

Successful Partnering Leads to Economic Impact



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From an Economic Development Perspective...

The changing needs of St. Clair County's workplace means a need for higher skills and lifelong learning.

~Our county needs jobs with bright futures to support our families

~To draw those kinds of jobs, we need a workforce with good skills, well prepared for lifelong learning



**Today we live in a world of networked automation.
We need technicians capable of running it.**



***Unskilled**
Works with hands

***Skilled**
Works with head & hands "technicians"

***Professionals**
Works with head

WorkKeys NCRC Assessment and Remediation Pilot Project for St. Clair County

- \$25,000 grant to assess and document the foundational skills of approximately 460 St. Clair County residents
- Provided remediation for those with identified skill gaps
- Three demographic sectors targeted
 - ~General population (unemployed/displaced)
 - ~Incumbent workers
 - ~Recently incarcerated
- Developed benchmarking system for measurable outcomes
- Promoted recognition of NCRC skill credential as standard hiring practice
- Quantifiable data to promote a “skilled” workforce for company recruitment efforts

St. Clair County Benefits

- Increases communication between employers, training organizations, economic and workforce developers, educators, and government
- Quantifies a “skilled” workforce for long term economic development goal
- Data to assist employers with making the best choices related to expansion
- Increase career readiness of county residents
- The establishment of a St. Clair County culture that understands and values education



Pilot Project Results of NCRC Assessments

Participant Population Group	Bronze NCRC	Silver NCRC	Gold NCRC	Platinum NCRC	No Certificate	Total
General Public	63	218	84	7	26	398
Incumbent Workforce	24	65	34	0	9	132
Recently Incarcerated	4	5	1	0	0	10
Total	91	288	119	7	35	540
Total Contract Used:	16.85%	53%	22.04%	1.30%	6.48%	100%

- Over half of all people assessed received a Silver Certificate
- 16 used Key Train remediation to improve skill gaps and re-test
- Developed individual confidence levels and encouraged them to want to learn more



Challenge

Thermal Heat Treating company faced internal competition for work. Needed to upgrade/verify skills of incumbent workforce & potential new hires

Results

- Won internal competition
- Resulted in 10 internal promotions
- Created 25 new jobs
- Company closed facility in another state and transferred all work and equipment to Port Huron which resulted in an additional facility

Local collaboration:

- St. Clair County
- Economic Development Alliance
- St. Clair County Community College
- Michigan Works!

WON NEW JOBS!!!



Challenge

Financial services company needed workers with Loan Originator skill sets

Results

- Loan Originator Job Profile
- Personal Skills Assessment added
- 25 new well paying jobs over next 18 months

Local collaboration:

- St. Clair County
- Economic Development Alliance
- St. Clair County Community College
- Michigan Works!

**MI NCRC Silver Level
Entrance Requirement**

First Preferred Mortgage Recruitment, Screening and Training

Recruitment:

MI Works, local colleges and company efforts

Pre-Screening:

NCRC – Silver Level and criminal background check

Assessments:

Personal Skill Assessment (performance, talent and fit) and keyboarding

Training: (64 hours)

- ~Communication Skills
- ~Customer Service
- ~Keyboarding
- ~Workload Management
- ~Sales Training
- ~Call Center Training (First Preferred)

From a Business Perspective....

First Preferred Mortgage Company, a Port Huron, MI -based full service residential mortgage bank with 225 employees, announces plans to open a mortgage origination call center in St. Clair County. To assist with this effort, the EDA partners with SC4, MIWorks and St. Clair County to help local residents obtain the necessary training to fill these well paying jobs.

Company Concerns...

- Challenge to find the right people for the job
 - ~constant phone time
 - ~closing deals on phone
- Cost of recruiting and training
- National and state licensing
 - ~Federal requirements, very hard
- Upfront cost for mortgage originators
 - ~Unemployed people won't be able to afford the fees required for licensing

Collaboration Pays Off...

- EDA contacts MIWorks to develop system to have all eligible recruits assessed and trained under the No Worker Left Behind grant
- EDA works with community college on appropriate training curriculum
- WorkKeys Job Profile performed on First Preferred successful mortgage originators
- Detailed job description is developed by company with preferred minimum requirements

Essential Job Functions Determined by Job Profile

- Responds to on-line mortgage inquiries by making outbound calls and emails in order to establish communication and rapport, and provide follow up to discuss services
- Informs customer and answers question regarding lending options, various mortgage programs current rates, program availability, qualifications and status for securing loan specific to each client scenario
- Communicates with client (telephone) to ascertain/probe their individual situation in order to determine customer goals and identify best mortgage solution(s) for individual scenarios using critical thinking and problem solving
- Logs into and electronically receives client lead distribution information using LEAD ROI (lead management system), reviews information and promptly calls client within 5 minutes

Essential Job Functions (cont.)

- Uses sales techniques when responding to customer objections with the goal of procuring mortgage business
- Interviews customer and enters application information into Encompass software for obtaining loan for clients
- Negotiates conventional or government insured loans with customers in response to internet mortgage inquiry

Abilities Required

- Strong sales ability and good math skills
- Computer skills and keyboarding
- Strong verbal and written communication skills, team player
- Ability to navigate internet as well as NYLX system
- Ability to comprehend industry information
- Ability to make outside calls to sources, such as creditors, realtors, ending institutions, contractors, surveyors and appraisers

Group Training for Candidates Builds Strong Team

- Students in training bonded together as a team
- Study together and shared knowledge
- Followed study guide provided by SC4
- Joined together to ask questions that concerned all
- Encouraged one another to not give up
- Stuck together as a team once starting new job
- Those who were unable to pass federal and state exams stayed at the company without pay to continue to learn and re-take test

***"You can't do today's job
with yesterday's methods
and be in business
tomorrow."***

~Unknown~

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

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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](#)