

The 2009 MICHIGAN National Career Readiness Certificate Conference



Transforming Michigan's Workforce **SKILLS CERTIFIED, JOB READY**

November 16th and 17th, 2009

Causeway Bay
Hotel and Conference Center
Lansing, MI



NATIONAL
CAREER READINESS
CERTIFICATE™

Brought to you by the Michigan NCRC Advocates
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Michigan NCRC Advocates

Working Together for a Skilled Michigan Workforce

Dear Michigan National Career Readiness Certificate (MINCRC) champions, Partners, and Associates:

On behalf of the Michigan National Career Readiness Certificate Advocates (MINCRCA), welcome to the 2009 Michigan National Career Readiness Certificate Conference.

Our theme for this year's conference is "Transforming Michigan's Workforce; Skills Certified, Job Ready." This theme exemplifies the transformation of the fourth annual 2008 Michigan WorkKeys® Conference into the fifth annual 2009 Michigan National Career Readiness Certificate Conference. It also represents the work of a small group of dedicated board members whose mission is to ensure that every Michigan citizen has the foundational skills to compete in a global economy. This group of dedicated people is committed to raising awareness and, even more importantly, to converting that awareness into action.

These are very exciting times for the residents in the state of Michigan. This excitement is not shared by everyone and some would even say Michigan is a "great state to be from." However, the state of Michigan is truly transforming into a state which is able to articulate the skill set, based upon national standards, of workers in a community. And, Michigan can guarantee to potential employers, when they locate their business in your community, the number of employees with the appropriate skill set.

This transformation has been on a fast track and has only taken a few years. With the action research of the Council for Labor and Economic Growth (CLEG), the leadership of the Department of Energy, Labor and Economic Growth (DELEG), and the endorsement of the Governor and Lieutenant Governor, the MINCRC was approved as the workforce credential for Michigan.

To achieve universality, the third WorkKeys assessment, Locating Information, was added to the Michigan Merit Exam (MME), which provided MINCRC certificates to high school students who qualified for a certificate.

In June of 2009, Bureau of Workforce Transformation (BWT) issued policy which would enable workers to acquire the skills necessary to succeed in the 21st Century workplace. This policy established guidelines for the Michigan Works! Agencies (MWAs) to follow in the implementation and administration of the MINCRC, to provide local outreach to employers and the public, and to complete data reporting, and evaluation.

As an educator, my hope is that participants attending this conference will learn several key factors in making Michigan "a state to relocate": the economic advantage of skill sets based upon national standards, how other states are *skilling up*, how our very own state is preparing our workforce to be job ready, and how you as an individual can impact your own community.

Vision without Action is merely dreaming; Action without Vision is a waste of time; however Vision with Action can transform Michigan, adapted from Joel Baker.

There is no doubt that this year's conference will be very successful. I say this because I know first hand the dedication, collaboration, and teamwork that has contributed in making this a quality experience for participants.

I would also like to take the time to thank our sponsors of this year's event. Make sure you visit their displays, because their support has been critical in sustaining a "Skills Certified, Job Ready" workforce.

Enjoy,

Dennis Dunlap, Ph. D.

Michigan National Career Readiness Certificate Advocates Chairperson

SCHEDULE

MONDAY, NOVEMBER 16

Monday, November 16, 2009

		SCHEDULE				
MONDAY, NOVEMBER 16						
Registration	7:30 to 4:30	Registration				
Continental Breakfast	7:30 to 8:30	Continental Breakfast and Networking				
Grand Ballroom	8:30 to 9:00	Welcome and Opening Remarks: Stan Kogut, Superintendent Ingham ISD				
Grand Ballroom	9:00 to 9:45	KEYNOTE: Martin Scaglione, President and COO, ACT Workforce Division				
Break	9:45 To 10:00	Break				
Breakout One	10:00 to 11:15	Room A	Room J	Room C	Room I	Room B
		National Career Readiness Certificate 101 Scott Stimart	KeyTrain 101 Rick Harris, Justin Saylor	Michigan Works! Policy Issuance Updates Keenan Wade, Ryan Doll	Integrating NCRC Skills into the High School Curriculum Cindy Leyrer	NCRC and WorkKeys – Similarities and Differences Steve Anderson
Break	11:15 to 11:30	Break				
Grand Ballroom	11:30 to 1:00	KEYNOTE and LUNCHEON: Dr. Keith Bird, Senior Policy Fellow, Corporation for a Skilled Workforce				
Break	1:00 to 1:15	Break				
Breakout Two	1:15 to 2:30	Room A	Room J	Room C	Room I	Room B
		RegiSTAR Scott Stimart	Career Ready 101 Rick Harris	Energy Conservation Apprenticeship Readiness Program Marcia Black-Watson, Jim Hahn, Russell Davis	Using WorkKeys and NCRC in Career and Technical Education David Cox, Jason Jeffrey	Using the NCRC to Transition to Community College Ann Stanton
Break	2:30 to 2:45	Break				
Breakout Three	2:45 to 4:00	Room A	Room J	Room C	Room I	Room B
		MyWorkKeys.com: The Portal to Your NCRC Larry Miller	KeyTrain 201 Rick Harris	Creating a Soft-Skills Class to Meet Employer Needs Gerrit Weirda, Dennis Beson	The NCRC: Aligning High School Academics, CTE, EDP's, and the MME Cathy McCafferty-Smith	WorkKeys – the Key to Work? Julie DeRose, Laura Atteberry, James Gornick
Executive Training Room	5:30 to 7:30	Social Reception with Live Music by Justin and Larry				

SCHEDULE

TUESDAY, NOVEMBER 17

Tuesday, November 17, 2009	Registration	7:30 to 2:30	Registration				
	Breakfast Buffet	7:15 to 8:00	Breakfast Buffet and Networking				
	Grand Ballroom	8:00 to 8:15	Welcome and Announcements: Dennis Dunlap, Chair, Michigan NCRC Advocates				
	Break	8:15 To 8:30	Break				
	Breakout Four	8:30 to 9:45	Room A	Room J	Room C	Room I	Room B
			RegiSTAR Scott Stimart	KeyTrain 101 Rick Harris, Justin Saylor	Strategies to Connect Educators with Employers Dennis Dunlap	Skills Now! A Case for Urgent Action Bill Guest	Literacy, Language, NCRC's, and Metrics: Proving Success to Stakeholders Kristin Ekkens
	Break	9:45 to 10:00	Break				
	Breakout Five	10:00 to 11:15	Room A	Room J	Room C	Room I	Room B
			NCRC and WorkKeys – Similarities and Differences Steve Anderson	KeyTrain 201 Rick Harris, Justin Saylor	Using Data to Drive Decisions and Actions Rachael Jungblut	NCRC and Personal Skills Assessments: The Heart of Career Coaching Lee Payne	Stand Up for a Skilled Workforce Don Carstensen
	Break	11:15 to 11:30	Break				
	Grand Ballroom	11:30 to 12:15	KEYNOTE: Andy Levin, Deputy Director, DELEG				
	Lunch	12:15 to 1:15	Lunch				
	Breakout Six: Tech Talk	1:15 to 2:00	Room A	Room J	Room C	Room I	Room B
			TECH TALK: ACT/NCRC Website Resources Steve Anderson	TECH TALK: Career Ready 101 Rick Harris, Justin Saylor	TECH TALK: RegiSTAR Scott Stimart	TECH TALK: MyWorkKeys.com Larry Miller	TECH TALK: NCRC Employer Handbook Don Carstensen, Rachael Jungblut
Break	2:00 to 2:15	Break					
Grand Ballroom	2:15 to 3:00	Networking and Collaboration: <i>This session is available to all attendees. Network and meet with colleagues, collaborate with regional partners, and gather information and resources from other attendees. Please bring your business cards to share!</i>					

Breakout Sessions

SESSION 1

Monday, November 16

10:00-11:15

Room A: The National Career Readiness Certificate 101 - *Stimart*

This presentation outlines the principles of the WorkKeys driven National Career Readiness Certificate (NCRC) program. It touches on the development of the NCRC and magnifies the broad use of the NCRC across the United States.

Unskilled workers are the working poor. They suffer and they draw upon regional resources to make ends meet. Unskilled workers are more likely to draw public assistance. The number of people living below and near poverty is increasing. Those who lack foundational skills or cognitive skills to do knowledge work are less valuable to employers. WorkKeys and the National Career Readiness Certificate offer a bridge to prosperity for communities ready to embrace the new economy through a solid workforce improvement program. There is a race between the states to build and certify foundational skills to showcase their talent to employers looking to relocate. Join your WorkKeys savvy colleagues to discuss how the National Career Readiness credential can offer your workforce and your community the opportunity to stand out.

Room J: KeyTrain 101 - *Harris/Saylor*

This session outlines steps and tools used to raise WorkKeys and National Career Readiness Certificate skill levels. In this KeyTrain overview, learn the basics of raising skill levels, see a live demonstration of the KeyTrain software, and hear about concrete results being produced by KeyTrain users.

Don't miss learning about this critical aspect of the WorkKeys system.

Room C: MI Works! – Policy Issuance Updates - *Wade/Doll*

Ryan Doll and Keenan Wade will conduct a session on the State of Michigan's new Michigan National Career Readiness Program (MI NCRC). Participants will gain an understanding of the Michigan Department of Energy, Labor & Economic Growth's MI NCRC policy issuance and receive important updates on the program since its launch this year.

Room I: Integrating WorkKeys® Skills into the High School Curriculum: Success Strategies for the Michigan Merit Exam and the National Career Readiness Certificate - *Leyrer*

This interactive session will provide participants an overview of three WorkKeys skills: Applied Mathematics, Reading for Information and Locating Information. Locating Information was recently added to the MME and is an unfamiliar skill to most educators. Like other skills, the Locating Information skill can be taught and developed. Learn where this skill is in the curriculum, how to teach the skill to students and identify resources for teaching staff.

On August 6, 2008 the Governor signed the School Aid Bill adding Locating Information to the Michigan Merit Exam. Every high school student in Michigan has opportunity to earn the NCRC. Michigan is the first state to provide all students with two tickets to the future: a set of ACT college readiness scores, and the National Career Readiness Certificate. Michigan has leaped ahead of other states by being the first state to have a common skills credential in use in both the public school system and the workforce development system.

Room B: NCRC and WorkKeys®-Similarities and Differences - Anderson

The WorkKeys system has significantly evolved since it was first introduced by ACT in 1992. The traditional WorkKeys use model introduced a uniquely integrated process that combines job analysis, skill assessment, and gap training, using a common metric, to match individuals' skills to job-specific skill requirements.

The inception of the National Career Readiness Certificate (NCRC) has greatly expanded the utility of the WorkKeys system for employers, educators, workforce / economic development and individuals alike. In particular, the NCRC system provides a convenient and inexpensive way for employers to be engaged in and benefit from the WorkKeys system, regardless of size or industry sector. This session will focus on contrasting the traditional WorkKeys and NCRC use models and discuss how each model can be used in various skill assessment circumstances.

SESSION 2

Monday, November 16
1:15-2:00

Room A: RegiSTAR® - Stimart

RegiSTAR offers an automated mechanism for registering eligible individuals in the National Career Readiness Certificate database. This presentation is most appropriate for experienced WorkKeys users, and assumes that delivery sites are already established and employer demand has grown from scores on individual tests to the recognition of foundational skills credentials.

More than a set of scores, an NCRC represents a set of skills across a range of areas identified by employers as foundational to success in the workplace. As the importance

of the Certificate grows across the country, ACT is developing tools to help states streamline the processing of certificates and protect the integrity of the credential.

There are three mechanisms to moving from a set of score reports to the Certificate:

1. Individuals with qualifying scores can create an account online through the myworkkeys.com portal. In their account, they associate results from all testing events to their name.
2. Automated generation of a certificate number is available for individuals who complete tests at participating test centers. RegiSTAR allows a test center, or group of test centers, to sign up for periodic data sweeps resulting in electronic reports.
3. Automated printing and distribution of certificates for all qualified individuals is also available.

Room J: Career Ready 101™ - Harris

Find out about the next level in career readiness preparation, KeyTrain's new Career Ready 101 course. This new comprehensive career training course helps design itself based on your resources! It is an integrated approach to exploring careers and their skill requirements, building workplace skills using KeyTrain®, and creating life-literacy with such skills as financial awareness and job searching. Of course the program leads users to certification with WorkKeys® assessments and the NCRC. It's a powerful way to build self-esteem, provide real credentials, and set students up for success.

Simply put, Career Ready 101 is: KeyTrain + Soft Skills + Financial Literacy + Career Exploration + Interviewing + Resume Writing + Interest Surveys + Job Searches + Automated Course Calendars + Documents for Instructor-led Options + Tracking for ALL Data... and much more!

**Room C: Energy Conservation
Apprenticeship Readiness Program:
Creating a Renewable Energy and Energy
Efficiency Workforce**

- Black-Watson/Hahn/Davis

The Energy Conservation Apprenticeship Readiness (ECAR) Program, launched in the eight Cities of Promise in September, is a key component of Governor Granholm's Michigan Energy Corps. ECAR provides women, minorities, and low-income individuals with the skills they need to enter and succeed in energy conservation apprenticeships, including opportunities in the carpenters, cement masons, electrical workers, iron workers, laborers, and operating engineers construction trades.

A panel of state and local partners will discuss the features of this intensive nine-week program, including the use of WorkKeys to assess and market participants' skill level for entry into trades' apprenticeship programs.

Room I: Using Work Keys and NCRC in CTE

- Cox/Jeffrey

Learn how to use WorkKeys and the NCRC to motivate not only students but also staff. Students are tested for baseline and strategies are put in place to work on areas of identified deficiency. Students are then re-tested and awarded the NCRC. Staff are recognized with awards for most improved class.

**Room B: Using the NCRC to Transition to
Community College** - Stanton

Southeast Michigan Community Colleges are using WorkKeys and KeyTrain within their institutions and throughout their communities. Examples include the use of WorkKeys in community college short-term training and certificate programs, for curriculum development; participant selection and evaluation; support in K-12 systems for

assessment and KeyTrain implementation; collaboration with local Michigan

Works! agencies, and direct service to business and industry. As a result, a close collaboration has developed within and among community colleges to provide WorkKeys and KeyTrain services and document provided support.

SESSION 3

Monday November 16

2:45-4:00

**Room A: MyWorkKeys.com: The Portal to
Your National Career Readiness Certificate-**

- Miller

The MyWorkKeys portal is your key resource for retrieving WorkKeys® test scores as well as creating and sharing your National Career Readiness Certificate (NCRC). We will take you through creating a new account, accessing a pre-created account, updating match criteria, creating electronic certificates, and making them verifiable. Learn how to: avoid the most common data entry errors, easily share your certificate with interested employers, and order an official printed NCRC from ACT.

Room J: KeyTrain 201 - Harris

This session is for current KeyTrain and WorkKeys users, or novices who've been to the KeyTrain 101 session. This will be a more detailed product demonstration and discussion of advanced skill raising techniques.

KeyTrain's results in raising work-ready skills are unparalleled. While a good deal of the credit goes to the product, effective and efficient usage of the KeyTrain system is responsible for such results as well.

The KeyTrain staff has more than 100 years combined experience with WorkKeys. Simply put, they are experts at implementation. Don't miss this chance to add to your KeyTrain

knowledge, get new ideas, and move to the next level of WorkKeys and KeyTrain implementation.

Room C: Creating a Soft Skills Class to Meet Employer Needs - *Wierda/Beson*

Great Lakes Bay Michigan Works! surveyed employers to find the key elements that they found missing in new hires. In finding an answer, the Michigan Works! Agency came across classes that were too long and ineffective, and those which could not be modified. The result was the decision to design their own course and curriculum. This workshop outlines the story of that design, testing, results and the unexpected benefits.

Room I: The NCRC: Aligning High School Academics, CTE, EDP's and the MME
- *McCafferty-Smith*

Our NCRC goal is to accelerate student skills to assist them in readiness for postsecondary and work training for all careers. Teachers, leaders, and counselors often ask how the NCRC, WorkKeys, and the online KeyTrain curriculum can align to all the other high school responsibilities we have to meet. Join us to hear about a "work smart" integrated system that incorporates ACT EXPLORE and ACT PLAN, KeyTrain, Career Cruising, and Education Development Plans (EDP), HS content expectations and the Michigan Merit Exam (MME) and into a coordinated data driven, student achievement / skill acceleration focused system. Come and learn about how to integrate "into" what you are doing and not "onto". How to alignment maps and suggestions for implementation will be available.

Room B: WorkKeys....the Key to Work?
- *DeRose/Atteberry/Gornick*

This session is about career planning and the use of WorkKeys and remediation for

populations with historic difficulties in gaining employment. Through various initiatives within the Department of Corrections, WorkKeys is being implemented to enhance academic and vocational programs, as well as within Michigan State Industries (factories), with the goal to prepare prisoners for work in the community upon release.

SESSION 4

Tuesday, November 17
8:30-9:45

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This session outlines steps and tools used to raise WorkKeys and National Career Readiness Certificate skill levels. In this KeyTrain overview, learn the basics of raising skill levels, see a live demonstration of the KeyTrain software, and hear about concrete results being produced by KeyTrain users. Don't miss learning about this critical aspect of the WorkKeys system.

Room C: Strategies to Connect Educators with Employers - *Dunlap*

Participants will learn how to market the National Career Readiness Certificate to employers and educators by hearing about successful strategies used in local areas within our state. Join in this interactive presentation and leave with next step ideas to increase educator and employer involvement within your area.

Room I: Skills Now! – A Case for Urgent Action to Build the Skills of America's Workers - *Guest*

America, and each of the states, has a skills gap that harms our economic prosperity. Over 88 million working age adults have an educational barrier that blocks them from the education and training needed to get and keep a good job. Low levels of literacy and education lead to higher levels of public assistance. Higher levels of literacy and education lead to higher earnings and higher tax contributions. Higher skills are good for the individual and for all of us. We have a national problem that must be solved a state-by-state, region-by-region, and county-by-county.

We have a plan to solve this problem. We have already experienced short-term wins on both state-wide and regional levels. We can build skills for the benefit of individuals, regions, states, and our country as a whole. We have a winning strategy and deeply felt determination to move, make it happen, and win, now!

This session will provide an overview of national best practices based on a scan of Skills Now – A Case for Urgent Action to Build the Skills of America's Workers, a summary of over two dozen key publications on literacy, education, and workforce development. In this session you will learn how the National Career Readiness Certificates can be used to improve your communication with employers and colleagues in the education and workforce development systems.

Room B: Literacy, Language, NCRC's, and Metrics: Proving Success to Stakeholders - *Ekkens*

As businesses continue to desire a skilled workforce, the need for accessible KeyTrain, workplace ESL, and soft skills classes has come to the forefront. Local businesses continue to share a frustration about the lack of basic foundational education and soft skills among their entry level workers. The Literacy Center of West Michigan (LCWM) aims to build a literate community and transform lives throughout West Michigan. Since 2001, LCWM has provided integrated and contextualized language and literacy training to incumbent workers who need skills upgrade and employability skills in order to retain their jobs or be promoted. We provide training to help individuals with language and literacy barriers obtain their National Career Readiness Certificate (NCRC). To prove our programs' success to our stakeholders (employers, grantors, board members, donors), LCWM worked with Metrics Reporting to develop key metrics for our organization. In this session, the presenter will show and discuss the metrics

that were developed and demonstrate how participants that express a goal related to empowerment can earn an NCRC in their programs. Handouts will be provided.

SESSION 5

Tuesday, November 17
10:00-11:15

Room A: NCRC and WorkKeys®-Similarities and Differences - Anderson

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efficient usage of the KeyTrain system is responsible for such results as well.

The KeyTrain staff has more than 100 years combined experience with WorkKeys. Simply put, they are experts at implementation. Don't miss this chance to add to your KeyTrain knowledge, get new ideas, and move to the next level of WorkKeys and KeyTrain implementation.

Room C: Using Data to Drive Decisions and Actions - Jungblut

This session will explore how the NCRC and Accuplacer data has helped drive program development for dislocated workers returning to college. It will help answer the questions of why both assessments are important, and how organizations use the data to help drive improvement in the classroom. Joining the session will be an industry expert on teaching Locating Information, one critical skill for occupational training success. Join us for this amazing case study, and understand why "What you do with the data matters."

Room I: NCRC and Personal Skills Assessments: The Heart of Career Coaching - Payne

The Career Coaching model was developed around the three core areas of: cognitive assessment, personal assessment, and a highly structured career coaching process. The model is effective to help each individual participant take full responsibility for developing a full understanding of self and options including: (1) one's cognitive skills, via the NCRC, (2) one's personal traits, attitudes, interests, and values via the Personal Skills Assessments, (3) education and training options, and (4) career options.

Four structured sessions with a career coach are held within a target period of 3 weeks with homework between sessions. The client is guided through four steps: (1) Understanding

of self, (2) Exploring career options, (3) Decision-making, and (4) Action Plan – Education and/or Career. The client leaves the process empowered with an endorsed Career Portfolio to prepare, then get and keep a good job.

A key differentiator to the coaching model is supervisor feedback. A survey is administered at both 90 days and one year and communicated back into the process. This provides key data to assure the school, the coach, the assessments and the referral agency did what they were supposed to do – continuous improvement is built right in.

Career coaching guides informed career decisions making better use of training dollars, improving school completion rates and increasing proper job placements and employer retention. Employers should highly recommend this portfolio from every supplier in the supply chain and then promise a 30-minute face-to-face interview with clients that have this endorsed career portfolio. This provides employers with the information they need to make good hiring decisions.

SESSION 6

Tuesday, November 17
1:15-2:00

Technical Assistance—How To—Ask the Experts - *ACT and KeyTrain Staff*

Based on feedback and survey data, the conference will provide “Technical Assistance” sessions on Tuesday, November 17th.

These sessions are designed to provide opportunities for attendees to ask specific questions, problem-solve issues, learn about resources, and clarify information about technical topics.

Bring your questions and concerns about the following topics to these sessions:

- ACT and NCRC Website Resources
- RegiSTAR
- MyWorkKeys.com
- NCRC Employer Handbook
- KeyTrain and Career Ready

SESSION 7

Tuesday, November 17
2:15-3:00

Networking and Collaboration - *All*

Have you been to conference where the agenda is so packed with great information that you never have the opportunity to meet other attendees and discuss common interests?

Come spend a few minutes—visit with attendees, share your common interest and make a commitment to follow up with colleagues.

This session is available to all attendees. Network and meet with colleagues, collaborate with regional partners, visit with conference presenters and gather information and resources from other attendees. Please bring your business cards to share!

Keynote Speakers

Martin Scaglione Monday, 9:00am

Chief Operating Officer
ACT Workforce Development Division



Martin was appointed President and Chief Operating Officer of ACT's Workforce Development Division in September of 2007. Martin's primary responsibilities include oversight of development, operations, marketing, and sales initiatives for ACT's workforce-related programs and services in support of ACT's mission of helping people achieve education and workplace success.

Prior to joining ACT, Martin worked for HON industries leading corporate strategy, sales, distribution and marketing. While at Bosch-Siemens Household, he held the position of North American Managing Director, Executive Vice President and Chief Operating Officer. Martin started his career with Maytag, where he worked for nearly 20 years. His last role there was Vice President, Sales, and before that, Vice President, Marketing. Martin is a graduate of Drake University, graduating with degrees in Economics and Marketing.

Dr. Keith Bird Monday, 11:30am

Senior Policy Fellow
Workforce and Postsecondary Education,
Corporation for a Skilled Workforce.



Dr. Keith W. Bird currently serves as Senior Policy Fellow for Workforce and Postsecondary Education, Corporation for a Skilled Workforce. After 10 years as the first Chancellor of the Kentucky Community and Technical College System (KCTCS), he was honored by the Board of Regents in June 2009 as KCTCS Chancellor-Emeritus. Prior to Kentucky, he served as President of Central Carolina Technical College, SC, and New Hampshire Community Technical Colleges at Claremont and Nashua, NH. He also served in a statewide capacity as Deputy Commissioner of the New Hampshire Community Technical College System and Director of Operations and Training for the New Hampshire Job Training Council, Inc. (JTPA).

As Chancellor of KCTCS, Dr. Bird was responsible for system-wide direction of academic, student, and economic development/workforce initiatives including the offices of Research and Policy Analysis, Global Studies, Grants and Contracts, statewide Fire and Rescue Training, and Homeland Security. Under his leadership, KCTCS successfully integrated technical and general education curricula and significantly expanded services to business and industry. He has also been instrumental in developing new initiatives in

automotive manufacturing (funded by the USDOL and NSF), the Kentucky Information Technology Center (funded by NSF), and the Kentucky Coal Academy. He has initiated the use of virtual reality and simulation based learning across the curriculum and is a leader in modularizing instructional programs in both blended and e-learning. His work with P-16 councils and college/workforce readiness programs have greatly expanded H.S. dual credit enrollment and articulation programs as well as creating the first career readiness certificate endorsed by ACT.

Dr. Bird served as Director of Kentucky's Ford Foundation "Bridges to Opportunity" project, which was designed to improve access and success of low-income adults by organizing workforce and education systems around long-term comprehensive career pathways that integrate academic, workforce training, student services, and developmental education programs.

Dr. Bird is a frequent speaker at international, national, and regional conferences on the involvement of community colleges in economic and workforce development, workforce and skill standards certifications, career pathways, secondary/postsecondary alignment and collaboration, and business/industry partnerships. He also serves on a number of national advisory boards and councils, including the Community College Research Center Advisory Board (Columbia University).

Dr. Bird received his B.A. from Alma College and his M.A. and Ph.D. from Duke University. In 1969-70 he studied as a Fulbright Scholar and Duke University Exchange Student at the Free University in Berlin and in 1975 as a fellow of the Military History Research Office in Freiburg, funded by the West German Government Academic Fellowship Program. He has written extensively in German military history.

Andy Levin Tuesday, 11:30am

Deputy Director
Michigan Department of Energy, Labor
& Economic Growth



Andy Levin joined the Michigan Department of Energy, Labor & Economic Growth as deputy director in February of 2007. He oversees operations of the Bureau of Workforce Transformation, Michigan Commission for the Blind, Michigan Rehabilitation Services, Commission on Disability Concerns, Labor Market Information & Strategic Initiatives, and the Bureau of Employment Relations.

Born and raised in Berkley, Michigan, Levin attended Berkley public schools. He earned a BA with honors from Williams College, a JD with honors from Harvard Law School, and an MA in Asian Languages and Cultures from the University of Michigan's Rackham Graduate School, where he was a Mellon Fellow in the Humanities and specialized in Buddhist philosophy and Tibetan language and religious literature.

Levin is a lifelong advocate for good jobs, economic growth, healthy labor-management relations and workers' rights. In the 1980s, Levin organized health care workers for the Service Employees International Union and co-founded a nonprofit to respond to workplace

implications of the federal Immigration Reform and Control Act of 1986.

From 1994 to 2006, Levin worked on a wide range of national workplace policy issues in Washington, DC. He served as the staff attorney to the presidential Commission on the Future of Worker-Management Relations chaired by the late John Dunlop. In the Deputy Secretary's office of the U.S. Department of Labor, he worked closely with employers, unions and other groups on policies ranging from the National Labor Relations Act's Section 8(a)(2); the proposed TEAM Act; the Federal Transit Act's provisions affecting mass transit workers; and reform of the overtime pay requirements of the FLSA. At the national AFL-CIO, he created and led the innovative Union Summer program, engineered experimental multi-union organizing projects in five targeted cities across the U.S., and led the Voice@Work Campaign to transform U.S. labor laws to fit 21st Century realities.

Levin is the author of several articles in law reviews and other publications and is co-editor of the 2006 book Justice on the Job. Andy Levin resides in Bloomfield Township with his wife and four children.

Presenters

Steve Anderson

Steve is in his tenth year with ACT and currently serves as Regional Manager for the Workforce Development Division. His primary responsibilities include sales and marketing of WorkKeys and the National Career Readiness Certificate program. Steve has been actively involved in the development and implementation of several statewide career readiness certificate programs in the Midwest Region, including the state of Michigan.

Laura Atteberry

Julie DeRose

James Gornick

Michigan Department of Corrections presenters are James Gornick, School Principal at Handlon Correctional Facility in Ionia, MI; Laura Atteberry, Program Coordinator, and Julie L. DeRose, MDOC Education Manager, from the Office of Employment Readiness, Lansing, MI. The presenters are involved in MDOC's career and technical education advisory committee that assists the Department's Education Manager with vocational curriculum development & implementation and employment readiness for Prisoner Education statewide.

Dennis Beson

Dennis graduated from Michigan State University in 1992. Since that time Dennis has been involved in both inside and outside sales. He has been a sales and service manager and has owned his own business for the past seven years. Mr. Beson has an outstanding reputation as a customer service professional with his clients. He has taken his 18 years of actual customer service experience and created a fantastic interactive course titled "The Essential Work Skills Certificate Course". This course deals with what employers are seeking in their employees. The course came directly from research driven by a survey of over 250 businesses in the Saginaw, Bay, and Midland County area. This course is being used by both the Great Lakes Bay Region Michigan Works and Thumb Works on a regular basis to prepare candidates for the work force. The course is also used for current employees of local companies to sharpen their skills.

Marcia S. Black-Watson

Marcia S. Black-Watson serves as Deputy Director for Employers Services in the Bureau of Workforce Transformation. Marcia has held a number of positions in DELEG and other departments prior to this appointment. Marcia recently served as Senior Executive Assistant Director assisting the department's Deputy Director responsible for workforce development programs and initiatives. While in that position, Marcia spearheaded a number of employer-related projects.

Marcia also served as Manager of the Advisory Administration Unit (AAU). The AAU is responsible for providing staff support to the Council for Labor & Economic Growth (CLEG) and consistent policy leadership across Michigan's 25 workforce development areas, including working with local workforce development boards and Michigan's One-Stop system. She was instrumental in the successful launch of CLEG, which in addition to its broader charge of assessing human capital trends and developing strategies that will encourage and stimulate innovative public and private responses to workforce challenges, serves as Michigan's federally mandated state workforce investment board.

Marcia has worked in the workforce development field since 1998, including staffing the state's workforce investment board for seven years. Ms. Black-Watson has also spearheaded several workforce development-related state-level taskforces, projects, and initiatives.

Marcia received a Bachelor of Arts degree in Business from Michigan State University in 1983.

Don Carstensen

Donald J. Carstensen is currently serving as Special Advisor, Office of the President, within the Workforce Development Division of ACT, Inc. He served from 1983 until his retirement in February, 2003 as Vice President, Educational Services, ACT, Inc. During his retirement, Mr. Carstensen remained active with ACT and its WorkKeys® program, serving on an interim basis from April, 2006 to December, 2007 as Vice President, Workforce Development Division. More recently, Mr. Carstensen has advised Iowa Workforce Development (IWD) as they have provided leadership to Iowa's adoption of the National Career Readiness Certificate (NCRC).

Mr. Carstensen has also been active in working with businesses through ACT's workforce development system, WorkKeys, to improve the performance of their workforce. He was responsible for and helped to establish hundreds of Workforce Development Services Centers at community college campuses and in other agency/institutional settings throughout the United States and Canada. He served as co-chair for a study conducted by ACT and SHEEO on the transition of students from secondary to postsecondary education. Titled, "Study of State Strategies that Support Student Transitions from Secondary to Postsecondary Education," the study reflects SHEEO and ACT's current work to examine state policies and practices related to preparation for college, college admissions, and postsecondary remediation.

In a joint project between ACT and the American Association of Community Colleges (AACC), he served as project director for the first ever survey of community college students nationally to inform community college leaders, government officials, and others regarding the characteristics, needs, expectations, motivation, beliefs, and experiences of community college students.

Mr. Carstensen has spoken nationally on a broad cross section of issues, including topics related to the nation's workforce, including defining and addressing the nation's worker skills gap. He has also provided training and consulting services on educational and business management-related topics and the effective delivery of training, workforce, and economic development services.

David Cox

Originally from Northeast Wisconsin and a diehard Green Bay Packer fan, David Cox earned his Associates, Bachelors and Masters Degrees from Ferris State University. Mr. Cox also holds a Leadership Development Program Certificate in the Administration of Career and Technical Education from Western Michigan University and a Welding Certificate from Northeast Wisconsin Technical College. Mr. Cox has worked for the Big Rapids Public Schools, Mecosta-Osceola Intermediate School District, and the Wexford-Missaukee Intermediate School District.

Mr. Cox is a welder/fabricator by trade and while employed by Valley Plating and Fabricating of Green Bay Wisconsin, was responsible for the fabrication of several of the metal trusses for the Palace of Auburn Hills.

Mr. Cox has been employed in education for 15 years: 2 as a classroom paraprofessional, 4 years as a classroom teacher, and 9 years as a an Administrator (Principal, Director of Career and Technical Education).

Mr. Cox coached high school football for 8 years and collegiate football for 3 years highlighted by a Great Lakes Intercollegiate Athletic Conference Championship while with Ferris State University in 1999.

Mr. Cox has served on numerous educational related committees:

- Ferris State University Technical Education Alumni Council
- Big Rapids Chamber of Commerce School to Work Committee
- Michigan Association of Secondary School Principals CTE Commission
- Northwestern Michigan Council of Governments Workforce Development Board Educational Advisory Group
- West Central Tech Prep Consortium-- Vice President
- West Central Educational Advisory Group
- West Central Work Force Development Board
- 3rd Degree Knights of Columbus
- Boy Scouts of America Den Leader & Assistant Cub Master

Mr. Cox has also been involved in several state initiatives related to Career and Technical Education specifically the TRAC (Technical Review Assistance and Compliance) audit process.

Mr. Cox has been happily married to Julie for 16 years. Julie takes great pride in being a stay at home mother and considers her children her greatest achievement. They are blessed to have two beautiful boys, Travis 12 and Ryan 8.

Russell W. Davis

A lifelong resident of Tuscola County, Michigan, Russ was born in Saginaw on January 1st, 1950. He is graduate of Vassar High School and earned a journeyman's card from Flint Engine GM and the UAW May 5th 1973. Russ earned his Associate of Applied Science in Industrial Technology from Baker College in 1992 and a Bachelor of Science in Industrial Management from Baker College in 1994. Russ earned his Master of Science in Career and Technical Education Degree from Ferris State University in May of 1996.

Russ retired from General Motors in the spring of 1998 and was hired by Delta College Corporate Services as the Training Manager for a \$4.7 Million dollar L6General Motors project at the Saginaw Metal Casting Operations. Russ was the Skilled Trades Apprentice Manager at Delta College for seven years overseeing 125 companies in 8 counties surrounding the Saginaw Valley. Russ is currently a Business Solutions Specialist for Delta College Corporate Services. Russ was the chair of the curriculum committee for the RCAR (Road Construction Apprentice Readiness) program for women, minorities and economically disadvantaged. Russ has just been named co-chair curriculum committee for ECAR (Energy Conservation Apprenticeship Readiness) program. This will be delivered in the eight promise cities in Michigan.

Russ is a Facilitator for Steven Covey's "Seven Habits of Highly Effective People" and certificated in Lean Manufacturing for University of Kentucky. Russ is currently an instructor at Delta College.

Russ is married to Rory and has 2 daughters and 4 grandsons.

Currently, Russ is Vice chairperson of MEATA (Michigan Educators' Apprenticeship & Training Association and Vice Chairperson of GLBMA (Great Lakes Bay Manufacturers Association). Russ is past Vassar Board of Education member, Tuscola Community Mental Health Board member and School to Work committee member for Vassar. Russ ran for the 84th District State House Seat in the election year of 1994.

Ryan Doll

Michigan Department of Energy, Labor and Economic Growth

Ryan Doll is an analyst with the Michigan Department of Energy, Labor & Economic Growth (MDELEG). Ryan has worked with MDELEG for four years and currently works on the Bureau of Workforce Transformation's Accelerating Reemployment Division. Ryan has expertise in Workforce Investment Act and Trade Adjustment Act funding and programs. Ryan is a graduate of Michigan State University.

Dr. Dennis Dunlap

Dennis Dunlap, Ph. D. is a business consultant, an expert in communication skills, who coaches business leaders in multi-modal communication. He is the author of several articles on the subject, the latest of which is called BAIT: Engaging students and employees to retain talent and maximize achievement. He has won many local, regional, state, and national awards on the topic of educational leadership. As the Associate Superintendent for CTE, one of the biggest challenges in his career has been working with over 10,000 displaced workers. The opportunity of assisting these workers with receiving the appropriate training, remediation, full time employment, and creating their personal vision. This session will be talking about employer engagement from a nontechnical point of view, and tell us why we need not be afraid of speaking to employers. The presentation is entitled, "Strategies to Connect Educators with Employers".

Kristin Ekkens

Kristin Ekkens has worked at the Literacy Center of West Michigan since 2002. Since 2004, she has been Director of the Customized Workplace English Program and is dedicated to evaluating and improving the workplace

through English language education. She finalized her master's degree from Michigan State University in TESOL (Teaching English to Speakers of Other Languages) with her thesis "Evaluating workplace English language program success: quantitative and qualitative assessments," demonstrating her insight and vision on the subject. She continues to further the cause, creating opportunities for foreign-born employees as well as workers with low-literacy to thrive in the workplace via customized language and literacy curricula, multicultural workplace training, and helping individuals obtain a National Career Readiness Certificate. She is passionate about helping immigrants and refugees in the United States become acculturated while working with their employers to provide successful linguistic and cultural training that will positively impact the company's bottom-line.

Bill Guest

Bill is the president and CEO of Metrics Reporting, a West Michigan based workforce development and information technology consulting firm. Bill is currently active in a variety of National Career Readiness Certificate initiatives. Most recently, he held the role of innovation champion for the West Michigan WIRED certificate initiative. In that role, Bill has worked to aggregate the hearts and minds of leaders throughout the state of Michigan around the NCRC as an alignment tool – as a way to deal effectively with the foundational skills gap that is prevalent in today's workforce. As a result of this work, Michigan has become a leader in the nation in terms of certificates earned and has achieved extraordinary results with their innovative method of employer engagement. Over 500 Michigan organizations have signed a Letter of Commitment (LOC) to the certificate movement. All of these letters are posted on a public website so that employers can join their peers in the certificate movement. Further, the state is poised to jump ahead of all others with

a dramatic increase in certificates this year. All high school juniors will take the three core WorkKeys assessments so that they each have the opportunity to earn a certificate. And, the state Workforce Investment Board, in June 2008, approved the NCRC as Michigan's workforce credential. The NCRC is being launched throughout the workforce system this year.

Prior to co-founding Metrics Reporting in 2005, Bill was an international consultant, conference speaker, and practitioner on both innovation and corporate metrics. Bill taught and consulted extensively in the area of organizational performance measurement and improvement. He helped organizations to implement the right processes, tools, and measurements to support their performance improvement objectives. Bill utilized a crisp, clear, no nonsense approach to organizational performance improvement. He developed and implemented these techniques, with excellent results, during his 25 years of industry experience with various organizations in the roles of engineer, supervisor, engineering manager, vice president sales, general manager, executive vice president, and CEO.

Jim Hahn

Jim Hahn is a 35-year member of the United Brotherhood of Carpenters and Joiners of America, serving as president of the Michigan Regional Council of Carpenters Local 525 of Kalamazoo. After working for over 20 years as a commercial carpenter, Jim moved into the world of career education, and for the past 14 years as Training Director, has helped to turn the Michigan Carpenters Apprenticeship Program (MCAT) into one of the best in the nation. MCAT operates five training centers throughout Michigan, covering 78 counties. Jim has also been instrumental in the development of apprenticeship-readiness programs throughout the state, seeking to prepare minority and low-income applicants for

high wage, high skill jobs. He is well known throughout Michigan's construction industry as a strong apprenticeship advocate, training innovator and problem solver, finding solutions that work for both labor and management.

Rick Harris

Richard D. Harris is the President and CEO of Learn Time, Inc. He has 17 years of experience in design of and consulting on the implementation of short and long term education and training solutions. He has worked representing various manufacturers and publishers that specialize in producing high quality educational programs with a focus on leading educational change. Harris has worked in many states spreading the message of the National Career Readiness Certificate and has helped to analyze assessment and training needs for numerous organizations. He is a certified KeyTrain Trainer and has conducted hundreds of training sessions around the country.

Jason Jeffrey, Ed.D.

Jason Jeffrey has worked for fifteen years in public education as a teacher and administrator at the secondary and post secondary levels. He currently serves as the Director/Principal of the TBAISD Career-Tech Center in Traverse City, Michigan.

Rachael Jungblut

Rachael joined GRCC in 2002 and has held various positions in grant management, program development, customized training and continuing education. She has been instrumental in participating in the state-wide initiative that has led to a Council for Labor and Economic Growth (CLEG) recommendation to make the ACT NCRC our state-wide workforce skills credential. Currently she is working closely with DeLEG and ACT to assist with technical support and training for the Michigan Works! Partners as they begin implementing the Michigan NCRC throughout the system.

Cindy Leyrer

Cindy Leyrer is the WorkKeys® Specialist at Ingham Intermediate School District. Her tenure includes positions in evaluation, assessment, training, workforce development and special education. She is an ACT®-authorized job profiler, the past-Chair of the Michigan Career Readiness Certificates Advocates and serves on the mid-Michigan Career Readiness Certificate Implementation Team. Cindy consults with local districts and the state of Michigan on integrating applied academic skills into curriculum and career planning and development.

Larry Miller

Larry has been with ACT since March of 2005. As Director of Marketing and Distribution, his primary responsibilities include strategic marketing for the National Career Readiness Certificate system and the WorkKeys product suite, as well as managing pricing and contract administration. Prior to joining ACT, Larry has served in management roles supporting sales channels and customer service teams at Adidas, Global Crossing and Parsons Technology/Intuit. He holds an MBA from the University of Iowa and a Bachelor's degree from Queens College, NYC.

Lee Payne

Lee Payne is the managing owner of Discover YOU, Career Coaching and Consulting: a new workforce development firm with a Mission to generate massive change by empowering people to create an extraordinary life through discovering what it is they were born to do – improving the world one person at a time. And teach others how to do the same. Discover YOU and its business concept born from Lee's eighteen – months of work with Metrics Reporting, a West Michigan based consulting firm where her principal role was the Director of First Choice Career Coaching (FC3). Her focus was developing and implementing coaching and employee

development programs working with employers, educators and workforce development organizations to build effective communities around both of these efforts.

Lee also lead efforts in the healthcare practice, specifically projects for the West Michigan WIRED Grant. This included the prototype development of a Healthcare Employee Forecasting project for the region, the creation of the West Michigan Healthcare Hot 50 Occupations and a Career Lattice/Ladder project incorporating the Hot 50 Occupations and the O*NET/CLEG Occupational Databases for healthcare occupations.

Prior to joining Metrics, Lee was the Logistics Executive Director for Foreway Management Services, a 3PL. As an internal consultant, she functioned as the owner's right hand, translating vision into daily working operations. She led the executive team to develop an overall corporate strategy which drove vendor commitment and identification of key projects that resulted in growth in revenue and profit.

Lee began her tenure at Foreway by spearheading development and then management of the corporation's continuous quality and productivity improvement program. In turn, gained valuable key process knowledge and determined how to go to market to achieve Top 100 3PL status nationally through marketing and operations efforts in 2006 and 2007.

Lee's 15 years of business experience spans strategy, management, marketing, and sales, with an unending focus on understanding the voice of the customer. Based on real-world experience, Lee can show leaders strategic overviews that efficiently produce results. Specifically her forte is helping companies use sustainable process improvement and accountability mechanisms that tighten corporate focus on the objectives that count.

Justin Saylor

Justin Saylor joined the KeyTrain team as Vice President in January of 2006. Immediately before joining Thinking Media, Justin was the Director of Marketing for ACT, Inc.'s Workforce Development Division where he was responsible for driving new business and new product enhancements in WorkKeys®. He played a key role in initiatives such as the web-based WorkKeys product. Justin also devised new strategies to drive demand for WorkKeys from the business community in vertical segments, showing the greatest results in healthcare and manufacturing sectors. Prior to joining ACT, he spent 12 years in the telecommunications and software industries. Justin has an MBA and a B.S. from the University of Iowa.

Ann Stanton

Ann Stanton has served as the WorkKeys Project Coordinator at Macomb Community College for the past 10 years. One of her current focuses is on incorporating WorkKeys into short-term community college programs. Stanton uses a combined approach that includes profiling to aid in curriculum development, assessments for participant selection, and skill development available through the use of KeyTrain. Using this combined approach, including academic integration has created great opportunity for a positive community college experience. Stanton's experience also includes working with business and industry, K-12 educators, and the Macomb/St. Clair Michigan Works Agency. Stanton has made the National Career Readiness Certificate available to thousands in the Southeast Michigan community.

Scott C. Stimart

Scott Stimart is Vice President of Sales for ACT's Workforce Development Division. Scott joined ACT in April of 2007 and has been focused on growing the WorkKeys programs

and the National Career Readiness Certificate programs across the nation.

Prior to joining ACT, Scott spent most of his career in the Chemical Industry and has an Engineering, Manufacturing and Sales background.

Keenan Wade

Keenan Wade is a manager with the Michigan Department of Energy Labor and Economic Growth's (MDELEG), Bureau of Workforce Transformation (BWT). Keenan is the project leader for the State of Michigan's National Career Readiness Program. Keenan has over 14 years of experience, working in various capacities with the State of Michigan, in economic development and workforce development programs and initiatives. Keenan is currently the manager of the Business & Industry Training Section in the new Meeting Employers Needs Division at MDELEG. Keenan is a graduate of Western Michigan University, and is currently doing graduate work at Wayne State University.

Gerrit L. Wierda

Gerrit started at Great Lakes Bay Michigan Works! 13 years ago after a career in retail. He is currently the system administrator in the three county Michigan Works office. He created and still supervises an eleven member business services team that is responsible for all employer outreach. His most recent project is assisting an outside consultant on the creation and implementation of the Essential Works Skills class.

Thank you!

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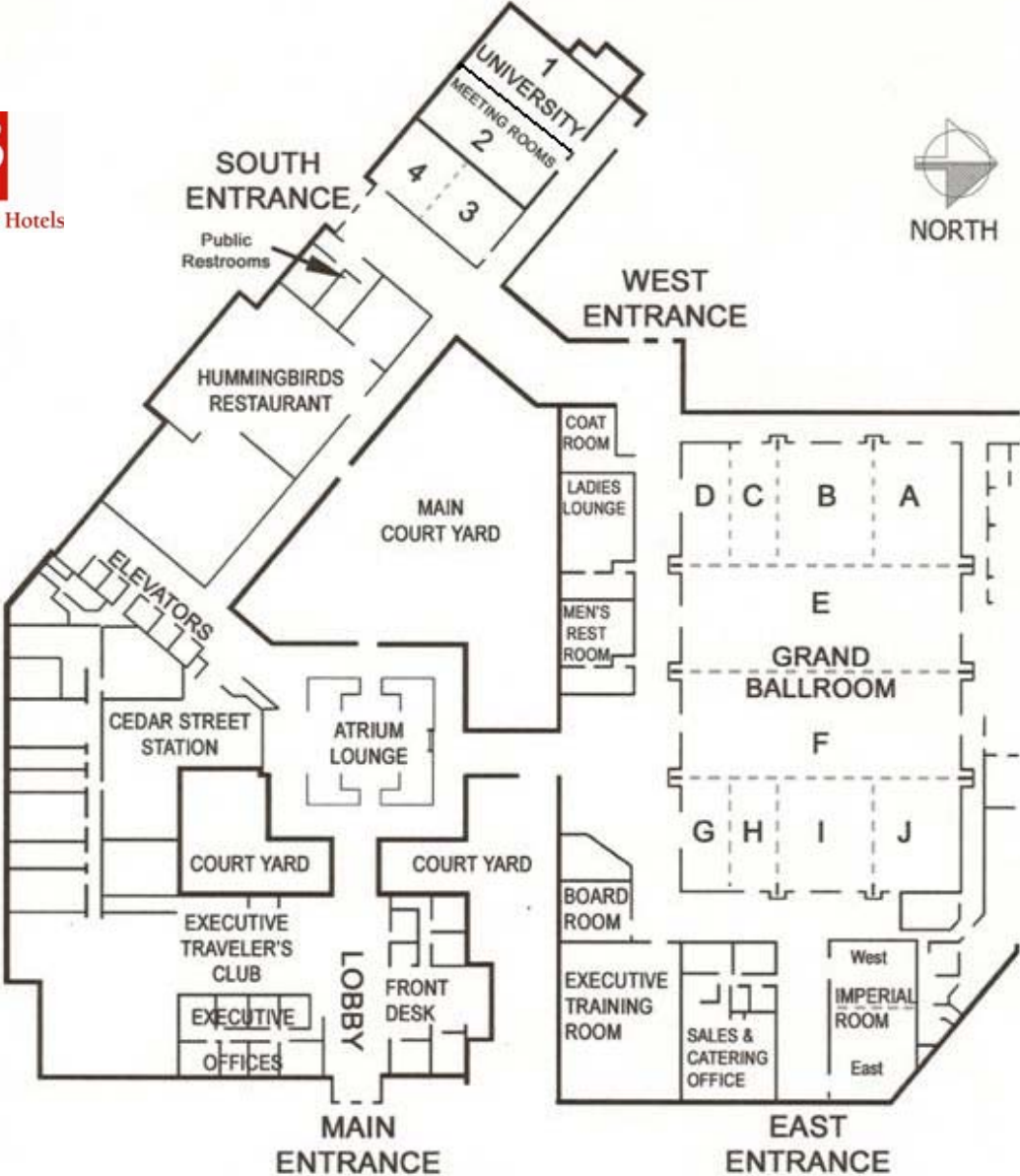
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