



Georgia Certified Work Ready Community Initiative

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Georgia's Workforce Situation 2006

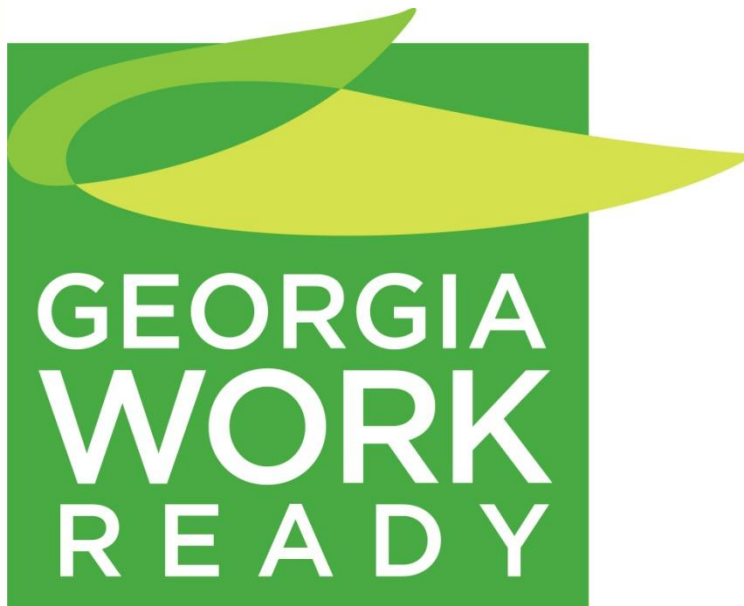
- 9.5 million Georgians
- 159 Georgia Counties
- Several different agencies worked separately to achieve same overall state goal – no unified plan
- No single office working as the glue to bring all state and local partners together to develop a statewide workforce development strategy
- Georgia's businesses asked Governor for a way to identify the work skills of Georgia's available workforce

Governor's vision

We need a workforce development system that links workforce development and education together and aligns to the economic needs of the state, its regions and local communities”

- Governor Sonny Perdue
Feb. 20, 2006

Work Ready overview

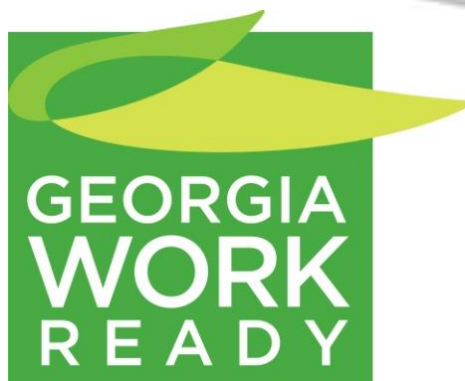


Key initiative elements

- Work Ready Certificate
- Work Ready Job Profiling
- Certified Work Ready Communities
- Work Ready Regions



Established Statewide Partnership...



TECHNICAL COLLEGE
TCSG
SYSTEM OF GEORGIA

Certified Work Ready Communities

“Local Grassroots Effort”



Work Ready Initiative

Work Ready Certificate
job seekers

Work Ready Job Profiling
business and industry

Beginning of Work Ready Communities

- Spread the word of Georgia Work Ready through community presentations across the state
- Any county can voluntarily sign a letter of intent to participate as a CWRC In-Progress
- Need to identify a team leader – CWRC team leader can be anybody within the community that is motivated by the advancement of their county...and has the time to give to make the county successful

How communities earn certification

- Specified percent of county residents successfully attain Work Ready Certification (S-3%/25%)(M-2%/20%)(L-1%/15%)(XL-.5%/5%)
 - percentage of existing workforce (private and government)
 - percentage of available workforce (unemployed, high school seniors, GED and college)
- Public high school graduation rate increase
 - Rate increase is determined by current HSGR and class size
 - Counties achieving a 70% HSGR or higher will earn a CWRC of Excellence designation
- Must accomplish goals in 24 – 36 months
- Demonstrate county-wide commitment to earning certification

Establish local partnerships...

- County based teams
 - Local leaders – county and municipal
 - Technical College and Adult Education
 - Local School Board(s)
 - Local Workforce Investment Boards
 - GDOL regional reps
 - Chamber of Commerce
 - GDEcD representative
 - Local businesses
 - High School Graduation Coaches
 - Others

How to accomplish goals

- CWRC teams hold community meetings
- GOWD conducts monthly conference calls and quarterly face to face meetings
- Sharing of best practices
- Assign responsibility and hold team members accountable
- Celebrate county milestones and talk about success in order to build support



Georgia Work Ready

Certified Work Ready Community (CWRC)

County Report

For: Grady County
Date: 01/01/2007-11/30/2010

Work Ready Certificate Results		Certificates Improved From June 1, 2010				
			Bronze	Silver	Gold	Platinum
Individuals Assessed	1092	Gold to				0
Certificates Attempted, Not Earned	103	Silver to			0	0
Certificate Process Incomplete	112	Bronze to		2	0	0
		Not earned to	1	0	0	0
		Total number of improved certificates				3

Certificates Earned by Level		Certificates Improved From Previous Month				
			Bronze	Silver	Gold	Platinum
Platinum	4	Gold to				0
Gold	136	Silver to			0	0
Silver	464	Bronze to		0	0	0
Bronze	273	Not earned to	0	0	0	0
Total Certificates Earned	877	Total number of improved certificates				0

CWRC Update Based on County of Residence	Certificates Issued to County Residents				
	Platinum	Gold	Silver	Bronze	Total
Existing Workforce					
Private Sector	0	33	101	47	181
Local, State, or Fed. Government	2	15	34	9	60
<i>Existing Workforce Subtotal</i>	2	48	135	56	241
Available Workforce					
Technical College attendee or recent graduate	0	2	19	17	38
GED earned or in-process	0	0	5	13	18
Unemployed Adults	1	36	115	75	227
HS Graduates Entering Workforce	0	0	7	0	7
Current High School Senior	1	41	162	108	312
College attendee or recent graduate	0	9	20	4	33
<i>Available Workforce Subtotal</i>	2	88	328	217	635
Examinees not responding to CWRC Questions Above	0	0	1	0	1
Total	4	136	464	273	877

Georgia Work Ready Certificate is powered by ACT National Career Readiness Certificate

Work Ready Community Growth

- 2007 Launch – 73 Counties sign up
- 2008 Launch – 38 Counties sign up
- 2009 Launch – 30 Counties sign up
- 2010 Launch – 6 Counties sign up
- Some counties undertook initiative with Accelerated CWRC grants (\$12,000 to \$35,000) – 6 to 18 months

Certified Work Ready Communities - 2011
147 Counties Committed
91 CWRC's

CWRC's discover best practices

- Buy-in of local elected officials (ex. Are you smarter than the Mayor)
- 12@12 Meetings- local team leaders invite businesses to lunch to discuss Work Ready
- Use Georgia Work Ready as a graduation incentive (WR cords, include WR curriculum...)
- Be Work Ready – monetary incentives for unemployed who earn certificates
- Community Outreach (billboards, bill inserts, golf balls, drink koozies, community development handouts etc.)



CONGRATULATIONS TO GEORGIA'S CERTIFIED WORK READY COMMUNITIES

Georgia's first 19 Certified Work Ready Communities are helping make the state a top destination for jobs and investment. With the talented workforce that business demands and the educational infrastructure to drive economic growth and prosperity, Georgia is ready to work.

CONGRATULATIONS CERTIFIED WORK READY COMMUNITIES!

Barrow, Bartow, Bleckley, Brooks, Catoosa, Chattooga, Cook, Dougherty, Franklin, Grady, Greene, Hart, Jefferson, Jenkins, Laurens, McDuffie, Pike, Upson and Ware Counties.





**GOVERNOR SONNY PERDUE
CONGRATULATES GEORGIA'S FIRST 19
CERTIFIED WORK READY COMMUNITIES**

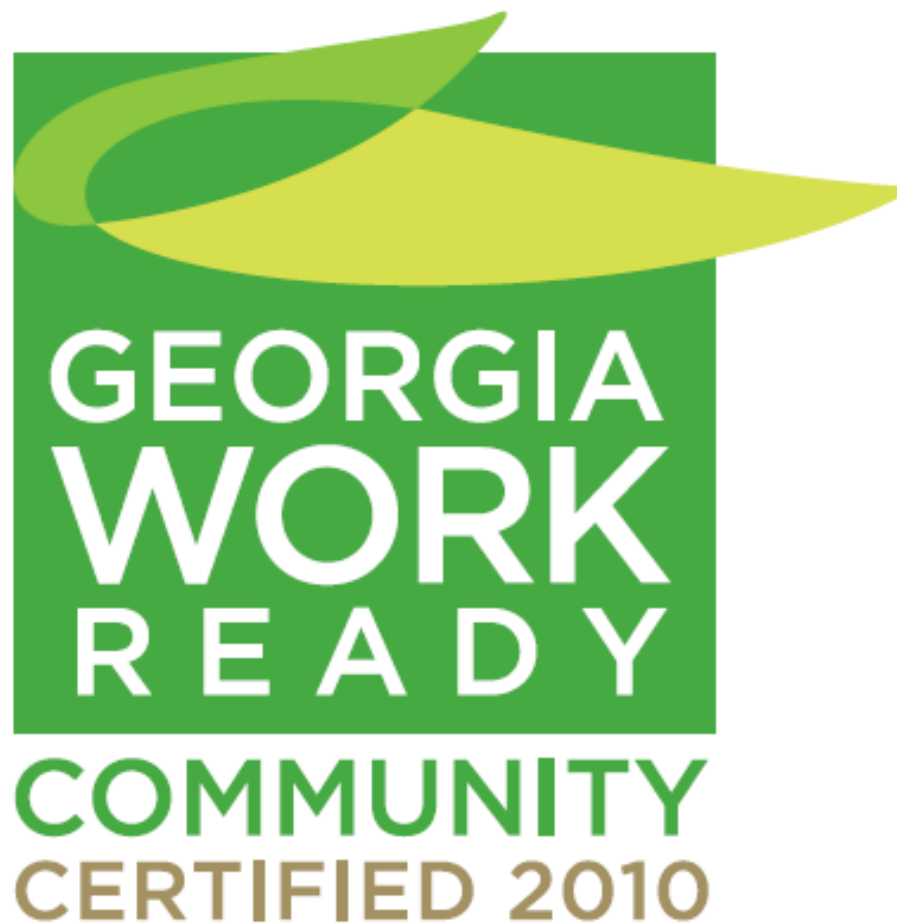
These counties are helping make our state a top destination for jobs and investment. They have developed the talented workforce that business demands and the educational infrastructure to drive economic growth and prosperity.

CONGRATULATIONS CERTIFIED WORK READY COMMUNITIES!

Barrow, Bartow, Bleckley, Brooks, Catoosa, Chattooga, Cook, Dougherty, Franklin, Grady, Greene, Hart, Jefferson, Jenkins, Laurens, McDuffie, Pike, Upson and Ware Counties.



Trademarked Logo



In order to sustain and institutionalize Georgia Work Ready, a post-certification plan has been put in place to sustain a successful county's Work Ready Community team. Including:

- providing \$10,000 grant funding for Work Ready Community teams to continue to encourage their available workforce to earn Work Ready Certificates
- maintain or increase their high school graduation rates
- strengthen the initiative through greater ties with the local chambers,
- encourage businesses to solidify their support in recognizing and using Georgia Work Ready.

Road Signs...



Thomas County
Certified Work Ready
Community of Excellence

Work Ready Regions

**Certified Work Ready Communities
Counties**

Work Ready Initiative

**Work Ready Certificate
Job Seekers**

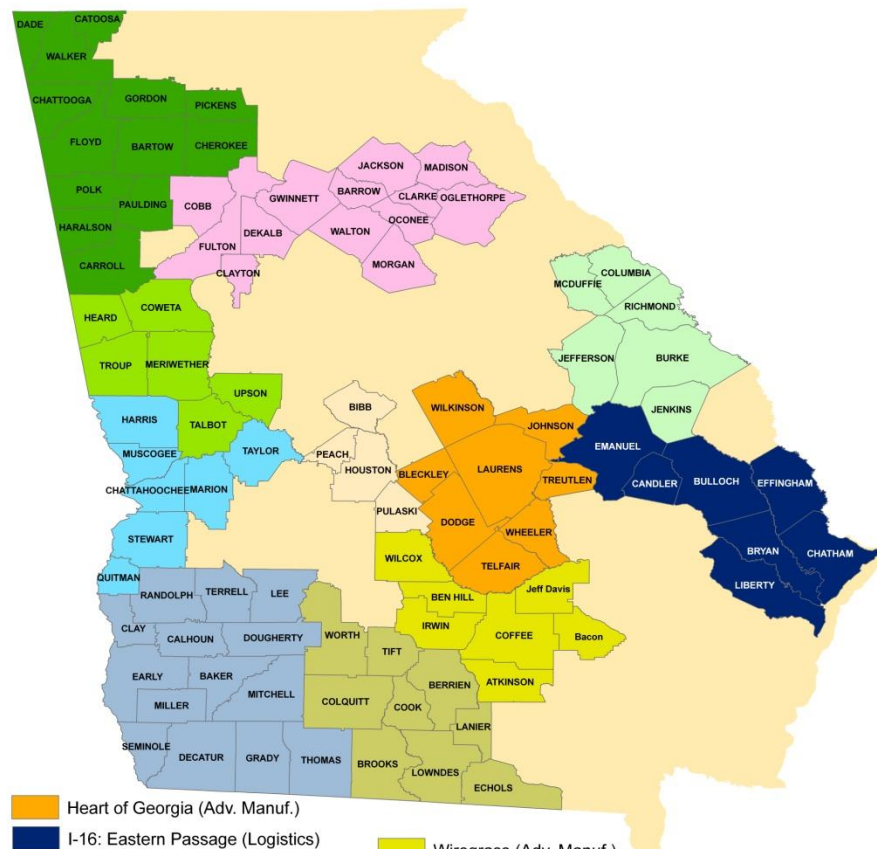
**Work Ready Job Profiling
Business & Industry**

Work Ready Regions



- Regional industry-clusters to develop Georgia's talent pools aligned to strategic industry
- Build upon Certified Work Ready Communities
- Economic asset mapping to determine actual regions

Work Ready Regions



- Heart of Georgia (Adv. Manuf.)
- I-16: Eastern Passage (Logistics)
- Innovation Crescent (Life Science)
- mgWRAP (Aerospace)
- Southwest GA Agribusiness Consortium (Agriculture/ Life Science)
- West Georgia AMP (Automotive Adv. Manuf.)
- Wiregrass (Adv. Manuf.)
- E. Central GA Energy Conduit
- Auto Alley (Automotive Adv. Manuf.)
- Biotechnology Circle of South GA (Life Science)
- Chattahoochee Valley (Aerospace)

Work Ready Region scorecard

- Elimination of skills gap
 - Go for the Gold
- Attainment of Certified Work Ready Community status
- Quantifiable workforce pipeline aligned to strategic industry
 - Career Pathways and local articulation agreements
 - STEM initiatives aligned to strategic industry
- Development of highly skilled existing workforce
 - Existing workforce increasing skill level with Work Ready Certificates and gap training
 - Existing workforce receiving specialized training

Georgia's Workforce Situation 2011

- 189,647 Certified Work Ready Georgians!
- 91 Certified Work Ready Communities
- 20 Work Ready Regions
- 800 businesses recognizing Work Ready
- More than 500 job profiles
- \$2.5 million in ARRA incentives delivered to the unemployed through Be Work Ready
- Launch of Work Ready Connect Website
- In September 2010, Georgia was ranked #1 in workforce development by site selection magazine!

Work Ready was developed to make Georgia's workforce our number one competitive advantage to support and grow existing industry and to attract new industry

