



Answering the Skills Question for Employers

Governor Mark R. Warner

As governor, I take very seriously my job as the top economic development officer for the Commonwealth of Virginia. The number one question I get asked when a business might locate or expand here is “what about your workforce?” “What are your schools like, what skills do workers have, and what programs are in place to train them?” Since October 2004, I’ve had a new tool to help with that answer.

Last fall, Virginia launched the Career Readiness Certificate, a portable skills credential. It’s an obvious benefit to workers who want to prove they have skills. But it also helps potential employers to determine people’s skills in a region and to decide to invest in a community. So it’s also a great tool for economic developers.

Because the Career Readiness Certificate is based on legally defensible assessments that clearly delineate the actual skills a person has, it is a most valuable tool in the hiring process. All an employer needs to do is to list the requirement for the Career Readiness Certificate at the Bronze, Silver, or Gold level on the job posting, and on the application form, as is currently done with the high school diploma or a college degree. Used as a pre-screening tool in this way, the Certificate can save many dollars and a great deal of time during the hiring process. Hiring costs are high -- but the cost of making a bad hire is even greater.

For potential employees or career seekers, the Certificate is a clear indication of what the recipient can do in terms of skills needed in the workplace. As a stand-alone credential, or as a complement to the high school diploma, GED, or college degree, the Certificate indicates the attainment of a crucial skill set. Each certificate has those skills listed on it. Even if an employer is unaware of WorkKeys, the ACT assessment tool that is used to assess the skills, this listing makes it very clear during the hiring process.

5/5/2005

Final CRC Monograph

We're already making great progress. And it's progress we can quantify and advertise as an economic development tool. There are now many thousands of Virginians with the Career Readiness Certificate, and we have their skill levels entered in the Virginia Skills Bank, a free, Web-based application that can be queried by zip code, geographic region, college district, and in many other ways, to show the skill levels of the populace in that region.

As the Career Readiness Certificate has been developed in the Commonwealth, we have also been working with many other states to encourage the development of a similar portable skills credential across economic regions. To date, a consortium of more than 17 states has been formed to work on this crucial economic development issue. Over the next two months, the consortium is expected to grow to more than 25 states, as there is widespread acceptance of the need for such a credential. I am proud that Virginia has led the way in this effort, and I am pleased that Virginia's regional economy will benefit from this work.

For more information on the Career Readiness Certificate and the Virginia Skills Bank, please visit www.crc.virginia.gov

Career Readiness Certificate Taskforce

Governor Mark Warner

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Ms. Rhonda Hodges, Patrick Henry Community College
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Mr. Willie Blanton, Virginia Employment Commission/WIA Division
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Ms. Johnna Coleman-Yates, Tidewater Community College

Virginia Workforce Council Members

The Honorable Mark R. Warner, Governor
Ms. Marjorie M. Connelly (Chair), Capital One Services, Inc
Mr. Michael Alan Daniels (Vice-Chair), Science Applications International Corporation
The Honorable J. Brandon Bell, II, Senate of Virginia
Mr. David L. Brash, Russell County Medical Center
The Honorable Kathy J. Byron, Virginia House of Delegates
Mr. John Cannon, Business Consultant
Mr. James E. Copp, Virginia Employment Commission
Mr. Mark B. Dreyfus, ECPI College of Technology
Dr. Glenn DuBois, Virginia Community College System
Ms Dolores Esser, Virginia Employment Commission
Mr. C. Michael Ferraro, Training Solutions, Inc.
Mr. Richard A. Gonzalez, EthNet: the Ethnic Network
The Honorable Clarke N. Hogan, Virginia House of Delegates
Mr. Hugh D. Keogh, The Virginia Chamber of Commerce
Mr. Daniel G. LeBlanc, Virginia State AFL-CIO
The Honorable Yvonne B. Miller, Senate of Virginia
Mr. Robert H. Myers, Virginia State Building & Construction Trades Council
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Ms Rita C. Ricks, Mirror Enterprise, Inc.
The Honorable Michael J. Schewel, Secretary of Commerce and Trade
The Honorable Don Sullenberger, Shenandoah Valley Partnership
Mr. James H. Underwood, IBEW-Local Union No. 666
Mr. Brett Vassey, Virginia Manufacturers Association
The Honorable Belle S. Wheelan, Secretary of Education
The Honorable Jane Woods, Secretary of Health and Human Resources
Ms Andrea Wooten, Virginia Workforce Council Member

I. Background Information

Employers know that the costs of hiring, training, and retention significantly affect their bottom line. The cost of making a good hire is high; the cost of making a bad hire is even greater!

In the private sector, there is great concern about the skills gap that exists between those skills required on the job and those exhibited by potential and incumbent workers. Employers experience significant difficulty in hiring people who have basic employability skills and who are therefore trainable for specific jobs. There is also dissatisfaction with the standard of employability of students who graduate from high school and college because academic competencies are often not supported by employability skills.

A portable skills credential that is easily and universally understood and valued by employers, educators and recipients facilitates job placement, retention and advancement in our mobile society. Such a credential that describes exactly what the holder can do is a terrific supplement to a high school diploma, a GED or a college degree, or it is a great stand-alone credential.

From May 2001 when a one-day symposium was held with economists, researchers, educators, and workforce professionals to concentrate on present and future workforce skills, the vision and mission of the Virginia Workforce Council (the State WIB) has included an emphasis on identification of skills needs and plans to address those needs.

Also in 2001, the Manufacturers Education Consortium (MEC), a Richmond pilot program (see Appendix A) backed by Brett Vassey, Virginia Manufacturers Association and by Hugh Keogh, Virginia Chamber of Commerce, assessed every Chesterfield High School student with WorkKeys®. In addition, the MEC recognized approximately 500 high school students and 100 community college students who graduated from the MEC endorsed manufacturing curriculum offered at Chesterfield High School, John Tyler Community College, and J. Sargent Reynolds Community College. The MEC pilot demonstrated the efficacy of creating a portable skills credential based on WorkKeys with specific industry “add-ons” such as the MEC curriculum. A demonstration database was also created to allow manufacturing employers to directly contact graduates of the MEC program.

In the summer of 2002, under the leadership of Dr. John Seigelski, Vice-Chancellor for Workforce Development at the Virginia Community College System (VCCS) and building on the work of Dr. Jerry Miller of ACT™, five community colleges set up demonstration pilot projects to test the effectiveness of a portable skills credential based on WorkKeys®. The main question to be answered was “Will employers understand/value the *CRC?*”

The five colleges were Thomas Nelson, Community College Alliance, Central Virginia, New River, and Northern Virginia.

In spring 2003, after learning of work done in Kentucky and Michigan, the Virginia Workforce Council endorsed the concept of a portable skills credential. This was a natural step in the evolution of the work of the Virginia Workforce Council to address the skills needs of employers.

In October 2003, as part of his *Education For A Lifetime* initiative (<http://www.governor.virginia.gov/Initiatives/Ed4Life/WorkforceDev.htm>) Gov. Mark Warner announced that work was underway to develop the Virginia *Career Readiness Certificate* that would give workers a portable, recognized workforce credential that shows employers that workers have required workplace literacy skills. Responsibility for the development was given to a statewide task force convened and led by Dr. Barbara Bolin, Governor Warner's Special Advisor for Workforce Development. The task force included representatives of partner agencies and organizations including the Dept. of Social Services, Dept. of Rehabilitative Services, the private sector, Department of Education (CTE), and the Virginia Community College System.

Examination of data from the five pilot sites was overwhelmingly convincing in terms of the value of the *CRC* to employers and potential employees alike.

Because he recognized that Virginia's economy is regional, Governor Warner asked his Special Advisor to make the *CRC* a regional credential. A loose consortium of seven states (VA, KY, TN, NC, WV, DC, MD) was formed in December 2003. After the first meeting of the consortium in January 2004, word of the development of the *CRC* spread to other states and the *CRCC* quickly grew to include more than 25 states by May 2005.

II. Approach and Implementation

Governor Mark R. Warner launched the *Career Readiness Certificate* on October 19, 2004, at which time he recognized more than 5,500 Virginia residents who had already successfully completed the credential, and many employers who had invested in the professional skills development of their employees.

Over the last 10 years, WorkKeys®, a product of ACT™ (formerly American College Testing), has become a widely accepted common language for skills definition among employers, educators/trainers and potential/incumbent employees. The power of the WorkKeys® system lies in its: 1) objectivity; 2) simplicity (WorkKeys® skill levels are described in terms of single digit numbers whose meanings are clearly defined and readily accessible); 3) compliance with federal law (ADA, EEOC); and 4) legal defensibility.

The Virginia *Career Readiness Certificate* is based on three WorkKeys® assessments: Applied Mathematics, Locating Information and Reading for Information, and is awarded at three levels: Bronze (level 3 on each assessment), Silver (level 4) and Gold (level 5).

Virginians can be assessed at Virginia Workforce Network Career Centers (one-stop centers), at any community college, offices of social services, offices of rehabilitative services, or anywhere the assessments are offered. There are private companies in Virginia that offer all WorkKeys services, and the assessments are also offered to students in some high schools. If needed, training is available on-line, or a 6-week employability skills course, available at some community colleges, guarantees its graduates both a *Career Readiness Certificate* and a certificate of employability from the college.

Because many Virginia community colleges were already WorkKeys Service Centers, and because it is essential that the integrity of the credential be protected (i.e. that there be accountability for its issuance), the statewide task force suggested that the Virginia Community College System (VCCS) should assume all administrative and operational responsibilities for the CRC. Through its Chancellor, Dr. Glen Dubois and the Vice Chancellor for Workforce Development, Dr. Rose Johnson, the VCCS readily accepted this challenge on behalf of the Governor.

III. Administration and Operations

In Virginia, the *Career Readiness Certificate* was designed by the statewide task force and bears the Governor's signature (see Appendix B). The skills attained by the recipient are written on the back of each certificate.

Because the VCCS has assumed all administrative responsibilities for the *CRC*, certificates are physically issued by community colleges. Each *CRC*/WorkKeys® Administrator has a password-protected electronic template of the certificate with only two active fields—the name and date. The VCCS sends “blank” certificates (in the bronze, silver, and gold designations) to colleges so that the Administrator can print the appropriate name and date on certificates as they are being issued. The cost of “blank” certificates is very low and initially, the cost was covered by the Virginia Workforce Council. Covering future costs is an issue still being worked out by the VCCS.

The cost of the *CRC* ranges from \$45-100 across the Commonwealth, and this cost can be covered by a federal funding stream (TANF, WIA, Perkins, Rehabilitative Services, Corrections, etc), an employer, a school district, a college, or an individual. Similarly, training costs can be covered in a variety of ways, and the cost is dependent upon whether training is done on-line or in

a classroom. Details are worked out at the local level with MOU's between the WIB, employer, career center, and/or community college. The state has played no role in attempting to standardize implementation procedures or costs. This is in line with the Commonwealth's philosophy of "state leadership, local control".

The certificates are printed on special paper that indicates if/when a copy has been produced. Five copies are supplied to the recipient with the original so that a copy can be included with a resume or a job application. Certificates are numbered sequentially and each number is used only once.

The Virginia Skills Bank (VSB) is a database that has been developed to manage all *CRC* and WorkKeys® data for the Commonwealth. The VSB is a free, web-based application that can be queried by zip code, geographic region, college district and in many other ways to show the skill levels of the populace. An interested potential employer can query the database for the region under consideration and determine data like there are 900 people with a Gold *CRC*, 800 with a Silver and 500 with a Bronze living near where they intend to do business. It does not tell them how many of those people are currently employed, but it does indicate those people who might be willing to work for them, and it does indicate a level of skill and trainability that otherwise would not show up. It is also a clear indication to residents and employers alike that Virginia is committed to upgrading and documenting the skills of the workforce.

When a certificate is issued by a college *CRC* Administrator, its number is entered into the VSB. Other information (such as the last four digits of the SSN, address, etc.) is also entered but this information is only available to the college Administrator, and is used for record-keeping purposes only.

In order to help Virginians to become familiar with the *CRC*, a marketing campaign was undertaken in May 2005. The campaign is comprised of four parts:

- 1) billboards and TV announcements,
- 2) print materials with a statewide consistent look and feel but individualized to each community college and career center,
- 3) an incentive plan for local WIBs, and
- 4) training for community college personnel on utilization of the VSB.

The budget for the campaign so far is \$198,000.

With the assistance of WTKR/Hampton Roads, Gov. Warner developed a TV PSA that was distributed to each local WIB. This PSA is being used by both the WIB and their community college partners on local television channels at no charge.

The marketing and outreach efforts were aimed at both career seekers and employers. However, posters for the one-stop career centers were designed for career-seeking customers, and brochures were aimed at employers. The Governor's PSA and billboards had a dual message.

Templates for the posters and brochures were made available to all community colleges with the expectation that they would be shared with the career centers (see Appendix C).

Through 2004-2005, the Governor's Special Advisor, Barbara Bolin, has made many presentations to employers, educators and others across the Commonwealth. She has also developed and maintained communication with newspaper and journal reporters, resulting in the publication of several articles on the *CRC*, and the growth of the *Career Readiness Certificate Consortium*.

The WIB incentive program issues grants of \$2500 to any WIB that wishes to participate. The WIB agrees to use the money to award at least 50 *CRC's* to its customers between April 1 and September 1, 2005. (Results will be tracked through the VSB). When a WIB meets this obligation, the state will pay for the training of one Career Development Facilitator for a career center. This will help the WIB to progress toward Tier II certification requirements for the year 2006.

The *CRC* has been accepted widely across the workforce and career development system. The diagrams in Appendix D illustrate how the *CRC* is being used in agencies, in other Governor's initiatives, and across the Virginia Workforce & Career Development System. It is hoped that the VWC will recommend that *CRC* assessments become a standard part of the work of the Rapid Response unit of the Virginia Employment Commission, and that it will strongly encourage the VCCS to make the *CRC* a mandatory graduation requirement for all workforce education students.

IV. Results

The *CRC* is proving to be a valuable credential for many thousands of Virginians. It is particularly useful to citizens, many of whom do not have a high school diploma, who have been adversely affected by the effects of plant closures. The low cost, skill-specific training, and short completion time are all factors in its success.

The actual number of *CRC's* so far issued in Virginia will be determined when the community colleges fully populate the VSB with their data. A reasonable estimate is 7,000 as of May 1, 2005.

The Virginia Workforce Network career centers are providing pre-screening services for employers. After searching the WorkKeys® database of

Occupational Profiles, each employer determines the appropriate level of the **CRC** that should be used in the pre-screening process. This approach guarantees to the employer that a referred candidate has the appropriate level of workplace literacy that ensures trainability for the job. It is hoped that employers will also state the desired level of the **CRC** in all job postings as part of the educational requirements.

Virginia's economic development professionals are being encouraged to refer potential employers to the VSB as a determinant of the trainability of the workforce in a region.

Development of a portable skills credential is relatively straightforward and does not require a large budget or bureaucracy. What IS required is the commitment and political will to make it a reality. It is also helpful to have a fully committed leader for the initiative, preferably at the highest level of state government or education system.

It is imperative that the credential be fully marketed and supported or it will quickly fade into oblivion. Unless there is a "so what?" component in the process, there will be no return on the investment of time and other resources. Development of the credential MUST therefore be accompanied by a way of:

- a) Using it as an economic development tool, and
- b) Helping employers find skilled employees.

The **Career Readiness Certificate** was always intended to be the starting point for skills development. In Virginia, the next logical step is to develop further skills credentials that will be "add-ons" to the **CRC**. The work of the MEC (see page 3) indicates that this is an approach that will work well. In this time of lifelong, continuous learning, citizens of all ages must be encouraged to take a building block approach to a career. The **CRC** is a great first step on that journey!

Abbreviations

Abbreviations

<i>CRC</i>	Career Readiness Certificate
VWC	Virginia Workforce Council, the state WIB
VMA	Virginia Manufacturers Association
VCCS	Virginia Community College System
MEC	Manufacturers Education Consortium
MOU	Memorandum Of Understanding
CTE	Career & Technical Education
<i>CRCC</i>	Career Readiness Certificate Consortium
ADA	Americans with Disabilities Act
EEOC	Equal Employment Opportunity Commission
VSB	Virginia Skills Bank
WIB	Workforce Investment Board (local)
PSA	Public Service Announcement
SSN	Social Security Number

Appendix A

Manufacturing Education Consortium (MEC)

- **Vision:** Meeting Virginia's manufacturing workforce development needs of tomorrow, through comprehensive MEC-endorsed high school and college curriculums today.
- **Mission:** Create highly qualified and diverse candidates for career in manufacturing in the Greater Richmond Region by:
 - Developing and maintaining a manufacturing education endorsement process for educational programs that are aligned to the workplace.
 - Providing special consideration in selection processes to MEC certified graduates by participating MEC member organizations.
 - Continue to develop partnerships between manufacturers and member institutions to ensure the viability of educational programs and institutions.
 - Increase the visibility of manufacturing career opportunities.
 - Serve as a model workforce development partnership focused on curriculums that are aligned to the needs of the workplace.

MEC Endorsed Curriculum Content Areas

- Basic Mathematics
- Basic Computer
- Statistical Process Control
- Quality Assurance
- Mechanical Principles
- Work Ethic
- Follow Directions
- Teamwork
- Oral Communications
- Thinking Skills

Manufacturing Member Organizations

- Applied Materials
- ChemTreat, Inc.
- Dispersion Specialties, Inc.
- Dominions Resources
- E.I. Dupont De Nemours
- ERNI Americas
- Infineon Technologies
- Interbake Foods
- Kraft Foods North America, Inc.
- Old Dominion Window & Door
- Philip Morris, U.S.A.
- RGU Enterprises
- Wella Manufacturing of Virginia
- Westvaco Manufacturing

Education Member Organizations

- Chesterfield County Public Schools
- Goochland County Schools
- Hanover County Public Schools
- Henrico Public Schools
- J. Sargeant Reynolds Community College
- John Tyler Community College
- Prince George County Public Schools
- Richmond City Public Schools

Appendix B

Commonwealth of Virginia



Career Readiness Certificate

**In recognition of demonstrated skills in
Applied Mathematics, Reading for Information, & Locating Information**

NAME

is awarded a Silver Certificate

DATE

Governor Mark Warner

Appendix C

Take It To Work

www.crc.virginia.gov

The Career Readiness Certificate



Billboard Size: 10'6" x 36'

Proven

Success

Get Started With A Successful Career In:

- Animal Sciences
- Automotive Technology
- Business
- Commercial Art
- Computer Technology
- Construction
- E-commerce
- Forestry
- Healthcare
- Hospitality
- Marketing
- Manufacturing
- Public Safety
- Teaching
- AND MORE!

Contact your local community college representative or One-Stop Career Center to find out more about how to earn your **Career Readiness Certificate.**

Contact Name
(000) 000-0000
E-mail

Your Career Readiness Certificate shows you can do the job. It could mean the difference between starting your new career or starting over.

You can do it, and now, the Career Readiness Certificate proves it.



THE CAREER READINESS CERTIFICATE

Get Hired

GGet Started With A Successful Career In:

- Animal Sciences
- Automotive Technology
- Business
- Commercial Art
- Computer Technology
- Construction
- E-commerce
- Forestry
- Healthcare
- Hospitality
- Marketing
- Manufacturing
- Public Safety
- Teaching
- AND MORE!

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You can do it—the Career Readiness Certificate proves it.



THE CAREER READINESS CERTIFICATE

Answers You Have

Get Started With A Successful Career In:

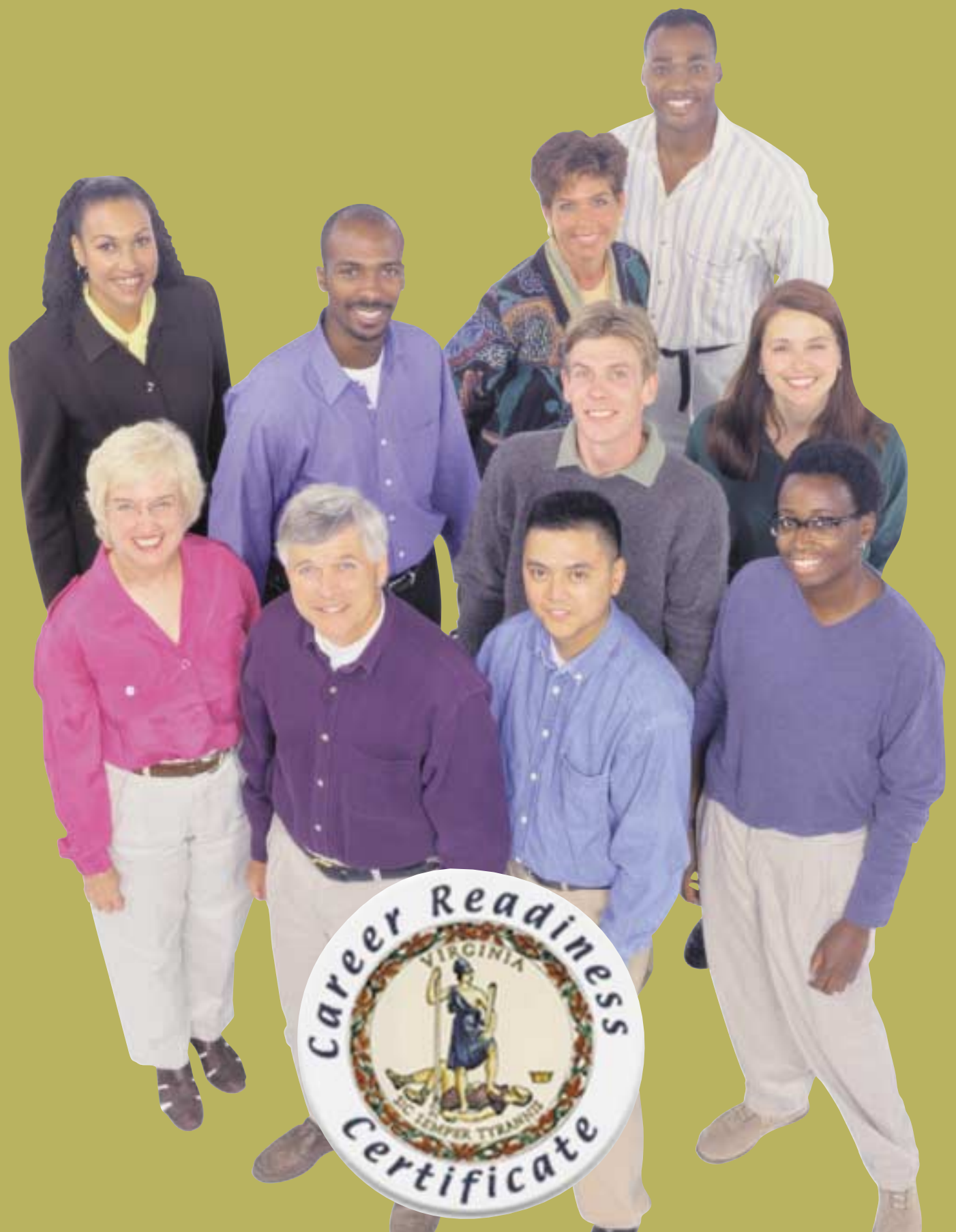
- Animal Sciences
- Automotive Technology
- Business
- Commercial Art
- Computer Technology
- Construction
- E-commerce
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- Public Safety
- Teaching
- AND MORE!

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Contact Name
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E-mail

Employers want to know what you can do for them. One way to answer questions about your job skills is to earn a **Career Readiness Certificate.**

It's the answer your employer is looking for.



Are You Ready?

Your Career Readiness Certificate shows you can do the job. It could mean the difference between starting your new career or starting over. So, get ready.



Get Started With A Successful Career In:

- Animal Sciences
- Automotive Technology
- Business
- Commercial Art
- Computer Technology
- Construction
- E-commerce
- Forestry
- Healthcare
- Hospitality
- Marketing
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- Teaching
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Contact Name
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THE CAREER READINESS CERTIFICATE

Fostering Economic Development in Our Communities

Employers look for places where their business can flourish. In Virginia, the number one concern among employers and those who are considering locating here is the availability of a skilled workforce. That's why the Career Readiness Certificate is especially useful in cities and counties where the likelihood of finding qualified workers might otherwise inhibit business development.

Acceptance of this new credential is growing quickly. The Career Readiness Certificate has been endorsed by:

- Virginia Chamber of Commerce
- Virginia Community College System
- Virginia Manufacturers Association
- Virginia AFL-CIO
- Virginia Workforce Council

Additionally, a coalition of states has been formed, the Career Readiness Certificate Consortium, which is designed to help standardize and deploy certificates across the country.

In addition to Virginia, the Consortium includes: Alabama, Colorado, Delaware, Georgia, Indiana, Kansas, Kentucky, Louisiana, Maryland, Missouri, North Carolina, North Dakota, Oklahoma, South Carolina, Tennessee, Washington, Wyoming, and the District of Columbia. Several other states including California, Hawaii, Idaho, Illinois, Michigan, Minnesota, Montana, New Mexico, and Rhode Island are also working to develop and deploy certificates. The certificate has gained wide acceptance in the business community, and the Governor is working with governors in all states to expand the initiative so that the Career Readiness Certificate is recognized and accepted by employers.

Virginia's Career Readiness Certificate

Virginia Community College System
Workforce Development Services
101 N. 14th Street 15th Floor
Richmond, VA 23219



READY TO

WORK

for YOU





Who is the Right Person for the Job?

Employers need people with the right skills, training and education to get the job done, but finding those people can be difficult. Bridging the gap between an employee's existing skills and those required on the job also can be costly and time-consuming. Hiring for entry-level positions poses an additional challenge to employers, because applicants often have little or no work history—and employers have no immediate way to evaluate the skills possessed by candidates.

The Career Readiness Certificate is the answer for employers who want a trainable workforce. When applicants carry the Career Readiness Certificate, they demonstrate skills in math, reading and information processing. Employers can use these scores to make the best decision when hiring or training workers.

The Career Readiness Certificate

The Career Readiness Certificate can be easily understood by employers, educators and recipients. It is designed to help describe the abilities of a potential or current employee in three important work-related areas: applied mathematics, reading for information, and locating information. In addition to its value as a stand-alone credential, the certificate can be used as a terrific supplement to a high school diploma, a GED or a college degree. In the first year, more than 5,500 residents earned the certificate.

The Career Readiness Certificate is awarded after an individual completes a standardized test. Individuals earn one of three levels of Career Readiness Certificates based on their test performance:

- **Bronze** signifies that a recipient possesses skills for approximately 30% of jobs.
- **Silver** signifies that a recipient possesses skills for approximately 65% of jobs.
- **Gold** signifies that a recipient possesses skills for 90% of jobs.



Find out more

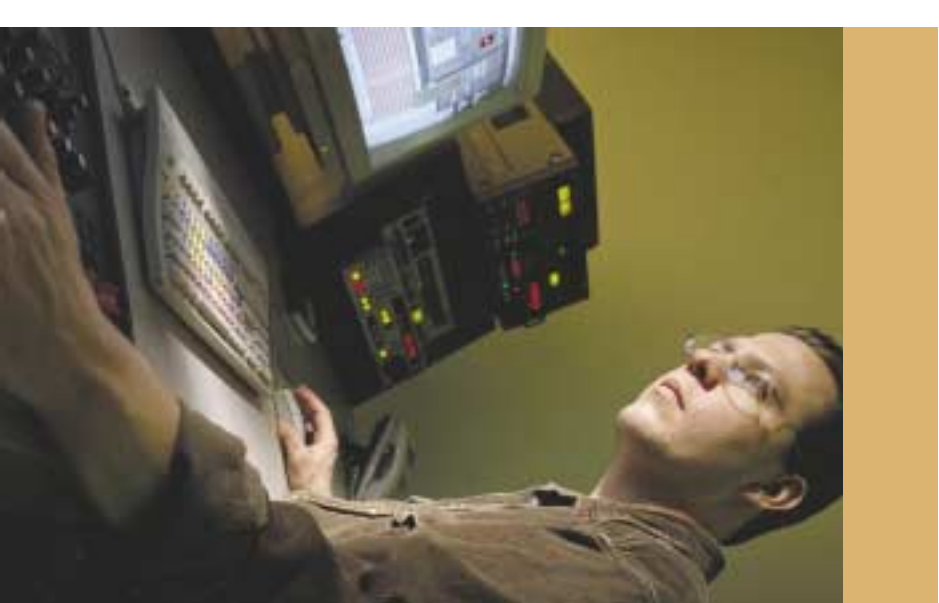
about the Career Readiness Certificate, the Virginia Skills Bank and other resources for businesses at:

www.crc.virginia.gov



Regional Data Available at the Virginia Skills Bank

Considering there are currently thousands of Virginians with Career Readiness Certificates, a searchable web-based application, the Virginia Skills Bank, was created as an economic development tool to showcase the skills of Virginia's workforce. Information can be queried according to zip code, geographic region, college district and many other ways to show the skill levels of the populace. An interested potential employer can search the database for a region and find data such as the number of those who have a Gold, Silver, or Bronze CRC living near where they intend to do business. It does not tell employers how many of those people are currently employed or how many might be willing to work for them, but it does provide information on skill and trainability that otherwise would not be available. More information on the Virginia Skills Bank can be found at www.crc.virginia.gov.



For more information about the Career Readiness Certificate contact your local Virginia Community College or One-Stop Career Center.

*The Career Readiness Certificate is facilitated by Virginia Community College System Workforce Development Services
101 N. 14th Street 15th Floor
Richmond, VA 23219*



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Who is the Right Person for the Job?

Does the applicant have the skills, training and education that an employer needs to get the job done? That's a critical question for most businesses—and there's been no easy way to determine the answer until now. The Career Readiness Certificate is designed specifically to answer questions about a potential or current employee's skills in three important areas: applied mathematics, reading for information, and locating information—skills required by more than 85% of jobs in the country. Employers now have a clear, standardized tool to assess the skill level of potential and current employees. That means choosing the right person for the job just got easier.

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Who Has The Job Skills You Need?





Fostering Economic Development in Our Communities

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Additionally, a coalition of states has been formed, the Career Readiness Certificate Consortium, which is designed to help standardize and deploy certificates across the country. In addition to Virginia, the Consortium includes: Alabama, Colorado, Delaware, Georgia, Indiana, Kansas, Kentucky, Louisiana, Maryland, Missouri, North Carolina, North Dakota, Oklahoma, South Carolina, Tennessee, Washington, Wyoming, and the District of Columbia. Several other states including California, Hawaii, Idaho, Illinois, Michigan, Minnesota, Montana, New Mexico, and Rhode Island are also working to develop and deploy certificates. The certificate has gained wide acceptance in the business community, and the Governor is working with governors in all states to expand the initiative so that the Career Readiness Certificate is recognized and accepted by employers.



Regional Data Available at the Virginia Skills Bank

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Find out more
about the Career Readiness Certificate, the Virginia Skills Bank and other resources for businesses at:

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For more information about the Career Readiness Certificate contact your local Virginia Community College or One-Stop Career Center.

The Career Readiness Certificate is directed by
Virginia Community College Systems Workforce Development Services
101 N. 14th Street 15th Floor
Richmond, VA 23219
(804) 819-XXXX

Who is the Right Person for the Job?

Employers need people with the right skills, training and education to get the job done, but finding those people can be difficult. Bridging the gap between an employee's existing skills and those required on the job also can be costly and time-consuming. Hiring for entry-level positions poses an additional challenge to employers, because applicants often have little or no work history—and employers have no immediate way to evaluate the skills possessed by candidates.

In an effort to address these challenges, Governor Mark Warner developed the Virginia Career Readiness Certificate (CRC). The CRC shows an individual's competency in applied mathematics, reading for information, and locating information—skills required by more than 85% of jobs in the country.

Employers now have a clear, standardized tool to assess the skill level of potential and current employees. That means choosing the right person for the job just got easier.

The Career Readiness Certificate is the answer for employers who want a trainable workforce. When applicants carry the Career Readiness Certificate, they demonstrate skills in math, reading and information processing. Employers can use these scores to make the best decision when hiring or training workers.

Virginia's Career Readiness Certificate

The Career Readiness Certificate can be easily understood by employers, educators and recipients. It is designed to help describe the abilities of a potential or current employee in three important work-related areas: applied mathematics, reading for information, and locating information. In addition to its value as a stand-alone credential, the certificate can be used as a terrific supplement to a high school diploma, a GED or a college degree.

In the first year, more than 5,500 residents earned the certificate.

The Career Readiness Certificate is awarded after an individual completes a standardized test. Individuals earn one of three levels of Career Readiness Certificates based on their test performance:

- **Bronze** signifies that a recipient possesses skills for approximately 30% of jobs.
- **Silver** signifies that a recipient possesses skills for approximately 65% of jobs.
- **Gold** signifies that a recipient possesses skills for 90% of jobs.

Virginia's Career Readiness Certificate

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Workforce Development Services
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READY TO
WORK
FOR YOU



Fostering Economic Development in Our Communities

Employers look for places where their business can flourish. In Virginia, the number one concern among employers and those who are considering locating here is the availability of a skilled workforce. That's why the Career Readiness Certificate is especially useful in cities and counties where the likelihood of finding qualified workers might otherwise inhibit business development. Acceptance of this new credential is growing quickly. The Career Readiness Certificate has been endorsed by:

- Virginia Chamber of Commerce
- Virginia Community College System
- Virginia Manufacturers Association
- Virginia AFL-CIO
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Workforce Development Services
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Richmond, VA 23219



WE'VE GOT THE
ANSWERS





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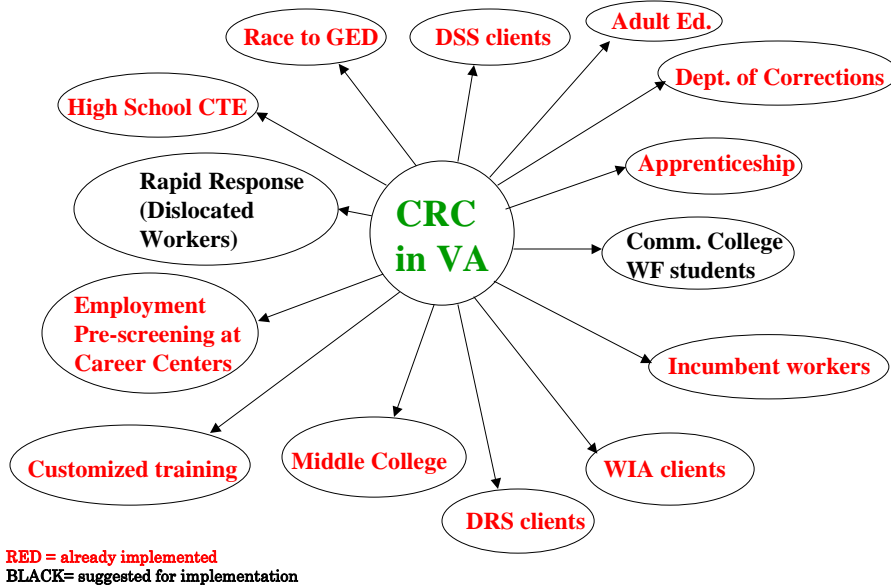
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Appendix D

CRC Deployment across the Workforce and Career Development System



CRC Deployment across the Workforce and Career Development System

