



## ACT Certified Work Ready Communities

*A framework for community-based economic development to drive economic growth*

Community & Economic Development  
Workforce Development Division



# What is it?

- A framework for community-based economic development that enables:
  - Business and industry to discern and easily communicate the foundational skills needed for a productive workforce
  - Individuals to understand what skills are required by employers – and how to prepare themselves for success
  - Policy makers, community leaders and educators to measure skill gaps and build career pathways that help both individuals and industry thrive
  - Economic developers to use an on-demand reporting tool that quantifies the skill level of their workforce
- Based on the National Career Readiness Certificate (NCRC), a portable, industry-recognized, evidence-based workforce skill credential

# Key components

- Fundamental metrics to become a nationally recognized Certified Work Ready Community
  - Individuals earning a National Career Readiness Certificate (NCRC)
  - High school graduation rates
  - Businesses engaged
- ACT will report data at the county level to drive participation and success
- In addition to implementation framework, ACT will provide training, marketing toolkits and technical support to participating states
- Participating states invited to attend Certified Work Ready Communities Academy, a series of three-day executive training sessions for work ready state leadership teams

# Thought Leadership

- The Services
  - National framework
  - Data infrastructure
  - Implementation process
  - Technical support
  - Sustainability

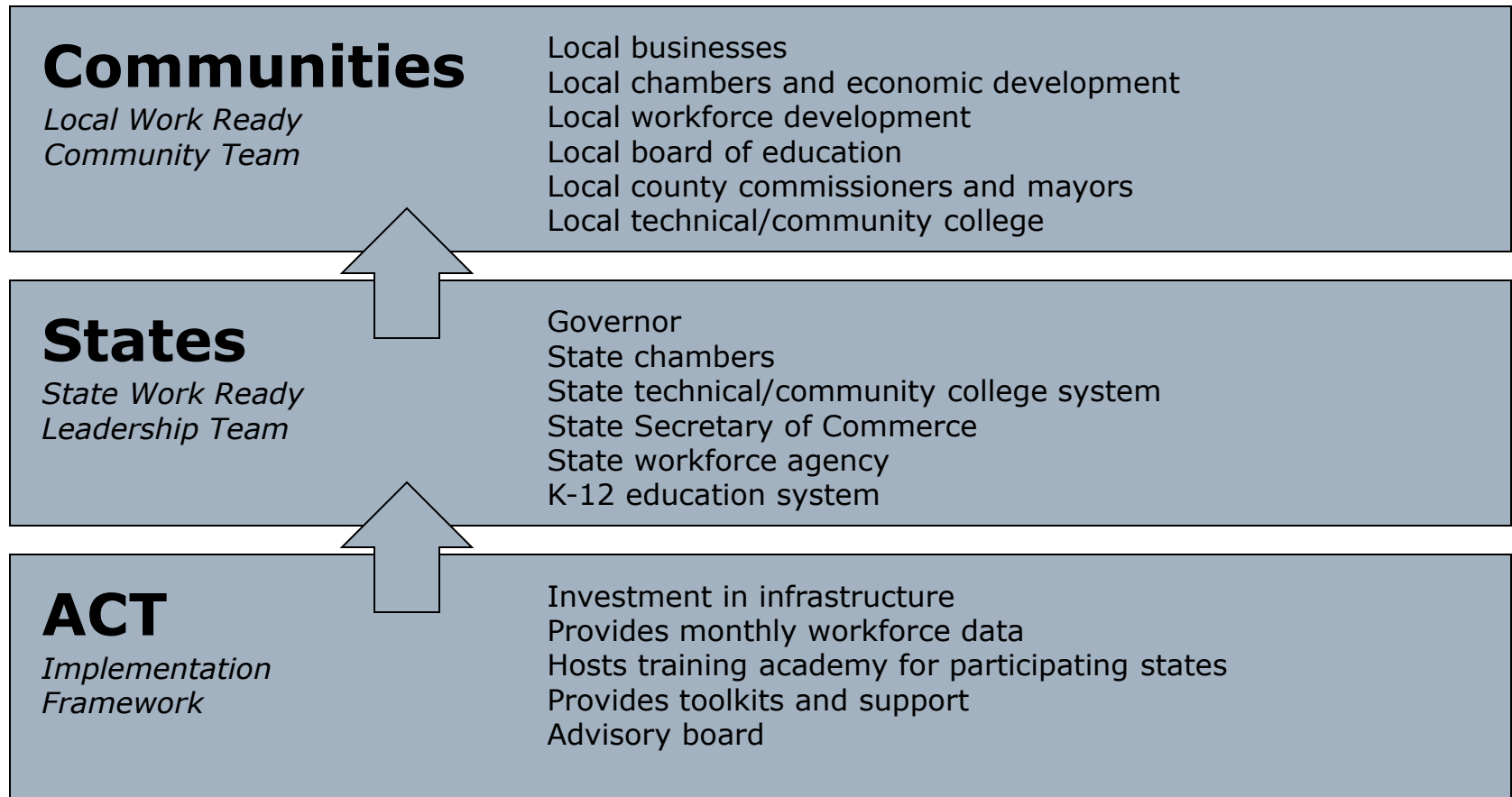
- The Vision

*Building a framework for linking education and workforce development together and aligning to economic development at the state and community level*

# The State and County WIIFM

- Irrefutable proof of the quality of workforce
- Community collaboration on workforce development
- National workforce development platform
- Process to measure and close skills gap
- Process to drive improvement in HSGR
- Systemic alignment to state and county economic development
- Measurable ROI on ACT WorkKeys® investment

# The External Organization



## For more information...

- Contact Debra Lyons, ACT's Vice President for Community & Economic Development
  - [debra.lyons@act.org](mailto:debra.lyons@act.org)
  - 404-995-7069
  
- <http://www.workreadycommunities.org>