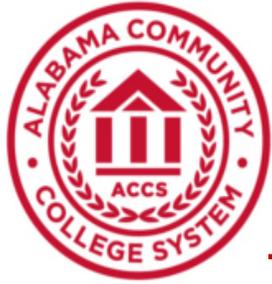


# Alabama WorkKeys Training

Rebecca B. Masic, Workforce Officer - ACCS  
and  
Rene Day, Assistant Director Workforce Development – ASDOE



# *Success in the New Economy*

---

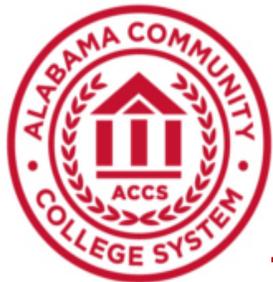
<https://vimeo.com/67277269>



# Work Readiness System

---

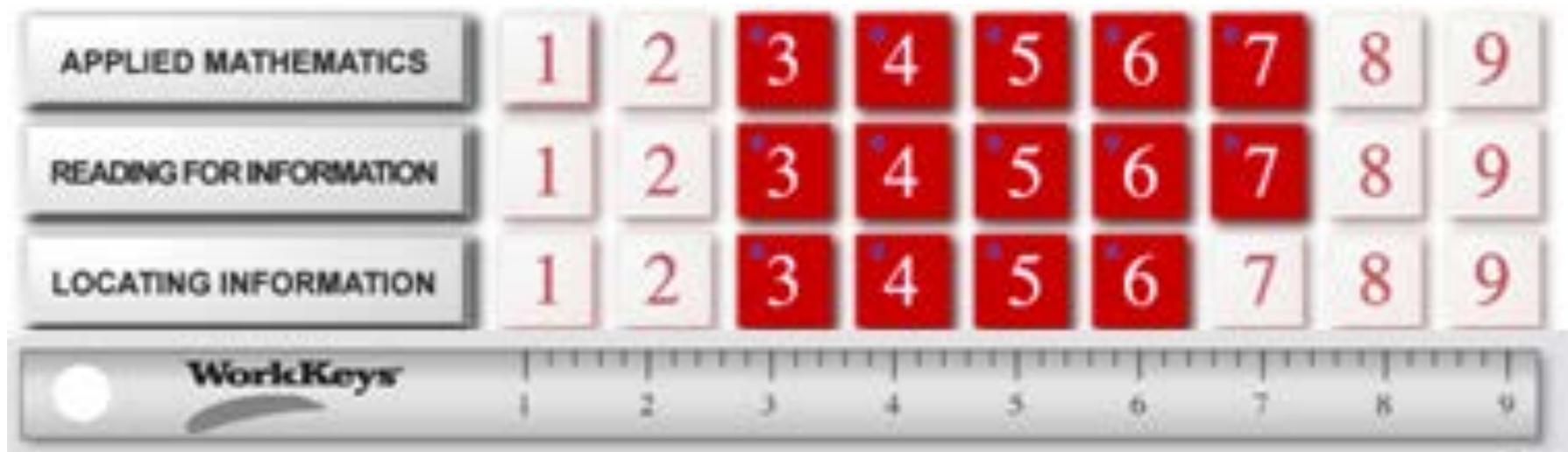
<b>Job Analysis</b>	<b>Define Workforce</b>	
<b>Assessments</b>	<b>Assess Workforce</b>	
<b>Training &amp; Curriculum</b>	<b>Develop Workforce</b>	
<b>Certification</b>	<b>Certify Workforce</b>	
<b>Research &amp; Analytics</b>	<b>Understand Workforce</b>	



# Assessments

*Assess Workforce*

---

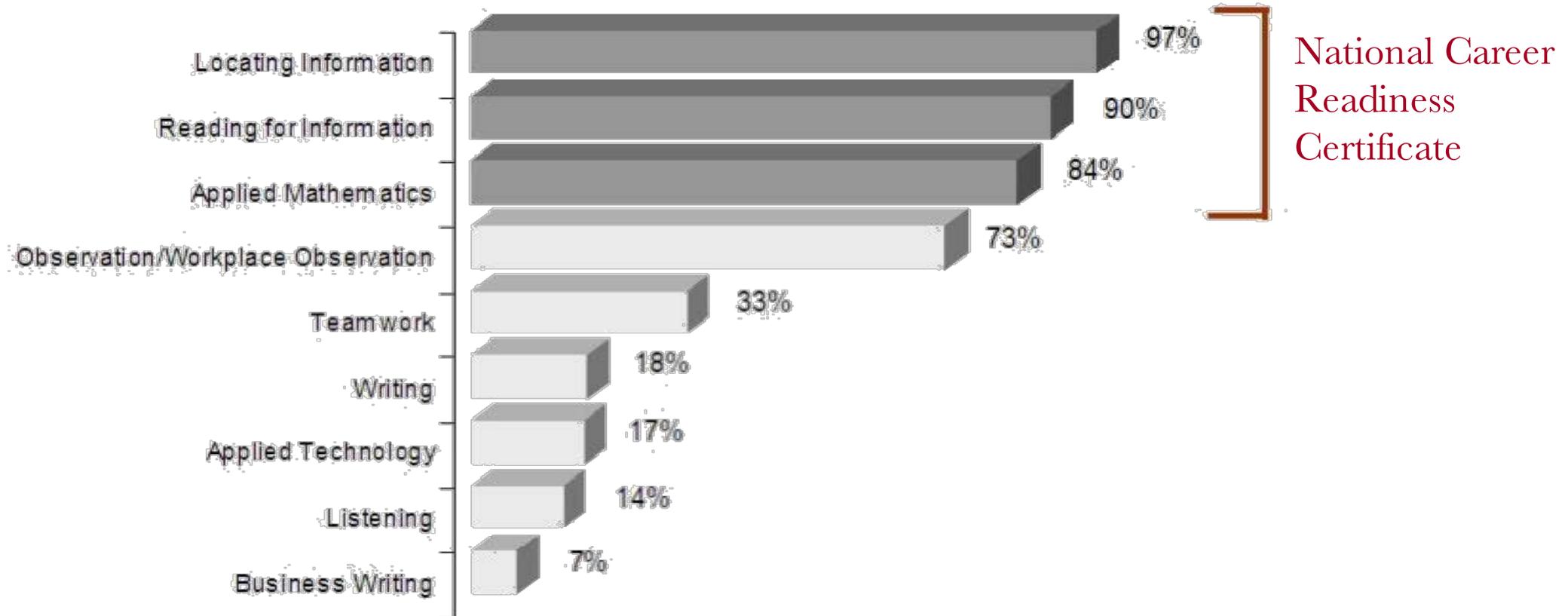




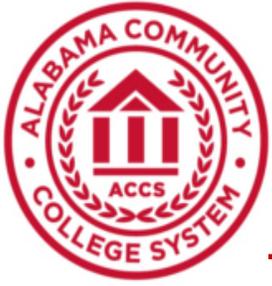
# National Career Readiness Certificate

*Certify your Workforce*

77% of the WorkKeys Skills for Jobs Profiled Utilize Top Three



\*Numbers are based on analysis of 5,618 jobs profiled from 2006 to 2010 in the ACT JobPro database.



# *Training and Curriculum*

## *Develop Workforce*

---

- Interactive learning tool for developing and improving the applied workplace skills defined by the WorkKeys system. The core curriculum is complemented by reporting capabilities, diagnostic tools, and soft skills curriculum.



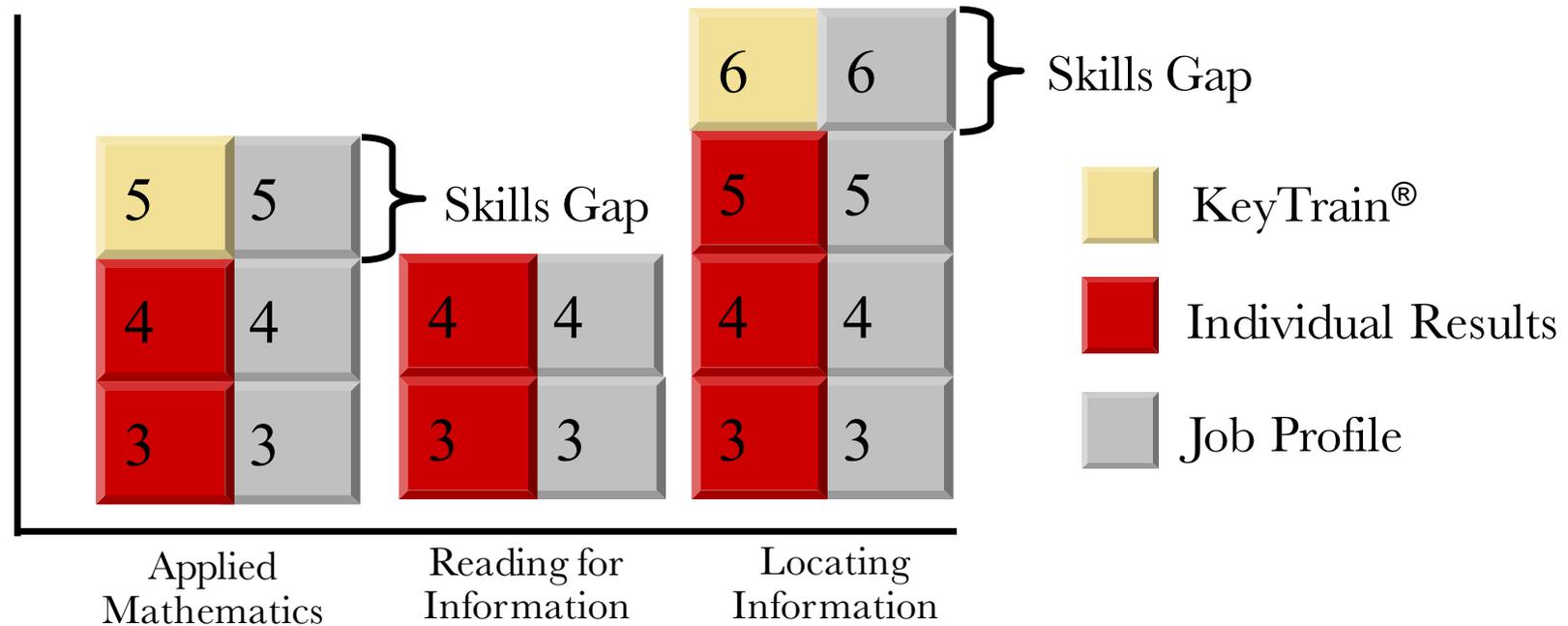
**KeyTrain<sup>®</sup>**



# Training and Curriculum

*Develop Workforce*

**KeyTrain<sup>®</sup>** provides a self-paced curriculum to help individuals fill their skills gap.

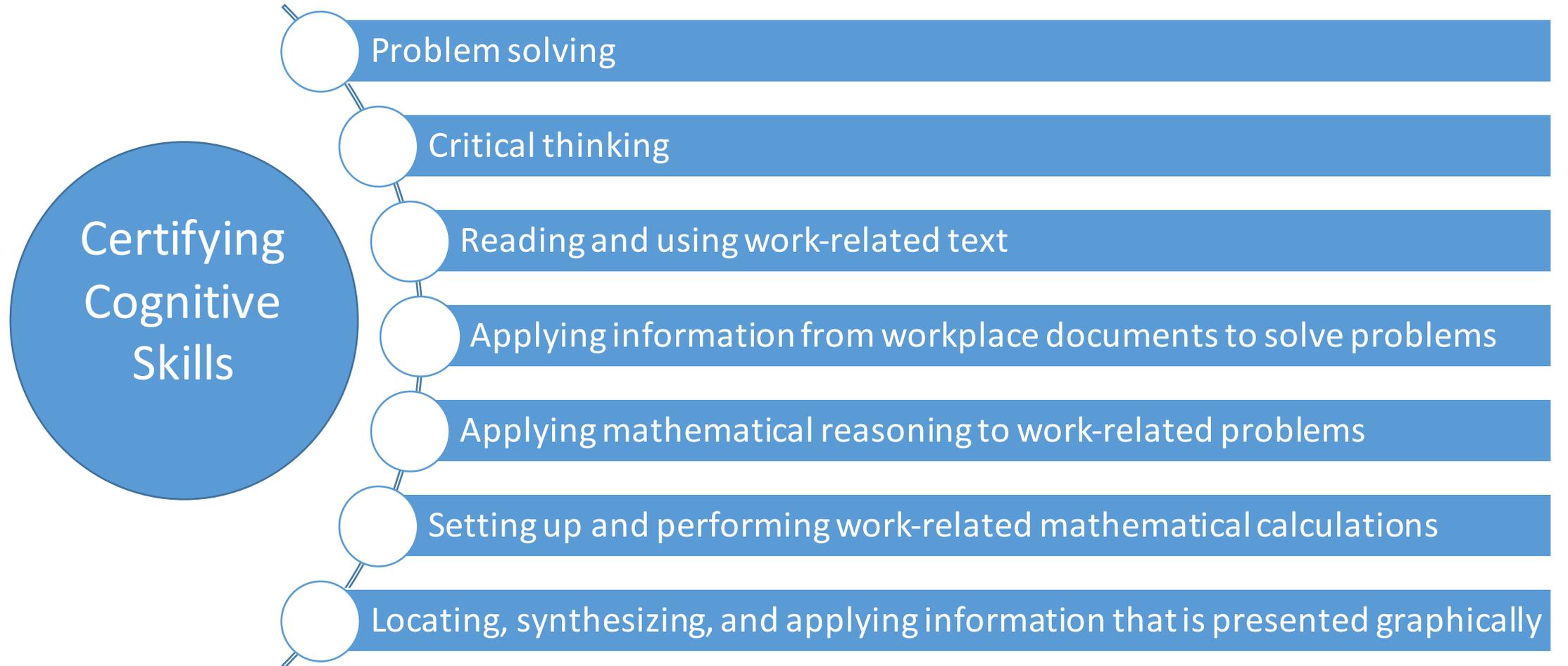


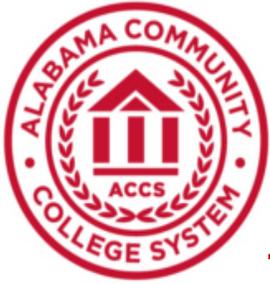


# National Career Readiness Certificate

*Certify your Workforce*

---





# Assessments

*Assess Workforce*

---

These skills are **valuable** for any occupation – skilled or professional – at any level of education, and in any industry.

Approximately **15 million** WorkKeys assessments have been administered.  
Over **65,000** Career Ready Certificates have been issued in Alabama

Measure **“real world”** workplace skills critical to job success.



# *Who uses WorkKeys*

---

Secondary Education

Employers

Community Colleges and Universities

Workforce and Economic Developers

Corrections

Career Seekers



# *Certification:* *Certify your Workforce*



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

Evidence-Based

Industry-Recognized

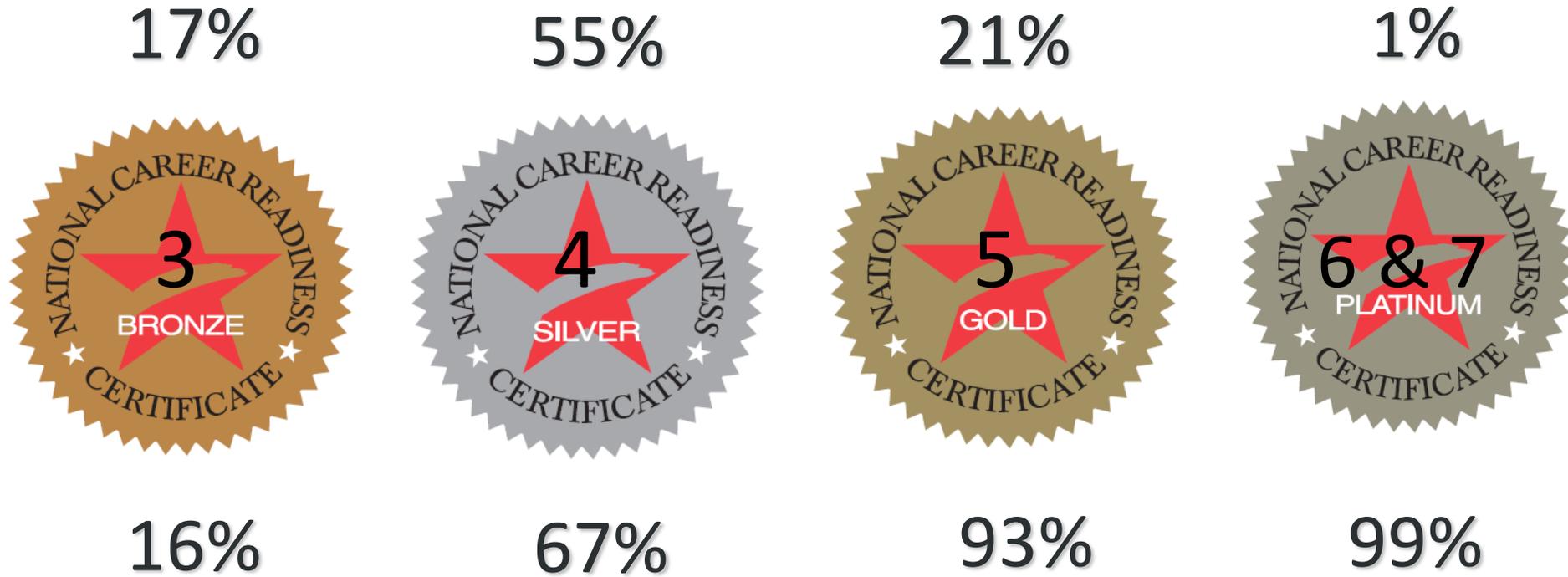
National Portable Certificate

Used to document essential skills  
linked to workplace success

Awarded at four levels: Bronze, Silver,  
Gold, and Platinum

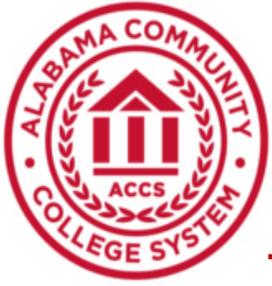


## *Percentage of U.S. Examinees Earning the Certificate*



## *Job Qualification of Certificate Holders*

Source: ACT - The data is based on 10,156 profiles conducted over the past ten years and WorkKeys test records for 2,185,873 examinees for 2014. This sample is not representative of all U.S. jobs or workers. However, it provides a large database on U.S. job skills.



# *National CRC and Pay Average*

---

**\$27,340**



*\$14,000 - \$37,000*

**\$38,022**



*\$14,000 - \$74,000*

**\$62,987**



*\$23,000 - \$141,000*

**\$97,762**



*\$80,000 - \$141,000*



# *Alabama Industries Using WorkKeys*

---

- 3M
- Kohler
- Toray
- Pfifer, Inc
- Sizemore Staffing
- Steelcase
- Auburn Police Dept
- Mando America
- Siemens
- Federal Mogul
- Kelly Staffing
- Union Foundry
- Hunt Refining
- Steelscape
- Lockheed Martin
- OCI Chemical
- Alpha Pet
- Nypro Kanaak
- Boards of Education
- Altec Industries
- NACCO
- Austal USA
- BP
- Vulcan Materials
- Neptune Technology
- Nurcor Steel
- International Paper
- Farley Nuclear Plant
- Southern Heat Exchange
- Regitar USA
- First National Trust and Bank



# *Actual Employment Ad in Decatur, AL*

---

**Hexcel** is currently seeking candidates for **Spin Line Operators** for their Decatur, AL operation.

The starting wage is **\$19.60 per hour**.

## **General Requirements:**

Previous manufacturing experience will be considered a strong plus. Seeking individuals with a dedication to quality and a desire to excel.

- High School Diploma or GED required
- Related experience in a chemical or manufacturing environment preferred
- Legal authorization to work in the U.S.
- Must be at least 18 years of age
- Must be able to work weekends, holidays, and 12 hour rotating shifts
- **Applicants selected to attend the pre-employment classes will be required to successfully pass Workkeys assessments** prior to classes beginning. Cost of **Workkeys assessments will be covered by Hexcel.**

*\*\* WorkKeys scores are required in newspaper ads.*

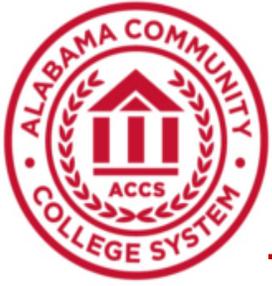


# *Importance of WorkKeys Testing*

---

- Facts and REAL examples
- Newspaper Ads in your area or from around the state
- List of Alabama industries that require WorkKeys testing/scores
- Discuss the VALUE of taking this test seriously.
- WorkKeys scores will **follow** you after college, when entering the Workforce.
- Ask your students if they plan to stay put??





# *Motivating your students during Senioritis*

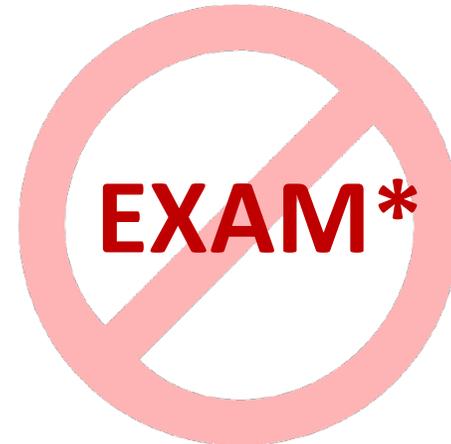
---

#1 Motivator



#2 Motivator

\* Opportunity to exempt a semester exam





*For more information contact:*

---

**Your schools...  
Building Test Coordinator,  
Counselors, or  
Assistant Principal**



# 1:2:7

**FOR EVERY 1 OCCUPATION THAT REQUIRES A  
MASTER'S DEGREE OR MORE**



**2 PROFESSIONAL JOBS REQUIRE A  
UNIVERSITY DEGREE**



**7 REQUIRE A ONE-YEAR CERTIFICATE OR  
TWO-YEAR DEGREE**





# *Questions and Answers?????*

---

**Rene D. Day**

**Alabama Department of Education**

**Rebecca B. Masic**

**Alabama Community College System**