rank</th>
<th>Goal Current NCRC</th>
<th>Actual Current NCRC</th>
<th>Goal Emerging NCRC</th>
<th>Actual Emerging NCRC</th>
<th>Goal Transitioning NCRC</th>
<th>Actual Transitioning NCRC</th>
<th>Goal Business Supporting</th>
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<th>BUSINESS: Number to goal</th>
<th>Percent Complete</th>
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</table>

Source: ACT 06/30/14
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
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.
The MoWib will make recommendations for certification

Certification Status will be granted at 2 levels:

- Work Ready Community *in Progress*
- Certified Work Ready Community
The deadline for the first round of applications is: **November 30, 2012**

(Our application as a *Community in Progress* was accepted at the 07/11/14 MoWIB meeting)

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
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)
Mapping your route to workforce competitiveness

For Further Information

http://ded.mo.gov/getcertified