

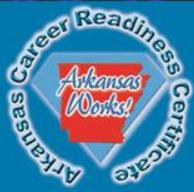
# Arkansas Career Readiness Certification

## “CRC”

*Building Arkansas' Workforce — One worker at a time!*

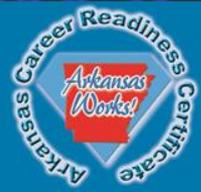


**Arkansas Career Readiness Certificate**



# Overview

1. Arkansas' workforce needs
2. Governor's Workforce Cabinet
3. The Career Readiness Certificate
4. WorkKeys assessments
5. KeyTrain: Curriculum for Improving Skills
6. Benefits of the CRC Program
7. Implementation of "CRC"



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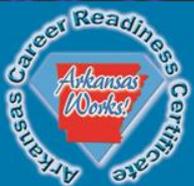
# Background

*“The 2010 Meltdown”* Edward E. Gordon

- There is a shortage of people educated and trained to industry-specific jobs
- Large numbers of skilled people cannot be produced overnight because our training and education systems are out of date



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# Industry Situation

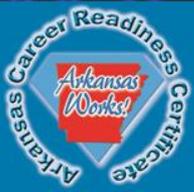
## Current & Future Challenge:

**Locating, Selecting & Hiring new employees is difficult and expensive!**

- **Declining numbers of available workers**
- **Needs are for higher skilled workers**
- **Entry level applicants have lower basic skills**
- **Technical skills seem to be non-existent**

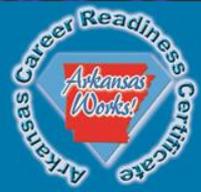


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# Industry Situation

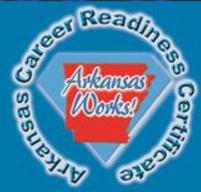
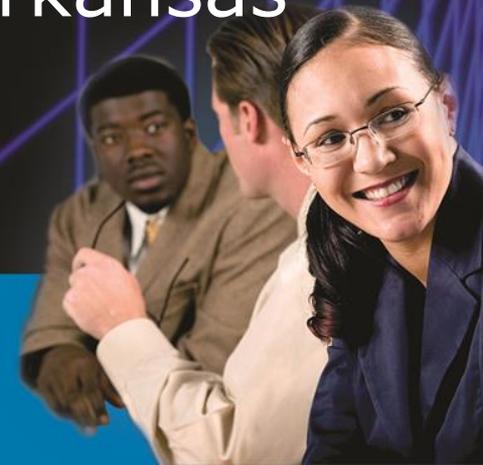
- **Assistance Needed:**
  - **Matching new employee skills with job requirements**
  - **Reduce Turnover rate and cost**
  - **Reduce Training costs**



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# Governor's Workforce Cabinet

- **Established to address the issues**
  - Higher skills needed by future workforce
  - Coordination of State Agencies and Partners
  - Focus efforts needed to keep Arkansas Competitive in a World Market

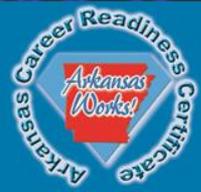


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# Arkansas “CRC”

## Steering Committee & Key Partners

- Arkansas Department of Workforce Services
- Arkansas Workforce Investment Board
- Arkansas Economic Development Commission
- Arkansas Association of Two-Year Colleges
- Arkansas Department of Education
- Arkansas Department of Higher Education
- Arkansas Department of Career Education
- Arkansas Science & Technology Authority



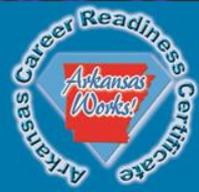
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# Governor's Direction

## Education & Economic Development



Arkansas can be globally competitive



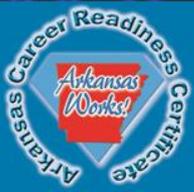
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# Economic Development

- **The Key is “A Trained Workforce”**
  - Retaining existing jobs
  - Growing existing companies



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# Why Use A Career Readiness Certification?

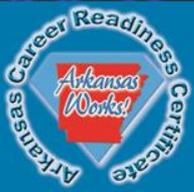
- In order to stay competitive:
  - In Arkansas
  - In the U.S.
  - In the World

We must transition from jobs with:

**Low Skill-Low Wages** → **High Skill-High Wages**



**Arkansas Career Readiness Certificate**



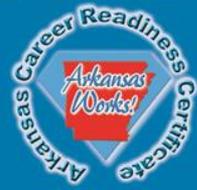
# The Career Readiness Certificate

To earn the “CRC” individuals will be assessed using **ACT WorkKeys**

Reading

Math

Locating information



**Arkansas Career Readiness Certificate**

# A Multi-Level Approach:

Four levels of certificates

**Platinum**

Scores a level **6** on WorkKeys assessments for Reading, Math, and Locating Information

Has core employability skills for approximately **99%** of the jobs profiled by WorkKeys.

**Gold**

Scores a level **5** on WorkKeys assessments

Has core employability skills for approximately **90%** of the jobs profiled by WorkKeys.

**Silver**

Scores a level **4** on WorkKeys assessments

Has core employability skills for approximately **65%** of the jobs profiled by WorkKeys.

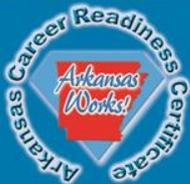
**Bronze**

Scores a level **3** on WorkKeys assessments

Has core employability skills for approximately **30%** of the jobs profiled by WorkKeys.

Based on WorkKeys assessments in Reading, Math, and Locating Information

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# Career Readiness Certificate

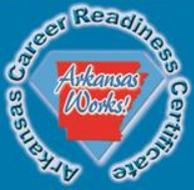
Each CRC is signed by the Governor of Arkansas



- The back provides information about the skills of the individual earning the certificate



**Arkansas Career Readiness Certificate**



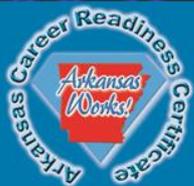
# What is WorkKeys?



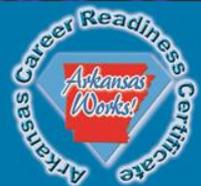
- A Common Communication Language/Scale
- A Method for Quantifying Basic Skills Required for Specific Jobs
- A System to Compare an Individual's Skills to those needed for a Job



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# WorkKeys is a System



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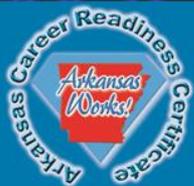


# WorkKeys is a system to Assess Measurable Skills:

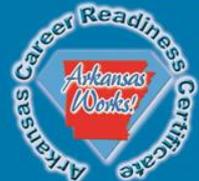
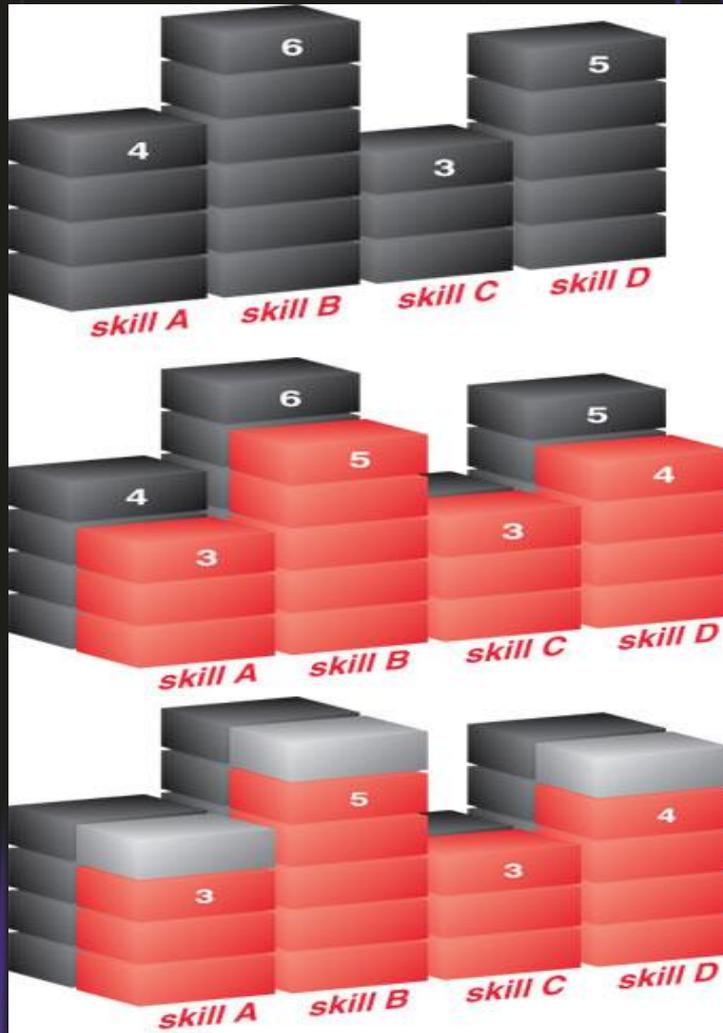
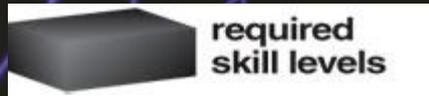
- **Problem Solving**
  - Applied Mathematics
  - Locating Information
  - Applied Technology
  - Observation
- **Communication**
  - Reading for Information
  - Listening
  - Writing
  - Business Writing
- **Specialized Assessments**
  - Fit
  - Performance
  - Talent
- **Interpersonal**
  - Teamwork



**Arkansas Career Readiness Certificate**



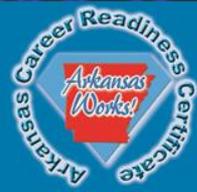
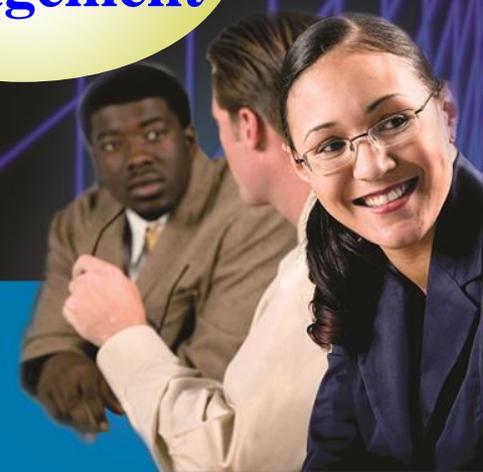
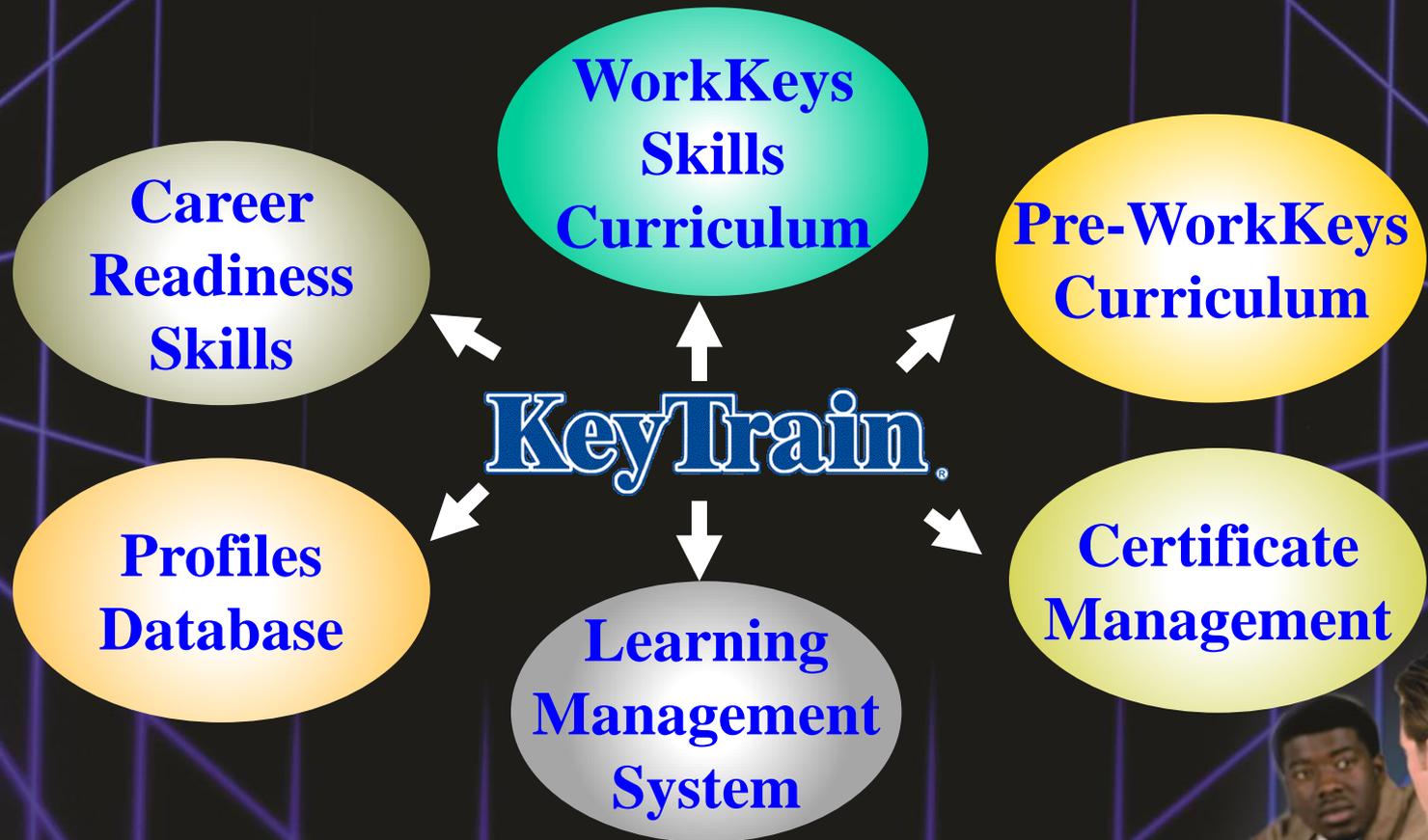
# WorkKeys System



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# ACT KeyTrain

## The Complete System

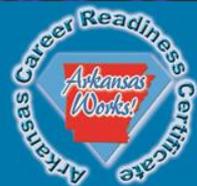


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# ACT KeyTrain

## Curriculum for Improving WorkKeys Skills

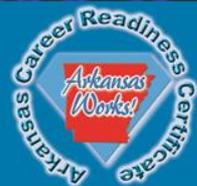
- Comprehensive, easy-to-use system for improving basic skills on the nine WorkKeys skill areas
- Includes targeted, self-paced instruction, pre- and post-assessments
- Linked to ACT's occupational job profiles database



**Arkansas Career Readiness Certificate**

# CRC Numbers

- Arkansas Career Readiness Certificates Issued to Date: **61,324**
- Bronze: **10,724** Silver: **36,135** Gold: **14,357**  
Platinum: **108**
- Percentage for Each Certificate Level:
  - Bronze: **18%** Silver: **59%** Gold: **23%**



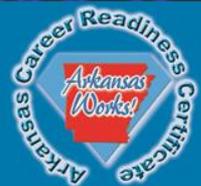
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# Employee Retention

## Benefits of a “CRC”

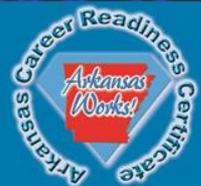
- **Increases a company's competitiveness**
  - Reduces turnover, overtime, and waste while improving morale
  - Takes the guesswork out of selection decisions
  - Improves the effectiveness of training dollars
  - Streamlines hiring by including a preferred certificate level in job postings
  - Meets EEOC requirements
  - **Improves productivity**



**Arkansas Career Readiness Certificate**

## AJL - Key to Successful Implementation

- Match of the 28,141 CRC holders with the AJL and Wage databases from January 14, 2008 to April 1, 2011, and October 1, 2009 to September 30, 2010
- CRC holders with the Arkansas Job Link (AJL) data 28,329 minus duplicates = 28,141
- 25,203 active CRC holders in AJL
- 6,517 placements during the above timeframe
- 2,938 inactive CRC holders



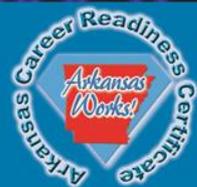
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# Wages - Key to Successful Implementation

	Year / Quarter				
	2010 Q3	2010 Q2	2010 Q1	2009 Q4	2009 Q4 – 2010 Q3
Total Employed	17457	16952	15916	15817	
Retained Employment	15090	14441	13868		
Gained Employment	2367	2551	2048		
Lost Employment	1862	1475	1949		
*Total # of Employers reporting wages for CRC holders	5295	5178	4867	4990	7486
**Total # of Employers reporting wages for CRC holders	5371	5257	4943	5061	7593

\*determined by Distinct Employer Name

\*\*determined by Distinct Employer Name, City, and State



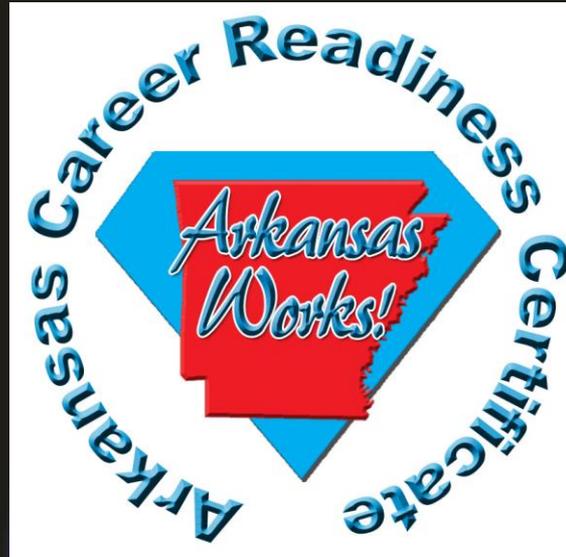
## Arkansas Career Readiness Certificate

# Contact Information

[CRC@arkansas.gov](mailto:CRC@arkansas.gov)

[ArkansasAtWork.org](http://ArkansasAtWork.org)

1.866.757.2999



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[Joe.Franklin@arkansas.gov](mailto:Joe.Franklin@arkansas.gov)

Mr. Steve Sparks, AEDC  
501-682-1350  
[ssparks@arkansasedc.com](mailto:ssparks@arkansasedc.com)



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