



**KeyTrain**

**SKILLS FOR SURVIVAL IN THE NEW WORKFORCE<sup>sm</sup>**

## WHY DO WE NEED WORKPLACE SKILLS TRAINING?

WE'VE ALL GOT A PROBLEM... AND WE ADMIT IT.

Pick up the newspaper or search the Internet. On any given day you can read about the workforce crisis in America with statements such as:

- **80% of businesses are experiencing a shortage of qualified workers.**
- **60% of job applicants are rejected because they lack basic reading and math skills.**
- **Students leaving our educational system have knowledge, but they lack the ability to apply it.**

Skills required for jobs today have outpaced the skills available in our workforce. At the heart of the problem lies a lack of clear, concise communication between business and education about skills necessary to be successful in jobs – not necessarily for lack of trying; but for lack of a common language.

The WorkKeys® system provides a common language and defines the skills necessary for survival in the new workforce.

KeyTrain® is the most practical, effective system to develop WorkKeys skills.

*all skills  
all levels*

**WorkKeys®**



## WHY KEYTRAIN?

### RESULTS. IT'S THAT SIMPLE.

KeyTrain has top-notch curriculum, the best customer service around, and great features, but what it all comes down to is whether or not it works for students and users of KeyTrain. The answer is: It does!

KeyTrain is the most documented curriculum in raising applied workplace skills as measured by WorkKeys and many other standardized tests. Simply put, KeyTrain is proven to provide users with the skills needed in the workforce.



this symbol  
means  
results

**A Major Public School System** adopted KeyTrain in 2004 to assist students in preparing for the Prairie State Achievement Exam (PSAE), Illinois' measure of adequate yearly progress for Juniors. The schools that used KeyTrain extensively showed significant gains!

#### **Challenges:**

Improve student achievement on the Prairie State Achievement Exam  
Improve school performance in meeting Adequate Yearly Progress

#### **Actions:**

Implement KeyTrain in over 100 high schools - Over 110,000 students enrolled  
Over 220,000 user hours logged in KeyTrain

#### **Results:**

WorkKeys Applied Mathematics – KeyTrain users scored more than an entire level higher on average.  
WorkKeys Reading for Information – KeyTrain users scored a half level higher on average.

## ABOUT KEYTRAIN

### WHAT IS KEYTRAIN?

KeyTrain is a targeted curriculum written specifically to help people master the applied workplace skills as defined by WorkKeys®. As an ACT Level 1 publisher, KeyTrain provides curriculum that is based on the WorkKeys targets for instruction and meets ACT's quality standards.

### What does KeyTrain include?

KeyTrain includes instruction for all levels of WorkKeys and pre-WorkKeys skills. It is available via Internet, CD, or print versions. The Internet and CD versions include a powerful management and student tracking system that allows for easy administration and detailed reporting of students' progress in the program.

The KeyTrain program incorporates a full natural voice soundtrack for improved focus and concentration, online access to the WorkKeys Occupational Profile Database, quick-assignment features based on Career Readiness Certificates or job profiles, pre- and post-quizzes, and many other useful features.

KeyTrain includes curriculum for all levels of:

- Applied Mathematics
- Reading for Information
- Locating Information
- Applied Technology
- Observation
- Teamwork
- Writing
- Business Writing
- Pre-WorkKeys (Beginning Skills)/Readiness

*the same skills as WorkKeys*



## ABOUT KEYTRAIN

### WHAT'S SO GREAT ABOUT KEYTRAIN?

**It's so easy to use – in all formats.**

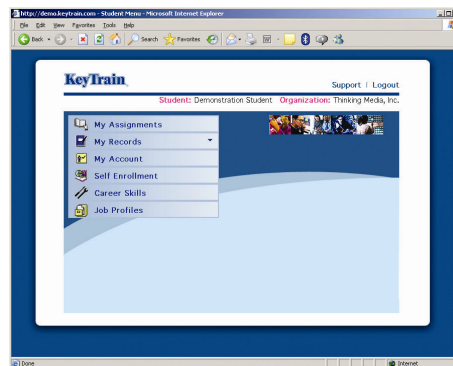
Internet, CD,  
or Print

We hear again and again how easy KeyTrain is to use – and we believe that this is one of many factors that have helped students and other users achieve the results they have. Regardless of how good a teaching tool is, you can't learn if you don't use it – but you WILL learn if you have fun with it.

### Student Management System

Our student tracking system is not only easy to use.... it is extremely powerful as well, allowing for:

- Automatic curriculum assignments by job profile or Career Readiness Certificate
- Reports that provide quick and useful information for easy decisions
- Real-time feedback that teaches why incorrect answers are incorrect
- Intuitive administration menus for all levels of computer users
- Flexible importing and exporting of data



### Business

“KeyTrain is helping us change our culture to a learning environment. Our employees are extremely pleased with the KeyTrain program.”

*Rose Hodges, Human Relations Manager, Wyeth Pharmaceuticals*

## ABOUT KEYTRAIN

### Job Profiles Database

KeyTrain includes a complete database of occupational job profiles. These profiles allow you to set goals for your students, even if specific job profiles are not available.

- Search the database by job title, skill levels or job category.
- Add your own profiles to a list of those from your region.
- Set lesson assignments and goals directly from selected profiles.
- Ideal tool for career counseling and motivation - show students the academic skills that are required for success in their desired careers!

really helps  
connect learning  
with jobs



SKILL AREA	NA	1	2	3	4	5	6	7	SEARCH TYPE
Applied Math	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/> Best matches
Reading for Information	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> Exact matches
Locating Information	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> Better Jobs
Applied Technology	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> All Qualified Jobs
Writing	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> Higher Skilled Jobs
Listening	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Teamwork	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Observation	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

*Search by interest areas, current skill levels, or a combination*

### Spanish Curriculum

The same exceptional KeyTrain curriculum for Reading for Information, Applied Mathematics and Locating Information is in hand-translated Spanish language. These bound, individual-use or reproducible workbooks are ideal for improving the basic skills of individuals who work in Spanish-language environments, or for improving the skills of native Spanish speakers. These are the same workbooks that are used exclusively in WorkKeys programs in Mexico.

## SOFT SKILLS CURRICULUM

### CAREER SKILLS BY KEYTRAIN®

#### Why are soft skills important?

Imagine this... two employees have similar experience, foundational skills, and job-specific knowledge - yet one excels and is promoted beyond the other. It happens every day – and more often than not soft skills play an important role. The more successful person is often a much better communicator, is at ease with people, and is organized in his or her methods, thoughts, and approaches to people and work.

#### What does Career Skills include?

There are two hundred lessons in five areas: Work Habits, Communication Skills, Workplace Effectiveness, Business Etiquette and The Job Search.

##### Work Habits

- Workplace Ethics
- Personal Characteristics
- Employer Expectations

##### Communication Skills

- Communicating at Work
- Speaking
- Listening
- Presenting Yourself
- Non-Verbal Communication

##### Workplace Effectiveness

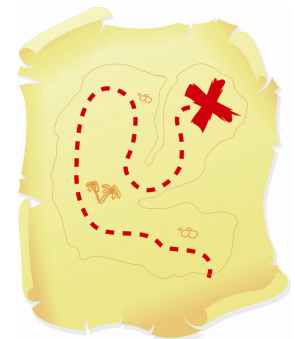
- Time Management
- Problem Solving
- Customer Service
- Teamwork

##### Business Etiquette

- On the Job Etiquette
- Person-to-Person Etiquette
- Telephone and E-mail Etiquette
- Meeting Etiquette

##### The Job Search

- Finding the Right Job
- Effective Resumes
- The Application Process
- Interviewing Skills



### Career Tech Education

“Our teachers find KeyTrain essential in enhancing the relevant, rigorous, applied academic content in our Career Tech curricula. Students develop skills and are able demonstrate "what they can do" (academic skills). After working with KeyTrain our students were less stressed taking the college placement exams.”

*Cindy Leyrer, Assessment Coordinator, Ingham Intermediate School District, Michigan*

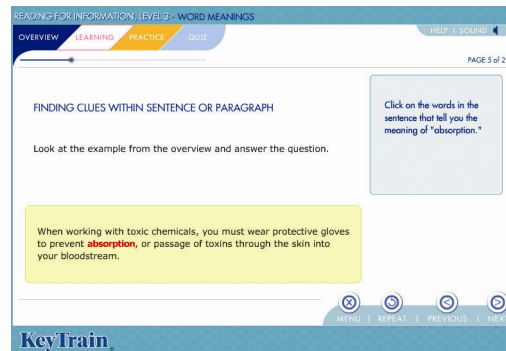
# WORKKEYS CURRICULUM

## Reading for Information (NCRC Skill\*)

The WorkKeys Reading for Information skill involves reading and understanding common workplace documents. These include letters, manuals, procedures and memos. KeyTrain examines the essential aspects of understanding and applying information given in these practical situations.

### Topics include:

- Determining the Meaning of Unfamiliar Words
- Extracting Details
- Reading Forms
- Finding the Main Idea
- Drawing Conclusions
- Applying Instructions
- Technical Jargon
- Complex Information
- Acronyms



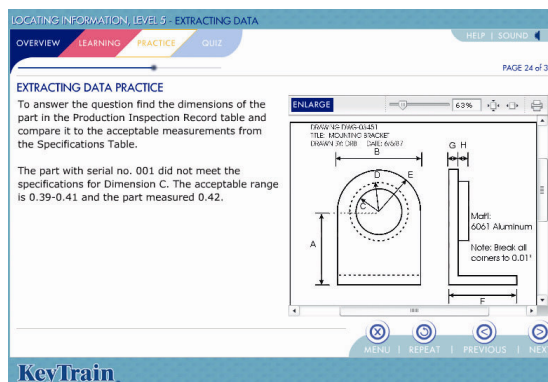
*The Reading for Information course includes dozens of sample workplace documents. All exercises are based on realistic work situations.*

## Locating Information (NCRC Skill\*)

The WorkKeys Locating Information skill involves finding, extracting, understanding and using information that is not in the form of normal text. These types of documents include charts, graphs, tables, forms, maps and drawings. Many traditional school curricula do not treat this as a separate topic so employers find that this is one of the areas where tools such as KeyTrain are most needed.

### Concepts covered include:

- Extracting Data
- Identifying Trends
- Drawing Conclusions
- Data Relationships
- Using Data Criteria



*For complex graphics, the user can easily zoom up to full screen views, or print out high quality work sheets.*

### Applied Mathematics (NCRC Skill\*)

The WorkKeys Applied Mathematics skill involves applying mathematical reasoning and problem-solving techniques to workplace situations. KeyTrain's Applied Mathematics emphasizes the application of these skills to real-world situations.

The program begins with a practice and review of the basic concepts of mathematical operations including money, measurement and time. In each topic these skills are applied to practical word problems. A systematic approach to solving word problems is emphasized throughout the program. If the user cannot solve a particular problem using the method, the user can display the solution to the problem and try again.

#### Topics in beginning levels include:

Money and Time  
Fractions and Decimals  
Measurements  
Negative Numbers  
Proportions and Ratios  
Percentages

#### At higher levels the topics include:

Areas and Volumes  
Production Rates  
Determining Best Deals  
Multiple Unknowns  
Troubleshooting Errors  
Non-Linear Graphs

#### **\*NCRC Skills**

Reading for Information, Locating Information, and Applied Mathematics are the three WorkKeys skills that comprise the ACT **National Career Readiness Certificate™ (NCRC.)**

The NCRC is a national, portable workplace readiness credential being used across the country. For more information see [www.nationalcareerreadiness.org](http://www.nationalcareerreadiness.org)

## Applied Technology

WorkKeys Applied Technology focuses on the ability to apply an understanding of modern technology in order to identify and solve common types of problems. Emphasis is placed on a broad understanding of scientific principles instead of quantitative calculations.

KeyTrain's Applied Technology course is divided into four separate categories:

**Electricity**

**Mechanics**

**Fluid Mechanics**

**Thermodynamics**

This unique organization allows students to emphasize specific areas of study, while still showing the relationship between the different physical forces.

## Writing / Business Writing

KeyTrain offers two courses to enhance Writing skills. These correspond to the two different WorkKeys assessments, *Writing* and *Business Writing*. Both courses cover basic grammatical and structural elements essential to all writing.

## Listening

Listening is an essential component of many modern jobs. The WorkKeys Listening skill measures the ability to convey factual information from spoken messages. KeyTrain builds listening skills through a variety of interactive exercises which involve the interpretation of numerous recorded sound clips. These clips include over a dozen different voices of varying characteristics.

Applied Technology - Level 4

Lighting Types

HELP | SOUND | Page 11 of 17

Practice Questions

Circuit A

Circuit B

Switch

Switch

A customer of your construction company wants a porch light and outlet on the porch to be operated from one switch inside the house.

Which of the circuits shown will best fit the customer's needs?

Circuit A

Circuit B

Either A or B

Neither A nor B

KeyTrain

HOME | BACK | FORWARD | HELP

# WORKKEYS CURRICULUM

## Observation

The ability to effectively learn from OJT depends on a person's observation skills. Many businesses are now beginning to appreciate how critical observation is to their success. KeyTrain builds good observation skills by breaking this large and complex subject into its primary components: perception, integration, memorization and interpretation.

## Teamwork

Teamwork skills are essential to improving productivity in the workplace. WorkKeys and KeyTrain examine teamwork as it pertains to making the workplace more effective for both the employee and the business. KeyTrain breaks down teamwork into a number of different components. Each component is reviewed, and then illustrated with realistic workplace scenarios.

## Pre-WorkKeys Curriculum

KeyTrain includes pre-WorkKeys level curriculum for all skill areas. This includes tools for those needing additional assistance in basic workplace literacy. KeyTrain also includes two computer-based pretest diagnostic tools for use specifically in improving basic literacy. These estimate a person's skills in each objective, and identify where a person needs to improve. Students are then assigned specific sections of the curriculum based on these results.

for moving skills  
up to WorkKeys levels

### Reading topics include:

Word Recognition  
Phonograms  
Spelling  
Vocabulary  
Word Forms  
Sentence Parts  
Common Information  
Text Comprehension

### Mathematics topics include:

Addition  
Subtraction  
Multiplication  
Division  
Fractions  
Money  
Time  
Word Problems  
Calculators

## Community Colleges

"We appreciate KeyTrain and how successfully we have used this tool, but we are particularly pleased with the excellent service. In my view, they have set the standard for customer service for which others need to aim."

*Christine Turner, Manager, Institute of Workforce Development, York Technical College, South Carolina*

## WHO USES KEYTRAIN?

High schools, colleges, adult education, one-stops, state government, correctional institutions, businesses, and individuals across the country use KeyTrain. Millions of people have logged on to improve their applied workplace skills. KeyTrain is being used to increase the workplace skills of individuals in many different educational settings, including:

### **Career and Technical Education**

KeyTrain allows students to apply academic skills to practical situations, forming a necessary link between a student's career goals and academic skills. The occupational profiles database provides the basis for counseling that shows the student the need to achieve these skills in order to be successful in their desired careers.

### **One-Stops / Workforce Investment Act**

WorkKeys forms the basis for a systematic, quantitative method for matching candidates to appropriate jobs and careers. KeyTrain prepares candidates to achieve their highest potential on the WorkKeys assessment. Studies have shown that candidates can improve their skill levels, enabling them to secure and retain higher paying jobs and increasing the satisfaction of local businesses.

### **Workforce Development**

The job and occupational profiles database targets the skills of a community toward its desired industries and occupations. Since KeyTrain is used by many different types of organizations, synergy exists with a seamless transition between different training providers.

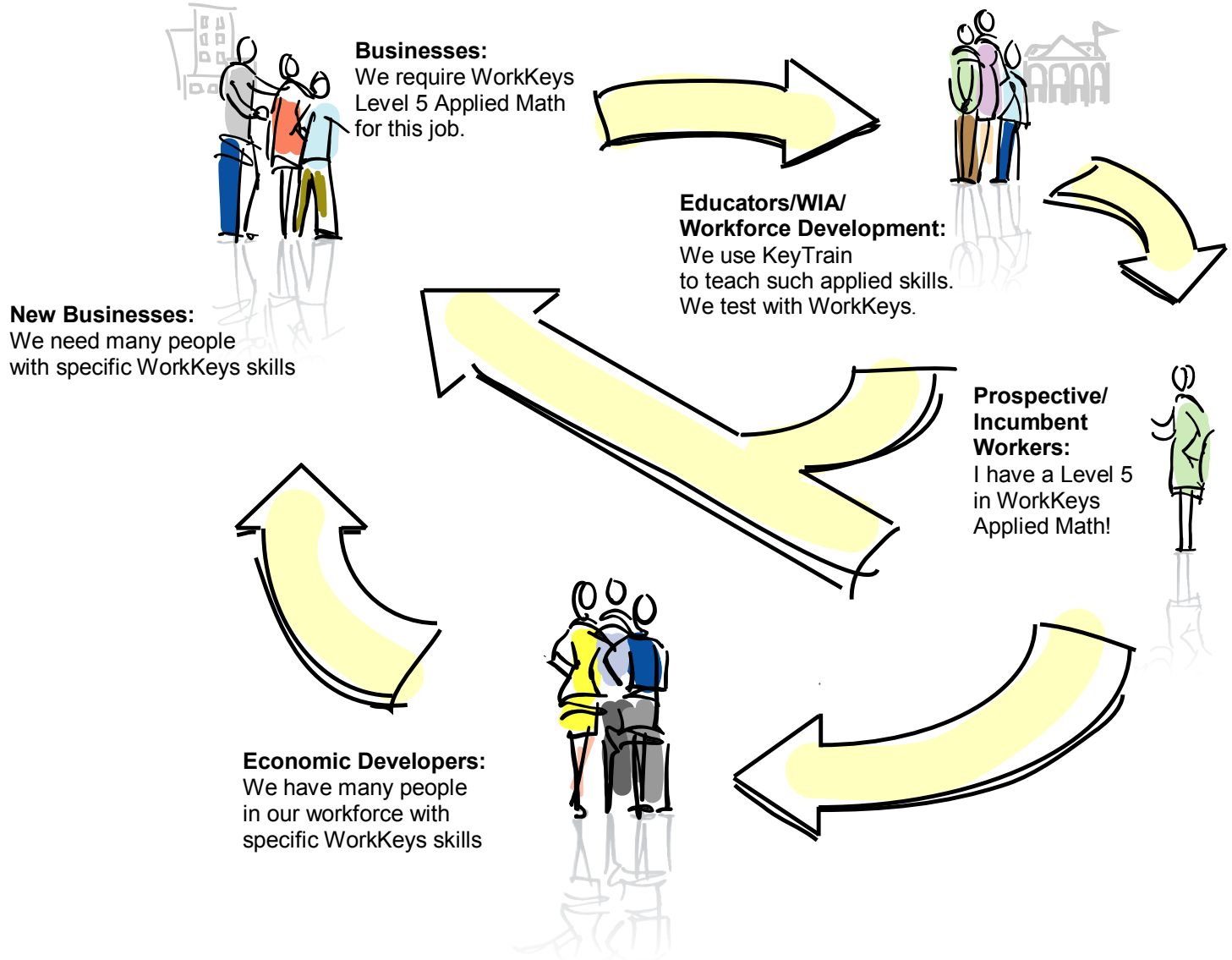


### **Career Readiness**

“We have been exceptionally impressed with the demonstrated ability and level of expertise of Thinking Media / KeyTrain in assisting us with the coordination of components of our statewide Career Readiness Certificate program. “

*Hugh McCrabb, Director of Technical / Occupational Activities, Oklahoma State Regents*

## HOW IT ALL WORKS TOGETHER



## **CONTACT US FOR A FREE DEMO CD OR ACCOUNT**

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