



Oregon

National Career Readiness Certificate



How Prepared is Your Workforce?

Northwest Human Resource Management Association

September 30, 2010

Dave Williams, Vice President, Utility Services at NW Natural

Janice Chandler, Human Resources Manager, PCC Structural

René Léger, Executive Director, E3: Employers for Education Excellence

Presenters

What is the effect of the current economy?

The challenge facing employers & job seekers

- Slow recovery that is largely jobless
- Job screening is more time-consuming
 - Applicants outnumber openings
 - Variable skill levels & trainability
- Imperative of a productive workforce
 - Staying in business
 - Competing in a global marketplace



National Career Readiness Certificate (NCRC)

What is it?

- Nationally recognized, portable certification
- Utilized for economic development
 - Recruitment and hiring
 - Skill assessment and certification of skills
- Used by employers, job seekers, educators, and trainers
- Oregon legislature passed HB 2398 in 2009
- A public-private partnership



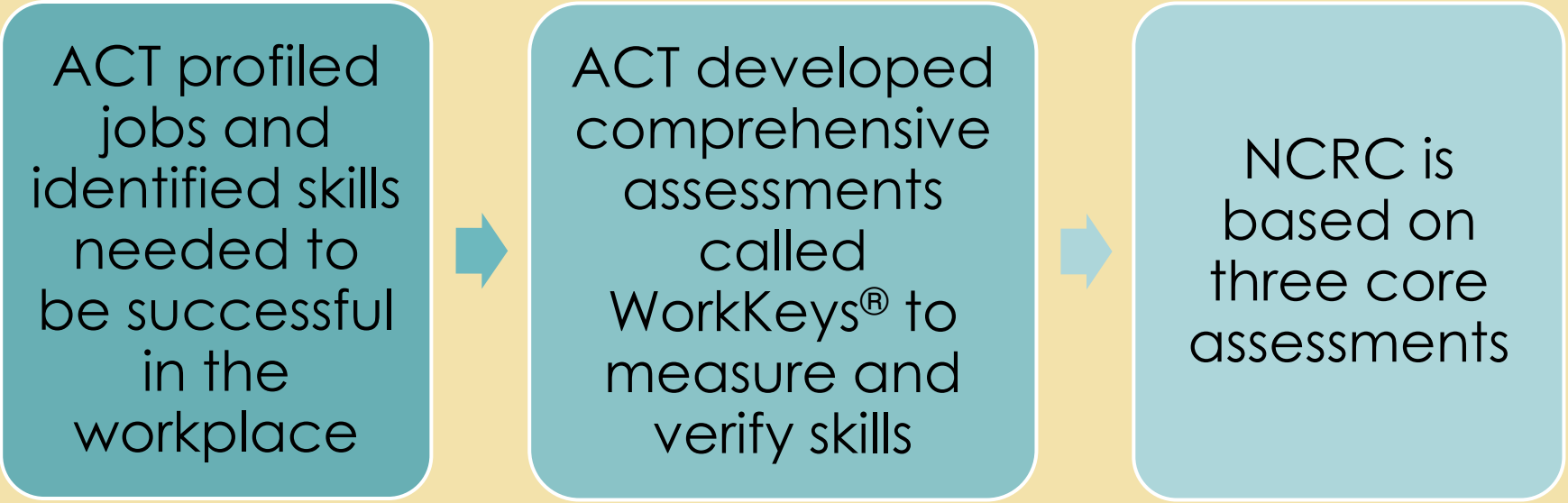
Oregon Business Plan.org



Evolution of NCRC

Responding to employer needs

ACT profiled jobs and identified skills needed to be successful in the workplace



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graph LR; A[ACT profiled jobs and identified skills needed to be successful in the workplace] --> B[ACT developed comprehensive assessments called WorkKeys® to measure and verify skills]; B --> C[NCRC is based on three core assessments];
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ACT developed comprehensive assessments called WorkKeys® to measure and verify skills

NCRC is based on three core assessments

Comprehensive Skills Assessments

WorkKeys[®]

Foundational Skills

Communication	Reading for Information Business Writing Listening Writing
Problem Solving	Applied Mathematics Locating Information Applied Technology Observation
Interpersonal Skills	Teamwork
Personal Skills	Performance, Talent, Fit

NCRC assessments tests these skills



Reading for Information

- Measures skills used when reading written text



Applied Mathematics

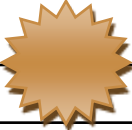


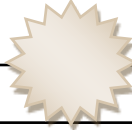
- Measures skills people use to apply mathematical reasoning, critical thinking, and problem-solving



Locating Information

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

Certificate Levels

	Bronze 	Silver 	Gold 	Platinum 
Certificates are awarded by achieving a minimum level on all assessments	level 3 score	level 4 score	level 5 score	level 6 score
Skill levels demonstrate eligibility for *	35% of jobs	65% of jobs	90% of jobs	99% of jobs

Sample occupation correlation

<ul style="list-style-type: none"> • Bus Driver • Laborer • Drywall Installer • Groundskeeper • Truck Driver 	<ul style="list-style-type: none"> • Brickmason • Electrician • Machinist • Plumbers • Tool and Die Makers 	<ul style="list-style-type: none"> • Chemist • Civil Engineer • Construction Manager • Surveyor 	<ul style="list-style-type: none"> • Chief Executive • Registered Nurse, Manager • Auditor
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*Approximate percentage based on jobs in the WorkKeys occupational profile database.



NATIONAL CAREER READINESS CERTIFICATE®

GOLD

Is awarded in **Oregon** to

Joseph P. Sample

In recognition of verified skills in Applied Mathematics,
Locating Information, and Reading for Information

Dr. Camille Preus, Commissioner of Community Colleges and Workforce Development



Certificate #J102E3SAMPLE
Issue Date 6/30/09



NCRC assessment

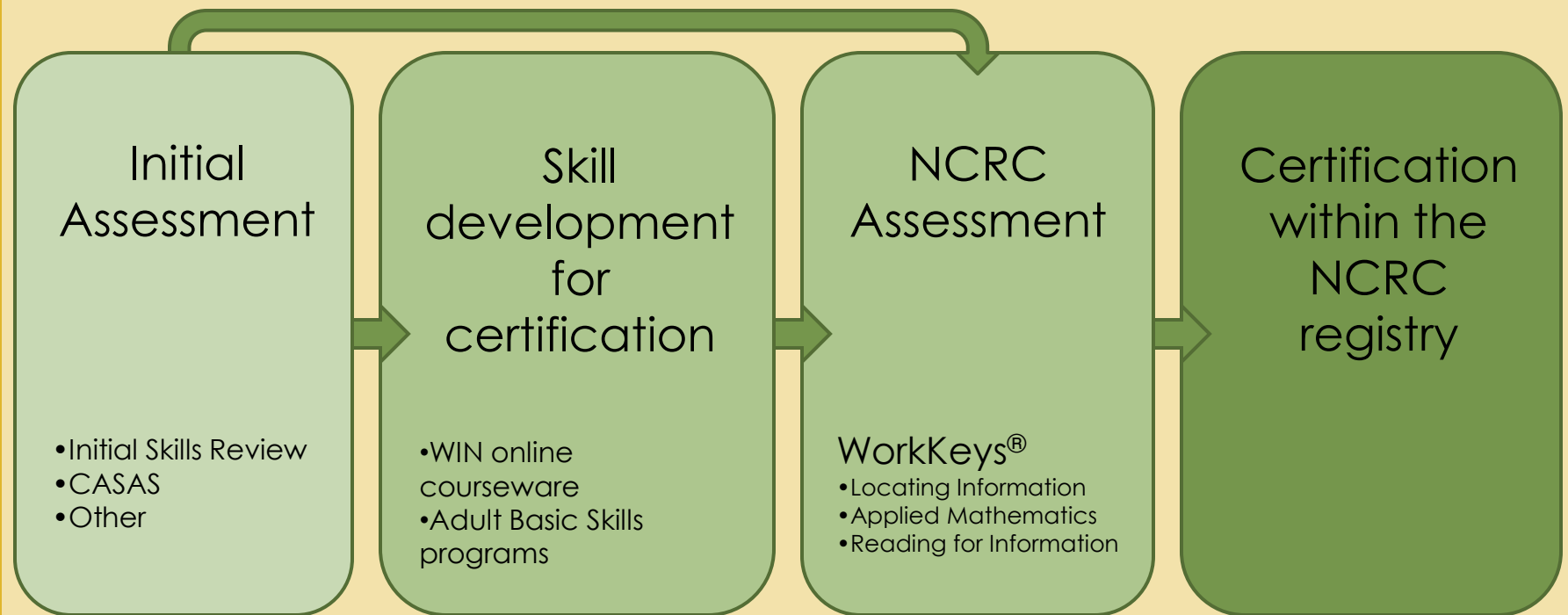
Sample questions



- Employers that prefer the NCRC
 - Include it in job postings to attract best qualified applicants
 - Supplement their hiring practices
 - Identify candidates with verified foundational skills
 - Over time, attract more applicants with NCRC
- Employers that require the NCRC
 - ACT recommends requiring the NCRC only for specific jobs that have been profiled at the employer's workplace

Job candidates

Certification steps



Employers in Oregon





- Quickly identify qualified applicants.
- Applicants with an NCRC have a documented level of foundational skills, and are ready to be trained in the specific requirements of a job.
- The NCRC reduces hiring and training costs, and employee turnover.
- The NCRC can be easily incorporated into existing hiring practices.

Oregon NCRC

Job Candidate Benefits



- The NCRC gives job applicants a tangible way to document their skills and stand out to employers.
- Earning an NCRC can be a critical confidence booster in this tough job market.
- The NCRC provides access to job opportunities by employers who support the NCRC, both in Oregon and across the country.

Oregon NCRC Leadership Committee

Guides the design and implementation of Oregon's NCRC program

Oregon Business Association

Ryan Deckert, President

Lane Workforce

Chuck Forster, Executive Director

Oregon Business Council

Duncan Wyse, President

Oregon Workforce Investment Board

Greg White, Chair

NW Natural

Dave Williams, Vice President for Utility Services

Office of the Governor

Angi Dilkes, Deputy Chief of Staff

PCC Structural

Eileen Drake, VP of Administration & Legal Affairs

Dept. of Community Colleges &

Workforce Development

Cam Preus, Commissioner

Mt. Hood Community College

John Sygielski, President

Oregon Employment Department

Laurie Warner, Director

Partnership with E3: Employers for Education Excellence

Goals for Oregon's NCRC

- Create strong demand
 - Employer
 - Job candidates
- Grow the number of certificate earners
- Build a sustainable delivery system for the NCRC, linking:
 - Training and education
 - Job placement
- Measure progress
- Maintain sustainable funding

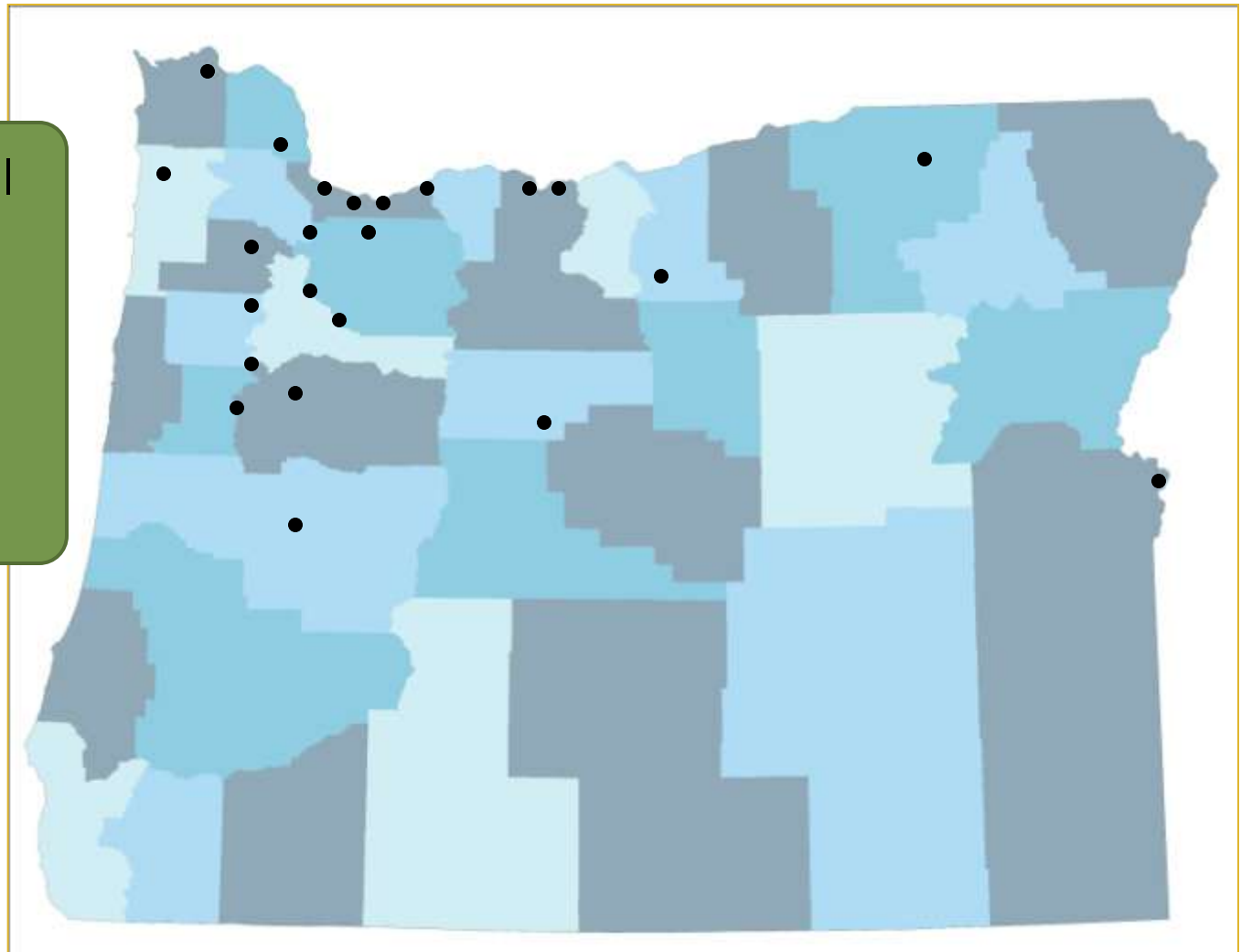


Current NCRC Sites by County

Certificate Total

2,629

Bronze	16.1%
Silver	46.3%
Gold	36.5%
Platinum	01.1%



Rollout Strategy

Building Local Infrastructure

- Draw upon pilot sites' experiences
- Partnership between state & local communities
 - Building capacity to meet local demand
 - Key local partners include Regional Workforce Investment Boards, WorkSource Oregon offices, community colleges, and others

Rollout Strategy

Employer Outreach & Communications

- Target industry groups
- Secure employer associations endorsements
- Attract leading employers
- Provide broad-based communications
 - Association newsletters and presentations
 - Success stories
 - Earned media
- Launch in fall '10
 - Oregon Business Plan Leadership Summit, December 13, 2010

Immediate Opportunities

- Use the NCRC to address critical workforce needs
- Spotlight successful applications with peers
- Recommend that business associations endorse the NCRC

Get Started!

Contact: René Léger
rene@e3oregon.org

Learn more

<http://www.act.org/certificate/employers.html>

Thank you