

# The Journey to the NCRC

Greater Cincinnati Workforce Network



# Today's Panel

- *Janice Urbanik*, Director, Construction Career Pathway  
Greater Cincinnati Workforce Network
- *Sara Ratto-Miller*, Workforce Development Specialist  
Urban League of Greater Cincinnati
- *Elijah Rudolph*, Director, Adv. Mfg. Career Pathway  
Greater Cincinnati Workforce Network



# Today's Agenda

- Overview - Greater Cincinnati Workforce Network
- Panel Discussion - Our journey toward the NCRC
- Q & A



# Background

## Greater Cincinnati Workforce Network

- Our workforce challenge: our **employers are struggling** to meet their need for a skilled workforce, and far too many of our **residents have insufficient skills** and preparation to enter, advance and succeed in the labor market.
- The Greater Cincinnati Workforce Network is a **\$multi-million initiative launched in 2008** to help **employers** meet their need for a skilled workforce while expanding opportunities for **low-skill workers**. GCWN is currently engaged in strategic planning with key stakeholders to expand the focus to include meeting **employer needs for all skill levels**.
- A **regional public-private partnership** between philanthropic funders, local and state government agencies, employers, chambers of commerce, educational institutions, service providers, and workforce investment boards. GCWN is also a National Fund for Workforce Solutions funded site. The United Way of Greater Cincinnati leads the partnership.
- Targeting the **health care, advanced manufacturing, and construction** industries



# Background

## Why does workforce development matter?

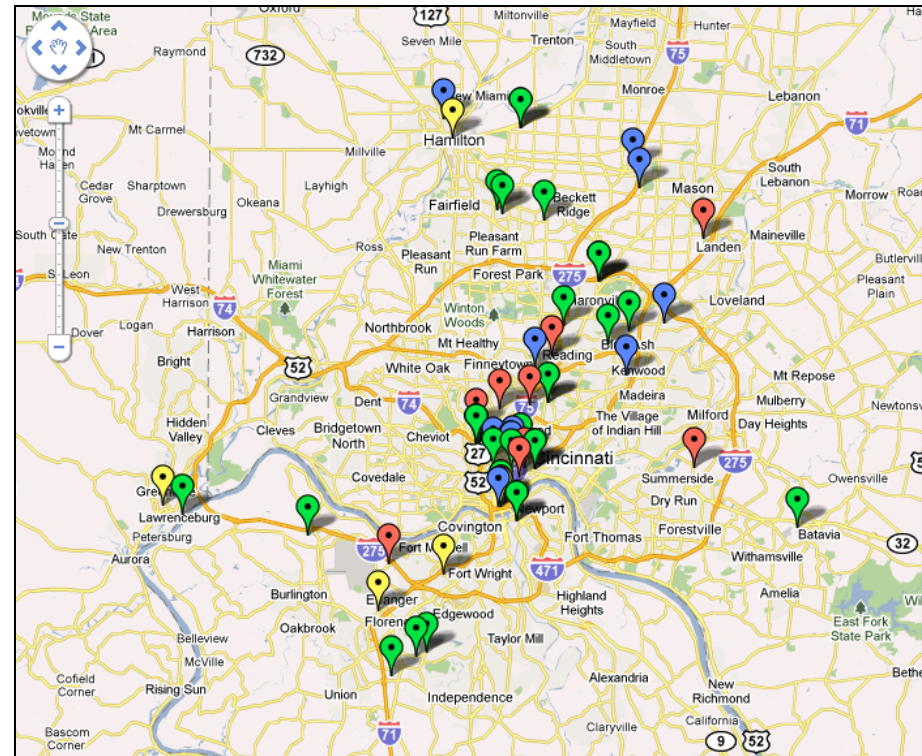
### The consequences of this skills gap



# OUR RESPONSE - A DEMAND-DRIVEN WORKFORCE NETWORK

## Regional Career Pathways Collaboration

- 3 States
- 8 Counties
- 2 Chambers of Commerce
- 4 Workforce Investment Boards
- 3 Priority Industries
- 28 Employers
- 15 Education & Training Providers
- 8 Service Providers



# Background

- 3 career pathways – construction, adv manufacturing, and healthcare
- Employers lead each pathway
- Team is composed of employers, educators, and community based organizations
- Strategic Partners
  - Workforce Investment Boards
  - Greater Cincinnati Regional Chamber
  - Northern Kentucky Chamber of Commerce



## The Journey to N.C.R.C.

▶ Past

▶ Present

▶ Future



## The Journey to N.C.R.C.

### Past

- ▶ Required a tool that could help employers and employees understand workplace skills
- ▶ Wanted a portable credential
- ▶ Needed enhanced understanding of NCRC
- ▶ Worked with consultants to overview the NCRC adoption process



## The Journey to N.C.R.C.

“We needed a better way to determine the work readiness of our new hires. We really want to reduce the cost of turnover and I think we found that with the National Career Readiness Certificate.” Liza Smitherman, VP of Professional Development for Jostin Construction.



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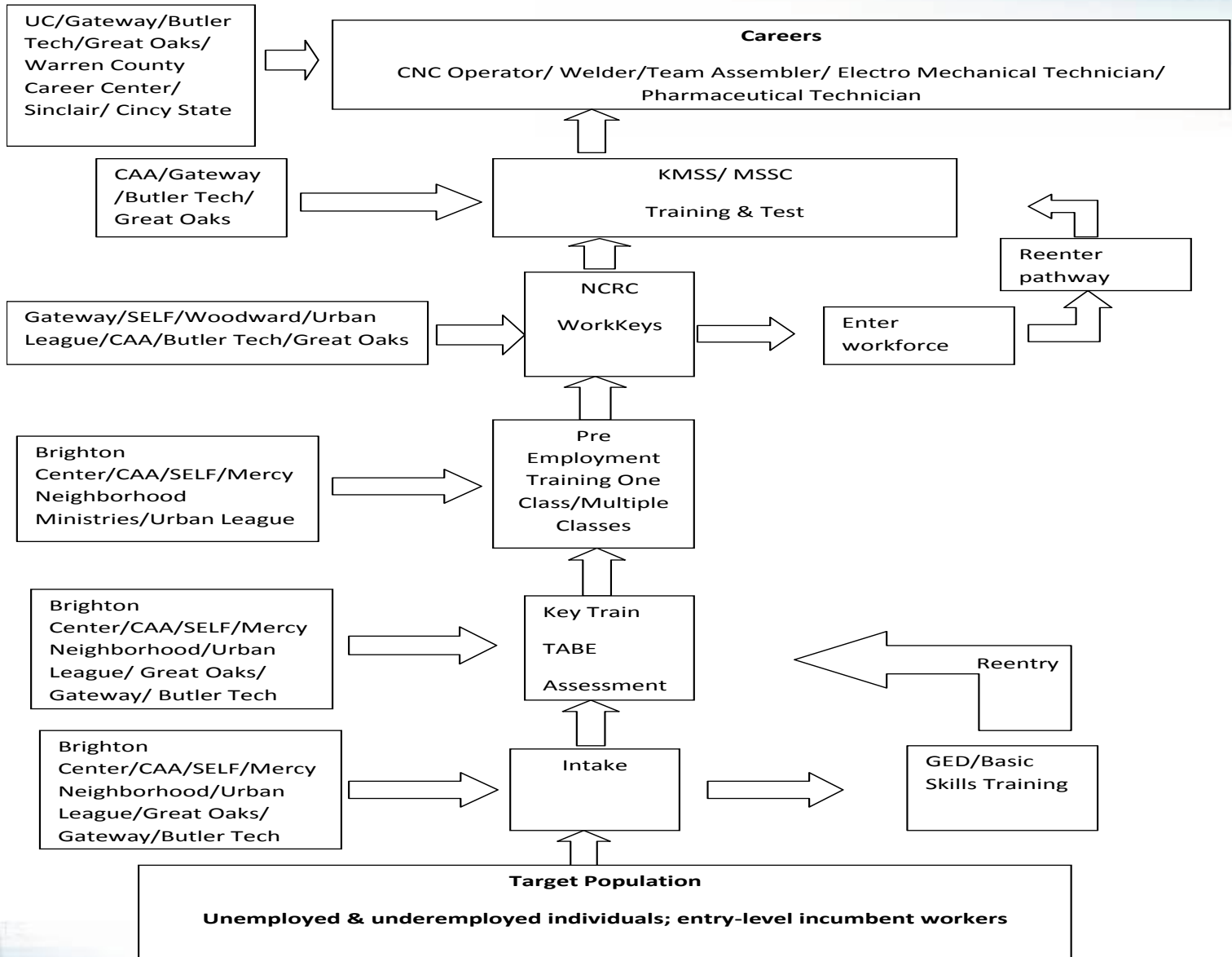
## The Journey to N.C.R.C.

### Present

- ▶ Grown from 0 to 1,500 in one year
- ▶ Utilize the NCRC in several community based organizations and educational sites
- ▶ Using Talent and Fit as a success tool (improve career choice and help people believe)
- ▶ Employers are endorsing it and setting evidence based hiring requirements
- ▶ CBOs using as a tool to supplement and enhance current programs
- ▶ Important tool to build an inclusion agenda



# The Journey to N.C.R.C.



# About the Urban League of Greater Cincinnati

The Urban League of Greater Cincinnati is a private, 501(c) (3) founded in 1949 to build opportunities and level the playing field for African American and others at risk.

Our mission is to eliminate the barriers of racism and level the playing field for African Americans and others at risk by promoting their economic self-sufficiency and entrepreneurship through effective leadership in the areas of comprehensive employment, youth and family development, and advocacy.



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# Workforce Development Programs

- Solid Opportunities for Advancement and Retention (SOAR)
- Accelerated Call Center Education (ACE)
- Ohio Justice & Policy Center (OJPC) Partnership



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# Workforce Development Programs

	<b>SOAR</b>	<b>ACE</b>
<b>Purpose</b>	Three-week job readiness training program focused on personal and professional development	Four-week program that develops skills meaningful to customer service industry focusing specifically on call center education
<b>Type of Client Served</b>	Individuals that have been out of the workforce for an extended period	Individuals with few employment barriers
<b>Enrolled</b> (Oct 2010-Mar 2011)	<b>167</b>	<b>73</b>
<b>Completed</b> (Oct 2010-Mar 2011)	<b>130 (78%)</b>	<b>68 (93%)</b>



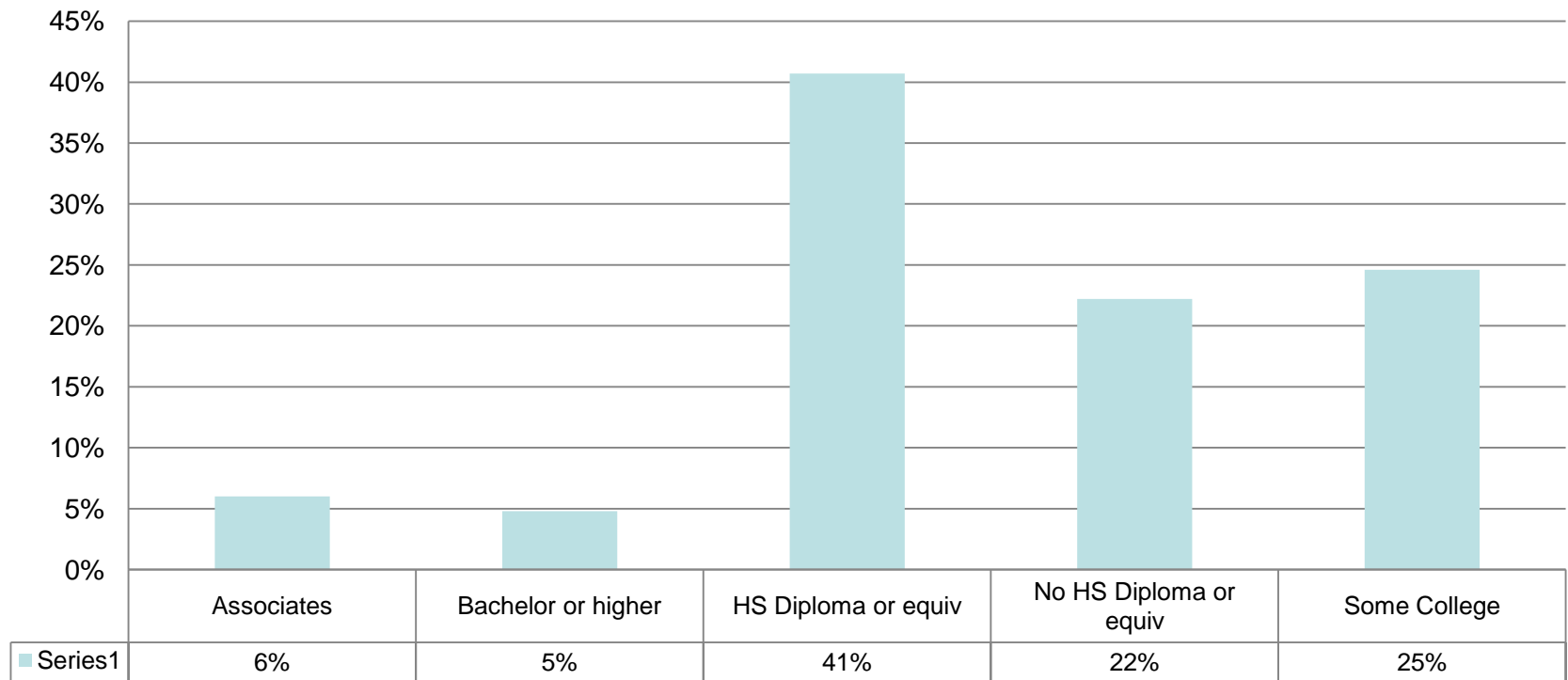
# Program Demographics

	<b>SOAR</b>	<b>ACE</b>
<b>Age</b>	Mean: 35	Mean: 37
<b>Gender</b>	Male: 64% Female: 36%	Male: 21% Female: 79%
<b>Race</b>	Black or African American: 88% White: 8% American Indian or AK Native: 1% Multiple: 3%	Black or African American: 90% White: 5.5% American Indian or AK Native: 1.4% Multiple: 1.4%, Other: 1.4%
<b>Barriers</b>	Criminal Record 22% Lack of Transportation 16% Lack of Resume 15.2%	Lack of Resume 19% Lack of Transportation 16% Lack of Driver's License 11%



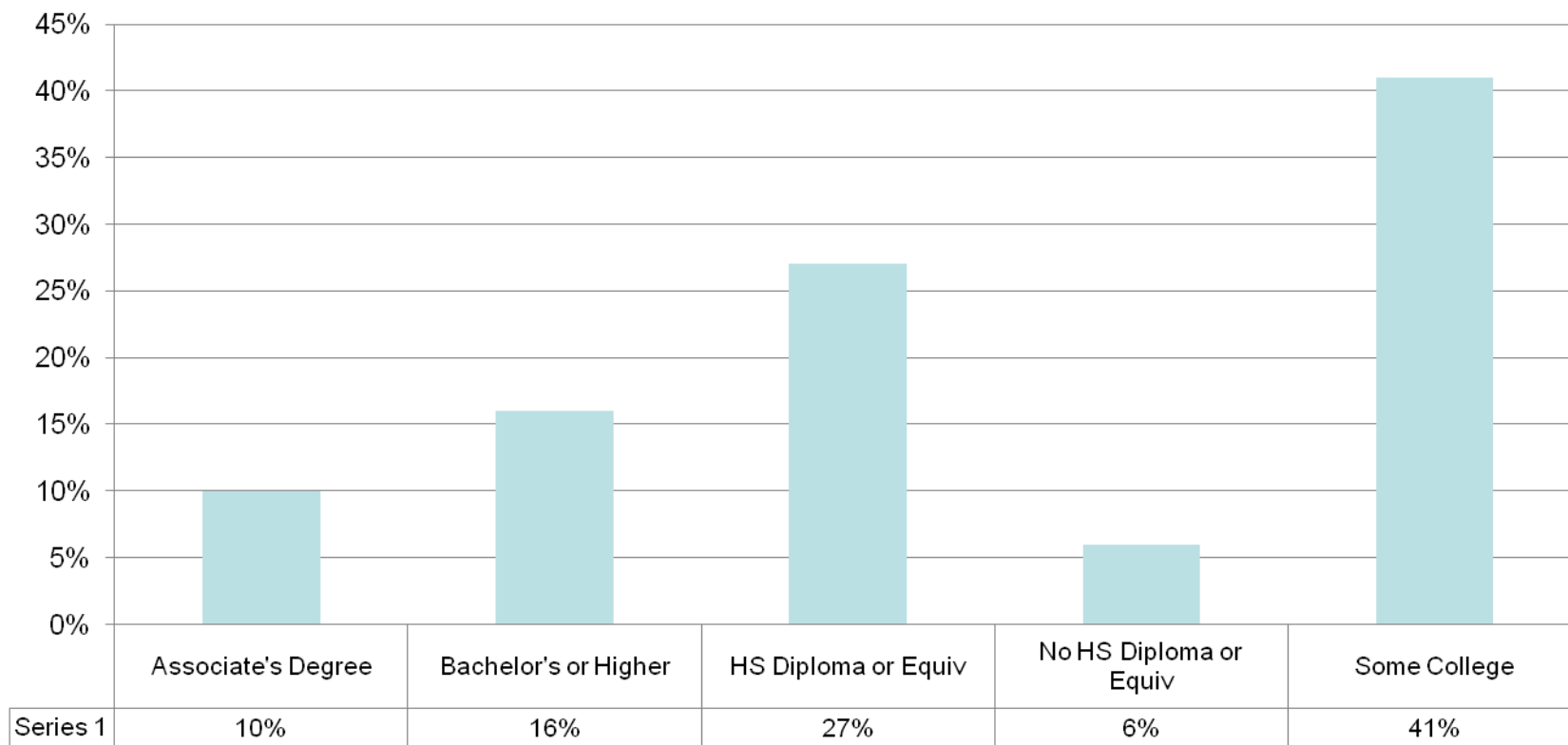
# Participants by Highest Grade Level

## SOAR



# Participants by Highest Grade Level

## ACE



# Acting & Improving

- Obstacles....**Not Barriers**
- **Acting** to reduce the creation of obstacles in our lives
- **Improving Workforce Programs** to meet participants' needs and provide additional tools for success



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# Program Improvement

## Adopting the WorkKeys Assessments

	2010		2011
<b>Resume Development</b>	Participants received classroom training and personally created resume	▶	Participants receive classroom training and work one-on-one with Job Developer to create an effective <i>first draft</i>
<b>Academic Assessment</b>	Test of Adult Basic Education (TABE)	▶	<u>ACT's WorkKeys:</u> Applied Mathematics Locating Information Reading for Information
<b>Soft Skills Assessment</b>	KUDER	▶	<u>ACT's:</u> Talent Fit Performance



# Program Improvement

## Adopting the WorkKeys Assessments

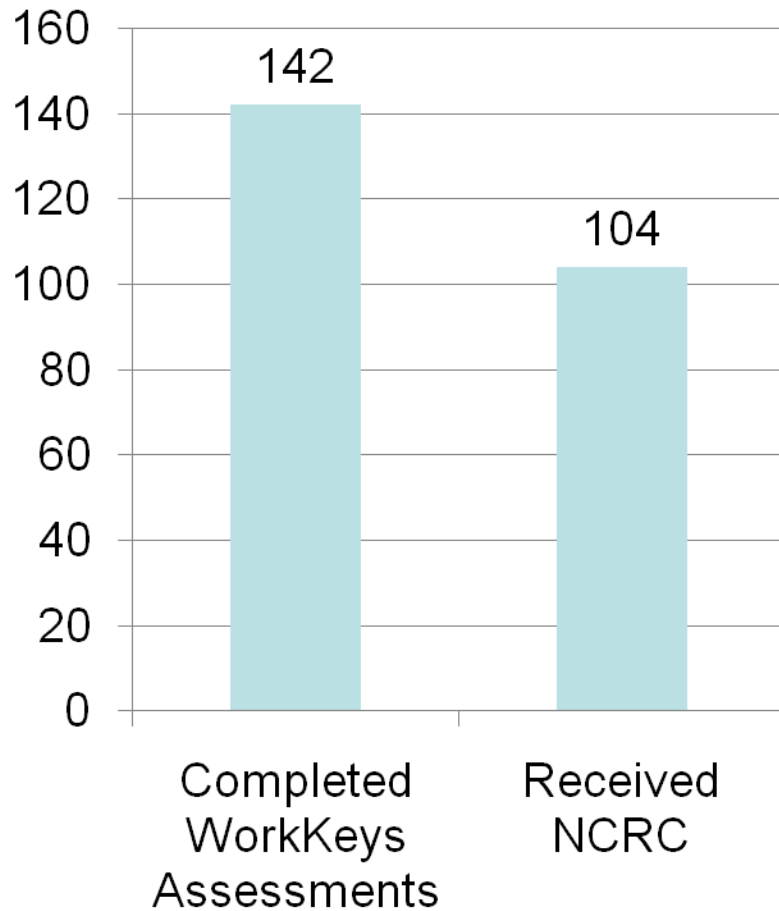
Presented as an Immediate Benefit:

- **Not presented as Pass/Fail....**
- **Value exists regardless of education level**
- **Personal assessment of critical foundational skills and insight into strengths and areas in need of improvement**
- **Emphasizes the importance of FIT**
- **NCRC offers our program graduates an advantage in the application process**



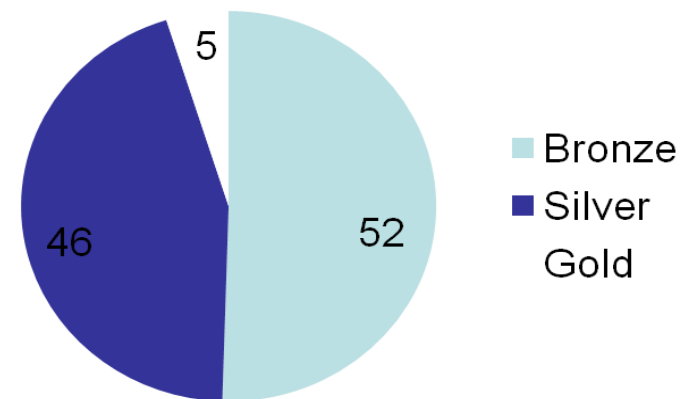
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# SOAR: Program Results



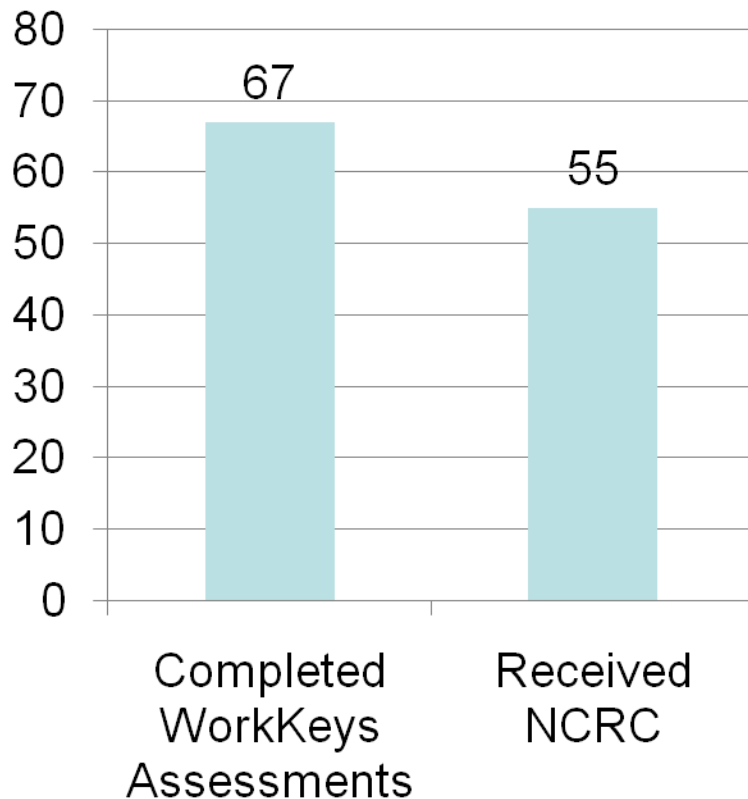
74% of individuals who completed WorkKeys, received an NCRC

## Certificate Level Achieved

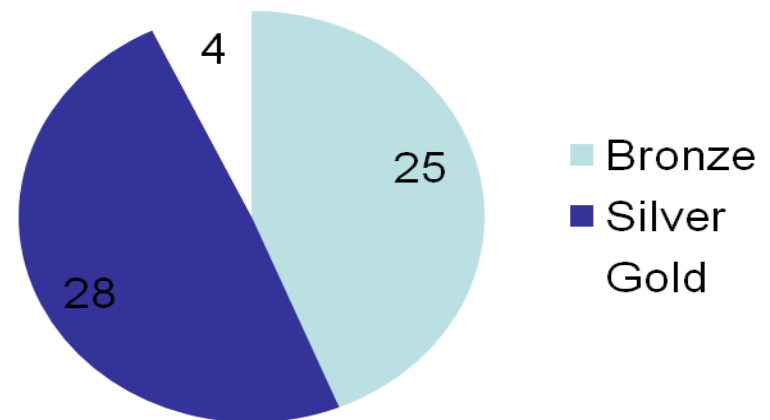


# ACE: Program Results

82% of individuals who completed WorkKeys, received an NCRC



## Certificate Level Achieved



# Employer Recruiting

- Enhancing partnerships with local Employers and Professionals
- Effective Pre-Screening & High Quality Applicants
- Partner with organizations providing NCCER and MSSC training
- Greater Cincinnati Workforce Network's Advanced Manufacturing, Construction and Health Care Career Pathways



## Evidence Based Hiring

- ▶ NCRC and Personal Skills Assessment
- ▶ Technical Certification
- ▶ “Work Hardening”
- ▶ Drug Test, Background Check, Diploma/GED Preferred Letters of Reference

## The Journey to N.C.R.C.

Present Partners	Future Partners
<p>Gateway C&amp;TC Warren County Career Center Great Oaks Career Campuses University of Cincinnati Butler Technology Woodward Career Technical HS Supports To Encourage Low Income Families(SELF) Urban League Ivy Tech Community College Cincinnati Labor Agency Social Services (CLASS) Community Action Agency Mercy Neighborhood Ministries</p>	<p>Easter Seals Work Resource Center Super Jobs Center Northern Kentucky One Stop Brighton Center Cincinnati Works</p>



# Questions & Answers



## The Journey to N.C.R.C.

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