



# NATIONAL CAREER READINESS CERTIFICATE\*

## Regional Partnership Model



Kate Tykocki – Capital Area Michigan Works!

Micki O’Neil – Ingham Intermediate School District

# Unified Approach

- Business and education working together
- One entity cannot wait for the other
- No one entity can do this alone
- Bottom line...benefits for all
  - Employers
  - Adult Career Seekers
  - Student Career Seekers

# Goals

- Grow business awareness of NCRC
- Increase businesses requesting NCRC in job postings
- Build supply
- School engagement

# Building Demand

## The Focus:

NCRC can help businesses find the right fit and save time with NCRC as a screening tool.

Outreach campaign to businesses:

- Leveraged existing co-brandable print collateral materials available through ACT
- Developed complementary advertising to use in business-focused publications
- Placed columns in Lansing State Journal and GLBM
- Used social media to reach out to employers
- Sponsored a series of business-focused events (Chambers, rotaries, HRMAM)
- Developed NCRC Web portal [www.GreaterLansingNCRC.org](http://www.GreaterLansingNCRC.org)
- Direct mail campaign over a period of three months
- Employer commitment through Keep Learning initiative
- Promotion at Journey to Jobs event
- Inclusion in email signatures for business services team



## THE RIGHT QUALIFICATIONS AND THEN SOME



NATIONAL  
CAREER READINESS  
CERTIFICATE™



Simplify your hiring process – ask for the National Career Readiness Certificate, issued by ACT, in your job postings as a way to ensure an applicant's skill set is the perfect match for the task at hand. Whether you're an employer looking to hire the right fit, or a job seeker looking to stand out among hundreds of applicants, the NCRC is the work-related skills credential you're looking for. The certificate is designed to complement other traditional credentials and confirm the applicant's competence in a specific set of workplace skills.

Learn more about the  
National Career Readiness Certificate at  
[greaterlansingncrc.org](http://greaterlansingncrc.org)



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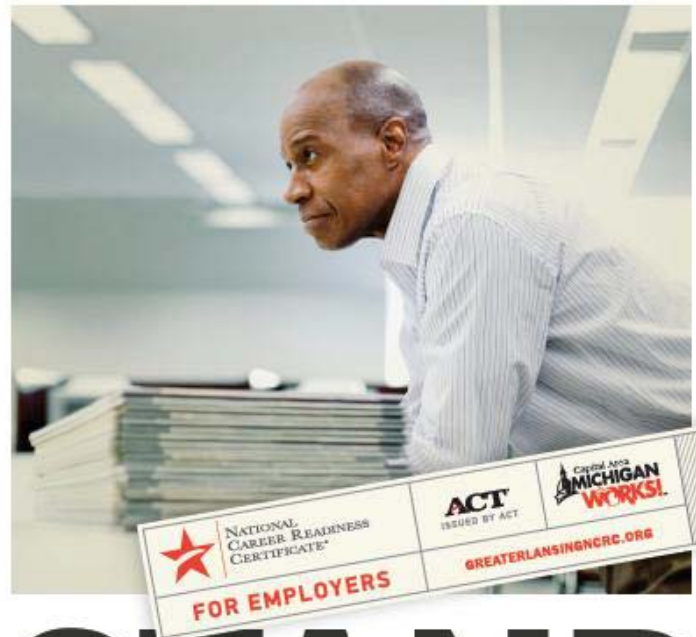
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# Employer Co-Branded Brochure



# STAND UP FOR A SKILLED WORKFORCE

# Building Supply

## **The Focus:**

Use the NCRC certificate in the interview process to demonstrate their skill level when seeking employment.

- *Adults*
  - *CAMW! job seekers can sit for the NCRC*
  - *CAMW! is requiring the NCRC prior to recommending job seekers for positions that are available*
- *Students*
  - *Face-to-Face presentations*
  - *Email communications*
  - *PowerPoint presentations*
  - *Draft letter to parents*
  - *Student benefit brochure*
  - *Posters by career pathways*

# Adult Career Seeker Co-Branded Brochure



**STAND  
OUT FROM  
THE  
CROWD**

# Student Brochure Co-Branded Brochure



 NATIONAL CAREER READINESS CERTIFICATE™	 ISSUED BY ACT	 Ingham Intermediate School District
<b>FOR STUDENTS</b>	<a href="http://NATIONALCAREERREADINESS.ORG">NATIONALCAREERREADINESS.ORG</a>	

**STAND  
OUT FROM  
THE  
CROWD**

# NCRC Posters by Pathway



ARTS & COMMUNICATIONS



NATIONAL  
CAREER READINESS  
CERTIFICATE

## THE RIGHT QUALIFICATIONS AND THEN SOME

AVERAGE WORKKEYS <sup>®</sup> SCORE NEEDED**	Applied Math	Locating Information	Reading for Information	Average Wage*	% MI Job Growth Through 2016*
Photographer	4	4	4	\$39,010	8.8
Graphic Designer	5	4	5	\$43,460	9.9
Technical Writer	5	6	5	\$61,890	10.9
Technical Director/Manager	5	5	4	\$65,280	9.1
Commercial & Industrial Designer	4	5	4	\$71,360	6.5

[www.greaterlansingncrc.org](http://www.greaterlansingncrc.org)

\* Source: Michigan Department of Labor, Bureau of Labor Market Information  
\*\* Source: ACT, Inc., WorkKeys Conceptual Profile Database  
The National Career Readiness Certificate is the trademark of ACT, Inc.



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# NCRC Posters by Pathway



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## THE RIGHT QUALIFICATIONS AND THEN SOME

AVERAGE WORKKEYS® SCORE NEEDED**	Applied Math	Locating Information	Reading for Information	Average Wage*	% MI Job Growth Through 2016*
Bill and Account Collector	3	4	4	\$35,630	16.8
Computer Support Specialist	5	4	5	\$44,690	10
Database Administrator	5	5	6	\$68,010	20.9
Data Communication Analyst	5	5	6	\$72,980	18.1
Financial Manager	5	5	6	\$98,020	4.8

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# NCRC Posters by Pathway



ENGINEERING/MANUFACTURING  
& INDUSTRIAL TECHNOLOGY



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THE RIGHT QUALIFICATIONS  
AND THEN SOME

AVERAGE WORKKEYS® SCORE NEEDED**	Applied Math	Locating Information	Reading for Information	Average Wage*	% MI Job Growth Through 2016*
Automotive Service Specialist	4	4	4	\$41,210	11.1
Medical Equipment Repairer	3	4	3	\$46,390	24.8
Brick and Block Mason	4	4	3	\$51,730	10.1
Surveyor	6	5	5	\$56,590	14.2
Industrial Engineer	5	5	5	\$79,590	18.8

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# NCRC Posters by Pathway



HEALTH SCIENCES



**THE RIGHT QUALIFICATIONS  
AND THEN SOME**

AVERAGE WORKKEYS <sup>SM</sup> SCORE NEEDED**	Applied Math	Locating Information	Reading for Information	Average Wage**	% MI Job Growth Through 2016**
Home Health Aide	4	4	4	\$20,790	33.4
Medical Assistant	4	5	5	\$28,140	29.9
Respiratory Therapist	5	5	5	\$51,200	19
Registered Nurse	4	4	5	\$63,100	19.1
Pharmacist	6	5	6	\$101,330	8.9

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# NCRC Posters by Pathway



HUMAN SERVICES



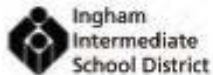
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AND THEN SOME

AVERAGE WORKKEYS* SCORE NEEDED**	Applied Math	Locating Information	Reading for Information	Average Wage*	% MI Job Growth Through 2016*
Cosmetologist	4	4	5	\$25,270	9.9
Janitor, Cleaner and Maid	3	3	4	\$25,460	10.8
Paralegal/Legal Assistant	4	4	6	\$49,300	19.6
Vocational Education Teacher	5	5	5	\$55,120	22
Lawyer	4	5	7	\$116,170	8.6

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# NCRC Posters by Pathway



NATURAL RESOURCES &  
AGRISCIENCE



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CERTIFICATE

THE RIGHT QUALIFICATIONS  
AND THEN SOME

AVERAGE WORKKEYS® SCORE NEEDED**	Applied Math	Locating Information	Reading for Information	Average Wage*	% MI Job Growth Through 2016*
Landscape/Grounds Keeper	3	4	3	\$24,940	14.3
Pest Control Worker	4	3	3	\$35,800	13.5
Chemical Technician	5	4	4	\$40,000	6.2
Nuclear Monitoring Technician	3	4	5	\$67,900	5.6
Natural Science Manager	4	4	5	\$89,500	9.5

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# Building Supply

- Students (continued)
  - *Certificates printed and distributed*
  - *Newsletter article*
  - *Press releases*
  - *Website link*

<http://inghamisd.org/programsandservices/cste/careerpreparation/ncrc>

# Ongoing Benefits

- Students – MME
- CAMW! – Adult exams
- Employers request certificate
- Additional credential for job seekers

# Measurement

- Schools
  - Liked materials
  - Appreciated having the exams sponsored by Ingham ISD
  - Survey to schools
- Employers
  - Only 14 percent recognition to start

# Keep Learning

- Extension of the conversation to focus on life-long learning
- Also incorporates NCRC into the conversation as a step in the life-long learning process

# Additional Online Resources

- Greater Lansing NCRC

[www.greaterlansingncrc.org](http://www.greaterlansingncrc.org)

- Ingham ISD

[www.inghamisd.org](http://www.inghamisd.org)

- Keep Learning

[www.learnforourfuture.org](http://www.learnforourfuture.org)

# Questions?

- Kate Tykocki

[ktykocki@camw.net](mailto:ktykocki@camw.net)

- Micki O'Neil

[moneil@inghamisd.org](mailto:moneil@inghamisd.org)

## Conferences

Plan to attend the  
**2010 Michigan NCRC Conference**

**October 21 and 22, 2010**

**Lexington Lansing Hotel**

**Lansing, Michigan**

More information and registration at:

[www.MichiganNCRCconference.com](http://www.MichiganNCRCconference.com)

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### Conference Documents:

Name

2009 Michigan NCRC Conference Booklet

2009 Michigan NCRC Conference Schedule

ACT National Career Readiness Certificate (NCRC) Flyer

Announcement-2010-Michigan-NCRC-Conference

Building\_Statewide\_Alignment\_Guest

Career\_Pathways\_Guest\_Harmon\_Prevatt

Closing Remarks Text Bill Guest

Employers\_Handbook\_NCRC\_May\_2010

Keynote Andy Levin DeLEG 11.17.09

Keynote Dr. Keith Bird Corporation for A Skilled Workforce

<https://www.ncrcadvocates.org>

Westin Hotel  
Michigan Avenue  
Chicago, Illinois

Link to: [ACT Conference Website.](#)

### Links: Conferences

National The ACT National WorkKeys Conference

MI 2006 Presentations - 2006 Michigan Conference

MI 2007 Presentations - 2007 Michigan Conference

MI 2008 Presentations - 2008 Michigan Conference

MI 2009 Presentations - 2009 Michigan Conference