

JULY 2010 PLANNING AND DEVELOPMENT COMMITTEE REPORT
DISCUSSION ITEMS

The Planning & Development Committee will meet at 12:00 p.m. on Friday, July 16th, at the Calhoun ISD. The committee will consider the following discussion items. Board members may request copies of the documents and back-up information.

WorkKeys & NCRC Forum Update

SUMMARY: Barry, Branch and Calhoun Counties continue to administer WorkKeys assessments and offer KeyTrain remediation software to customers. WorkKeys and KeyTrain data from April and May are attached. NCRC Forums in Calhoun and Barry counties were held in June.

ADDITIONAL INFORMATION: The National Career Readiness Certificate Forums took place in Calhoun and Barry counties during the month of June.

Follow-up meetings were held after each forum. There were several employers who expressed interest in finding out more about WorkKeys, however when they were contacted, there were only actually two employers for both counties that were interested in more information. There were also a few employers who needed to speak with management before they proceeded with a meeting. Staff will continue with follow-up.

Both forums included an employer testimonial, a job profiling and NCRC overview, educational perspective, and state perspective. The employer testimonial in Calhoun County was given by Kathy Rose of Kellogg Company and in Barry County, it was given by Jay Dunwell of Wolverine Coil Spring. Jim Bentley of HR Development and Roberta Gagnon of Kellogg Community College gave an overview of job profiling and how the Incumbent Worker Program can assist with this. The educational perspective of the NCRC was given by Kris Jenkins of CISD in Calhoun County and Jeffrey Jennette, Superintendent of Barry ISD in Barry County. Keenan Wade of the Department of Energy, Labor and Economic Growth talked about the state perspective in both counties. Attendees were given the opportunity to attend break-out groups with each speaker at the end of the forum.

WorkKeys is a job skills assessment system measuring “real world” skills that employers believe are critical to job success. Three of the twelve WorkKeys assessments can earn an individual a National Career Readiness Certificate (NCRC). These three WorkKeys assessments are Applied Math, Reading for Information, and Locating Information. Depending on the score or level that the individual obtains on the assessment, they can earn a bronze, silver, gold or platinum NCRC.

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Analysis of Data

Data for the WorkKeys assessments, the National Career Readiness Certificates earned and KeyTrain usage are below.

In the months of April and May 2010, 49% of the individuals that took the three WorkKeys assessments earned a Silver National Career Readiness Certificate. This is slightly higher than the percentage of individuals that obtained a Silver NCRC in February and March 2010. A Silver certificate signifies a score of at least a level 4 in each of the core areas and indicates that an individual has the necessary skills for 65% of the jobs in the WorkKeys database.

KeyTrain usage has only slightly increased since January. CISD staff met with partners and provided KeyTrain flyers to post in the service centers. We also encouraged all partners to promote the KeyTrain remedial tutorial to Michigan Works! customers.

April 2010 – WorkKeys Tests Administered

Contractor/ County	Individuals Assessed	Below Bronze	Bronze	Silver	Gold	Platinum
Barry ISD/ Barry	10	1	1	5	3	0
HRDI/ Branch	5	0	1	4	0	0
HRDI/ Albion	1	0	0	1	0	0
HRDI/ Battle Creek	2	0	2	0	0	0
JET/ Barry	14	1	5	7	1	0
JET/ Branch	27	4	11	9	3	0
JET/ Albion	24	3	5	13	3	0
JET/ Battle Creek	63	11	23	23	6	0
KCC/Battle Creek	21	6	6	7	2	0
KCC/Coldwater	3	0	0	2	1	0
KCC/Albion	0	0	0	0	0	0
Total Assessed	170	26	54	71	19	0

May 2010 – WorkKeys Tests Administered

Contractor/ County	Individuals Assessed	Below Bronze	Bronze	Silver	Gold	Platinum
Barry ISD/ Barry	18	1	3	14	0	0
HRDI/ Branch	1	0	0	1	0	0
HRDI/ Albion	0	0	0	0	0	0
HRDI/ Battle Creek	3	0	0	3	0	0
JET/ Barry	6	0	2	3	1	0
JET/ Branch	23	2	4	15	2	0
JET/ Albion	5	1	0	4	0	0
JET/ Battle Creek	59	9	16	30	4	0
KCC/Battle Creek	10	3	2	3	2	0
KCC/Coldwater	1	0	0	0	1	0
KCC/Albion	0	0	0	0	0	0
Total Assessed	126	16	27	73	10	0

In the case where an individual needs to increase their skill level, KeyTrain is available to help them improve their skills. KeyTrain is a web-based tutorial.

KeyTrain Progress Report

Battle Creek Service Center

From: 4/1/2010 through 5/31/2010

For Organization: Battle Creek Service Center

In the following courses:

Introduction to Keytrain

Reading for Information

Applied Mathematics

Total number of students	696
Number of new students	78
Number of students active during this period	100
Total hours worked	239.4
Pretests completed *	93
Hours spent on pretests	30.3
Level Lessons passed *	134
Hours spent on passed lessons	112.4
Lessons in progress *	102
Hours spent on lessons in progress	86.5

KeyTrain Progress Report

Albion Service Center

From: 4/1/2010 through 5/31/2010

For Organization: Albion Service Center

In the following courses:

Reading for Information

Applied Mathematics

Total number of students	100
Number of new students	11
Number of students active during this period	13
Total hours worked	30.0
Pretests completed *	15
Hours spent on pretests	6.9
Level Lessons passed *	12
Hours spent on passed lessons	10.1
Lessons in progress *	19
Hours spent on lessons in progress	12.9

KeyTrain Progress Report

Coldwater Service Center

From: 4/1/2010 through 5/31/2010

For Organization: Coldwater Service Center

In the following courses:

Reading for Information

Applied Mathematics

Total number of students	206
Number of new students	12
Number of students active during this period	8
Total hours worked	25.7
Pretests completed *	7
Hours spent on pretests	2.8
Level Lessons passed *	4
Hours spent on passed lessons	18.0
Lessons in progress *	6
Hours spent on lessons in progress	4.8

KeyTrain Progress Report

Hastings Service Center

From: 4/1/2010 through 5/31/2010

For Organization: Hastings Service Center

In the following courses:

Introduction to Keytrain

Reading for Information

Applied Mathematics

Total number of students	130
Number of new students	20
Number of students active during this period	19
Total hours worked	64.2
Pretests completed *	25
Hours spent on pretests	10.8
Level Lessons passed *	21
Hours spent on passed lessons	23.5
Lessons in progress *	23
Hours spent on lessons in progress	26.7

Skills Alliance Updates

SUMMARY: DELEG is accepting proposals to fund the formation of Skills Alliances that would focus on developing our workforce with specific skills that are needed within an industry sector. The Skills Alliances could each receive up to \$250,000 for up to four years for activities, such as convening and management of the alliance, labor market research, strategic planning and peer-to-peer learning.

Staff has been working with several other MWAs on forming a Battery Manufacturing Sectoral Skills Alliance, a Manufacturing Regional Skills Alliance and a Retrofit/Home Performance Contracting Sector Alliance (energy efficiency construction and retrofitting). While our MWA is not planning to apply as the fiduciary or convener for these alliances, our partnership obligation will include leveraging our current and future workforce development funding, as well as helping to involve employers and other community partners. Staff last reported to the Board on this in May.

ADDITIONAL INFORMATION: Since May, a proposal has been submitted for a Battery Manufacturing Sectoral Skills Alliance. If this proposal is funded, our area will begin to be involved later this year. For the Manufacturing Alliance, a survey of manufacturing employers in a multi-MWA region is being completed regarding a baseline set of core skills. The results of this survey will be distributed soon, so we will know whether or not to proceed with a proposal. Related to the Retrofit Alliance, the partners submitted a Federal Community-Based Job Training grant proposal which, if funded, would provide training and other resources to help retain and create jobs including supporting entrepreneurial start-ups and supports. We have not yet heard whether that proposal has been funded.

Skills Alliances are partnerships of employers, educators, workforce developers, and community leaders who come together within a specific industry sector (Sectoral Skills Alliance) or geographic region (Regional Skills Alliance) to solve complex workforce challenges such as an industry's need to fill critical occupations, a mass layoff in the community, or addressing regional workforce trends like low literacy.

Essential Work Skills Training Update

SUMMARY: Essential Work Skills (EWS) classes are now being offered through each Michigan Works! Service Center in Barry, Branch and Calhoun Counties. In all areas, staff from all subcontract agencies are working together to maximize efficiency with regard to staff time and customer service. Therefore, classes are a combination of Employment Service, Intensive & Training, and Jobs, Education and Training (JET) customers.

ADDITIONAL INFORMATION: EWS is four hours a day for four days. All 12 of the content areas required to complete the Michigan Employability Skills Completion of Training Certificate, which is a rider certificate to the National Career Readiness Certificate (NCRC), are

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covered. Everyone who completes the EWS and has received an NCRC is eligible for the statewide certificate. Additionally, anyone who completes and *passes* the class is awarded an additional local certificate and is placed into the Essential Work Skills database. This database includes the person's resume and work sector of interest. This database is shared with the Business Service Team who can then share the resumes with businesses and verify that the person has passed the EWS class. To date, 85% of those beginning the class have qualified for the statewide certificate; 52% have been awarded the locally-recognized Essential Work Skills Certificate and have been added to the database.

Listed below are the 12 elements covered in the class:

Critical Thinking/Problem Solving	Professionalism/Work Ethic
Oral Communication	Diversity
Written Communication	Creativity/Innovation
Teamwork/Collaboration	Lifelong Learning/Self Direction
Manage Conflict/Negotiation Skills	Ethics/Social Responsibility
Information Technology Applications	Customer Service

The following table provides information related to the number of customers who have participated in the Essential Work Skills training:

County	Number of Sessions to Date	Number of People who Began	Number of Completers	Number of EWS Certificates Issued
Barry	1	11	5	2
Branch	1	8	8	8
Calhoun	2 (BC)	20	19	12
	1 (Albion)	9	9	3
TOTALS	5	48	41	25

Expectations for the class are clearly laid out prior to the class beginning and again at the start of the first class. Expectations include treating the class as a job; arriving late, coming back from breaks late, missing a class, and/or leaving early are grounds for not passing the class – no exceptions. People are expected to fully participate and dress as though they are going to work (i.e. dress pants and an appropriate shirt); on the last day they are to dress as though they are going to a job interview.

Trainers and other staff have been doing a wonderful job of providing tools to engineer success for customers completing this class. For example, JET staff in Albion issued Goodwill clothing vouchers to JET clients who participated in the class. Thus, allowing students to prepare for the class and eliminating the ability for the participant to say he or she did not have appropriate

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clothing to wear. Another strategy which has been employed is to have participants prepare for the class by completing KeyTrain modules related to employability skills to “brush-up” prior to beginning the classroom training.

Subcontract staff EWS trainers and managers have committed to quarterly conference calls to ensure consistency, share best practices, and lessons learned. During the call held on July 6th, the following success and best practice were shared:

A JET client, who passed the EWS class, was placed on a work experience upon class completion. At the end of the work experience, she was hired by the business. The client related to JET staff that she employed many of the strategies and skills she learned in the EWS class during her work experience. She indicated that she felt the class gave her the boost of self-confidence and the skills she needed to be successful and she felt she probably would not have gotten the job without the skills she learned in class. JET staff plans to use this same strategy with other clients in the future as two of the three Albion participants who achieved the locally-recognized certificate are now employed. As a result of the conference call and best practice sharing, staff is also looking into the possibility of issuing vouchers to any participant (regardless of program/funding source) who demonstrates a need for “appropriate” clothing for the class/job search.

Depending on the service center’s capacity to provide services and demand for the class, it is anticipated that future EWS classes will be held anywhere from once every six weeks to once per quarter.

The next regular meeting of the Planning and Development committee is scheduled for Friday, September 10, 2010, at 12 noon at the Calhoun ISD.