

 ALASKA SHRM STATE COUNCIL 

Complimentary Webinar Series

Download copy of slides
<http://alaska.shrm.org/slides>

To Troubleshoot webinar, go to
<http://alaska.shrm.org/webinarhelp>

 /AKSHRMStateCouncil  @akstatecouncil  <http://tiny.cc/AKLinkedIn>

 ALASKA SHRM STATE COUNCIL 

HRCI-Pre-approved



1 General Credit

The link to the certificate will be provided at the end

Alaska Career Ready, WorkKeys and the National Career Readiness Certificate



Learn how the



program can help you

January 31, 2014

What is the Alaska Career Ready (ACR) Program?

The **Alaska Career Ready (ACR)** program is credentialing program that tests and scores job skills. It is a joint effort between the Departments of Labor and Workforce Development and Education and Early Development that allows students and adult job-seekers to:

- Evaluate their readiness for work, college, and occupational training-
- Improve the basic skills valued by employers and educators



ACR is sponsored by the State of Alaska so there is no cost for employers or jobseekers to participate in the program

Who does the ACR impact?

ACR Serves 4 main stakeholders:

| EED | DOLWD |
|-----------|-------------|
| Educators | Employers |
| Students | Job Seekers |

Employers are using the ACR to assess their potential and existing employees and train them as well.

Job seekers are taking the tests to apply for jobs.

Alaskan high school students are required to take the WorkKeys tests in their junior year at their school.

ACR Goals

Provide Educators & Employers

- A means to assess the student and job seekers current skills and methods to improve
- Increase the number of qualified applicants
- Help connect the right people in the right positions
- Give employers a competitive edge
 - Reducing turnover
 - Reduces employee training costs
 - Saves hiring time and money
 - Increasing productivity and profitability
- Hire the right person the first time

Provide Students & Job Seekers

- Career Information- what foundational academic skills are required for various careers
- Assessment- to measure skill levels
- Instruction- Instruction to enhance skills
- Credential- opportunity to document skills by earning a National Career Readiness Certificate

The WorkKeys System

- Developed by the ACT Corporation
- Job skills measurement system
- Measures “real-world” foundational skills critical to job success
- Skills needed for any occupation- skilled or professional- and at any level of education



The WorkKeys System



WorkKeys Job Profiling

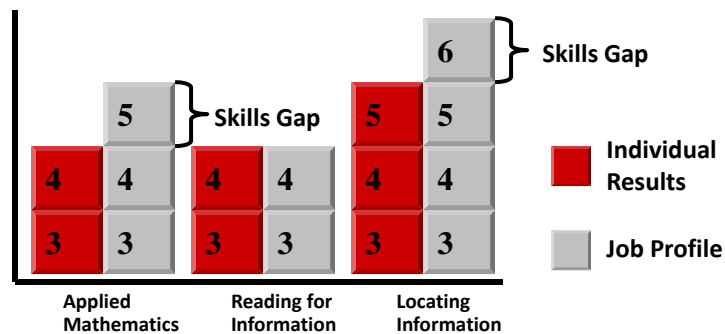
**Benchmarks the skill levels required
of the job or curriculum**

Four key steps:

1. **Develop initial job task list (or if curriculum profile, a learning objectives list)** – *tour, job shadow, collect samples – how the task is accomplished “by...”*
2. **Task Analysis with focus group of 10% representative sample of job incumbents** – *edit, rate and sort list for Importance*
3. **Skill Analysis with focus group** – *links the job tasks to the WorkKeys skills and levels. Profiler reads and explains skill levels.*
A WorkKeys skill level is made up of the characteristics of the stimulus (problem, video, graphic, reading passage, etc.) and what the employee has to do with it in the workplace.
4. **Customized report with skill level results, examples provided by the focus group and final task list.**

Identify Skills Gaps

By comparing the job profile and individual assessment results, skills gaps can be identified

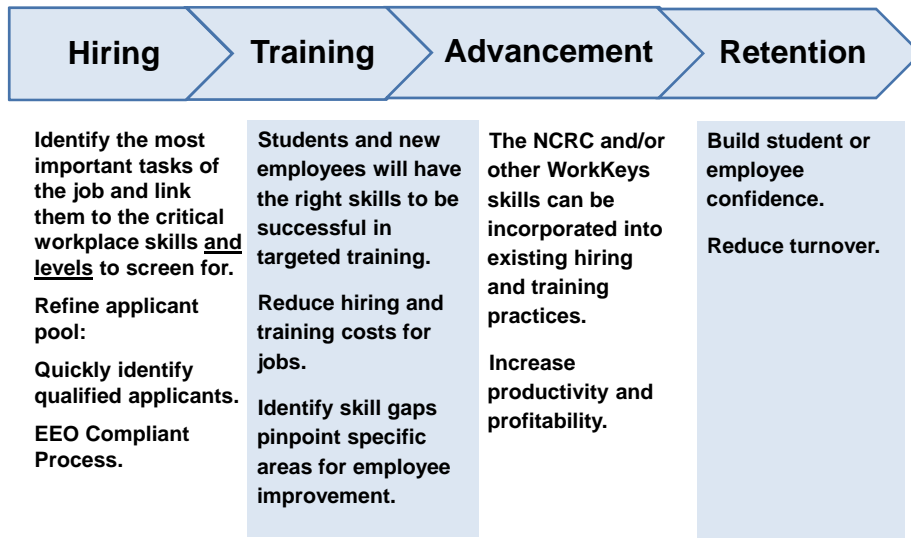


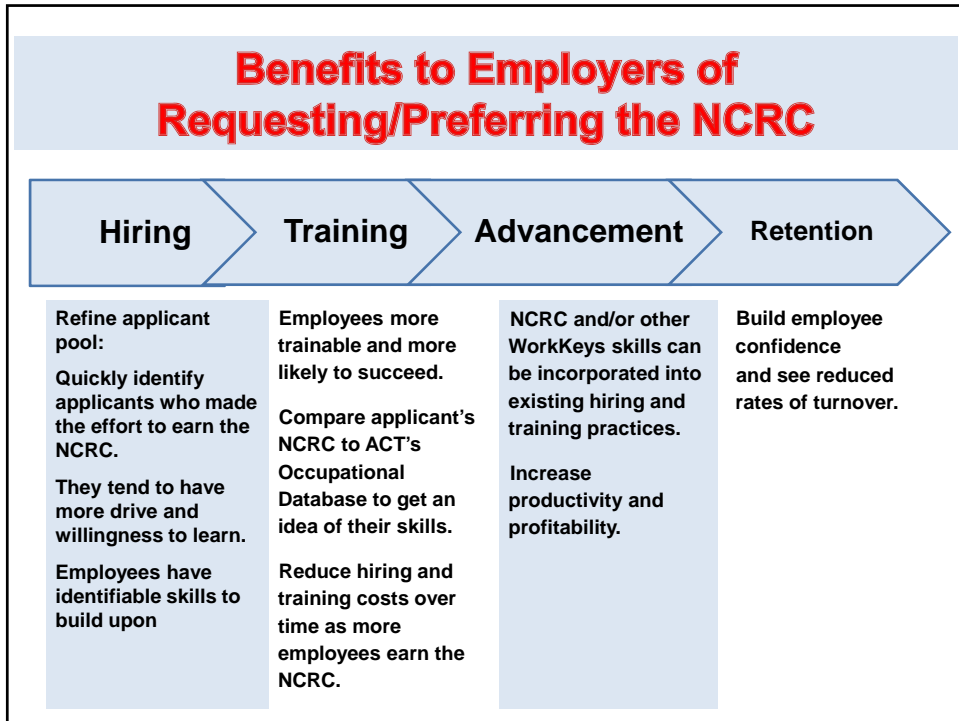
KeyTrain Helps to Fill Skill Gaps

KeyTrain provides self-paced curriculum to help individuals fill their skill gaps



Benefits to Employers of WorkKeys Profiling and Requiring Assessments





State of Alaska Positions Profiled

| Company | WorkKeys Profiled Job, | Reading for Information Entry | Locating Information Entry | Applied Math Entry | Other Skills Entry |
|----------------------|--|-------------------------------|----------------------------|--------------------------------|----------------------------------|
| AK DOLWD | Employment Security Specialist I (ESSI) at Job Centers | 4 | 4 | 3 | 3 Teamwork |
| AK DOLWD | ESS I - Job Developers | 4 | 4 | 4 | 4 Teamwork |
| AK DOWLD | ESSI - Unemployment Insurance | 4 | 4 | 4 | 3 Teamwork |
| SOA | Accounting Clerk | 4 | 4 | 4 | |
| SOA | Office Assistant I | 3 | 3 | 3 | |
| AJEATT IBEW | Year 1 Inside Wireman Apprentice | 6 | 5 | 6 | |
| AADSA | Direct Support Staff in Adult Day Services | 4 | 4 | 3-BusWr 4 - TW | 4 - Listening 4 - Observation |
| JATC P&P | Year 1 Plumbers and Pipefitters Apprentice | 4 | 4 | 6 - FBX 5 - ANCH 5 - JNU | |
| CCI | Field Service Technician | 4 | 4 | 3 | |
| Blood Bank of Alaska | Phlebotomist | 4 | 4 | 3 | |
| Breeze In | Cashier | 4 | 4 | 3 | Workplace Observation - 2 |

State of Alaska Positions Profiled

| Company | WorkKeys Profiled Job, | Reading for Information Entry | Locating Information Entry | Applied Math Entry | Other Skills Entry |
|--|---|-------------------------------|----------------------------|--------------------|--|
| <i>Greens Creek</i> | Backfiller | 4 | 4 | LU - 2 | Workplace Observation - 3 |
| <i>AATCA Sheet Metal Workers</i> | Year 1 Sheet Metal Worker Apprentice - Fairbanks | 4 | 4 | 6 | |
| <i>Wasilla Chiropractic Ctr.</i> | Chiropractic Assistant | 3 | 4 | | Listening for Understanding - 2 |
| Maritime Hydraulics 4/12 | Warehouse Mechanic | 3 | 4 | 4 | Workplace Observation 2 |
| DOLWD 8/12 | Employment Specialist II Case Manager Work Services | 4 | 4 | 4 | Listening for Understanding 2 |
| MPTS 5/12 | Well Control Instructor | 4 | 4 | 6 | Listening for Understanding 3 |
| MPTS 5/12 | Well Control Class | 4 | 4 | 6 | |
| Mat-Su Tool Repair 5/12 | Parts Clerk | 3 | 4 | 4 | |
| Juneau Alliance for Mental Health 2/13 | Behavioral Health Associate | 4 | 4 | N/A | Workplace Observation 3, Listening for Understanding 2 |

State of Alaska Positions Profiled

| Company | WorkKeys Profiled Job, | Reading for Information Entry | Locating Information Entry | Applied Math Entry | Other Skills Entry |
|---|---|-------------------------------|----------------------------|--------------------|---|
| Marlow Manor 6/13 | Residential Living Assistant | 4 | 4 | N/A | Workplace Observation 3, Listening for Understanding 3, Writing 3 |
| DOC, Div. of Offender Habilitation - 5/13 | ABE GED Instructor/Tutor Contracted | 5 | 4 | 6 | |
| USPS Wasilla, Chugiak, Juneau 6/13 | Postal Support Employee 813 - Mail Processing Clerk | 4 | 4 | 3 | |
| USPS Wasilla, Chugiak, Juneau 6/13 | Postal Support Employee 814 Retail Clerk | 4 | 4 | 4 | |
| Anchorage Sheet Metal Workers JATC- 6/13 | Year 1 Apprentice Sheet Metal Workers (using Profile levels from Fairbanks Sheet Metal beginning Spring 2014) | 4 | 4 | 6 | |
| UAA Chugiak Eagle River Campus 10/30/13 | Retail Management Certificate Program Curriculum | 4 | 4 | 4 | |
| USPS, Wasilla 8/1/13 | City Carrier Assistant | 4 | 4 | 3 | |
| ACE Dragon Coatings and Foam 10/29/13 | On-the-Job Training Apprenticeship Year 1 Industrial Painting Application Specialist | 4 | N/A | 4 | Workplace Observation 3, Listening for Understanding 3 |

State of Alaska Positions Profiled

| Company | WorkKeys Profiled Job, | Reading for Information Entry | Locating Information Entry | Applied Math Entry | Other Skills Entry |
|-----------------------------|----------------------------------|-------------------------------|----------------------------|--------------------|---|
| Peak Oilfield Services Co. | Roustabout | 4 | 4 | n/a | Listening for Understanding 2, Business Writing 3 |
| Safeway (for UAA) | Person In Charge | 4 | 4 | 4 | |
| JATC Southern AK Carpenters | First Year Carpenters Apprentice | In Progress | | | |
| | | | | | |
| | | | | | |
| | | | | | |

The WorkKeys System

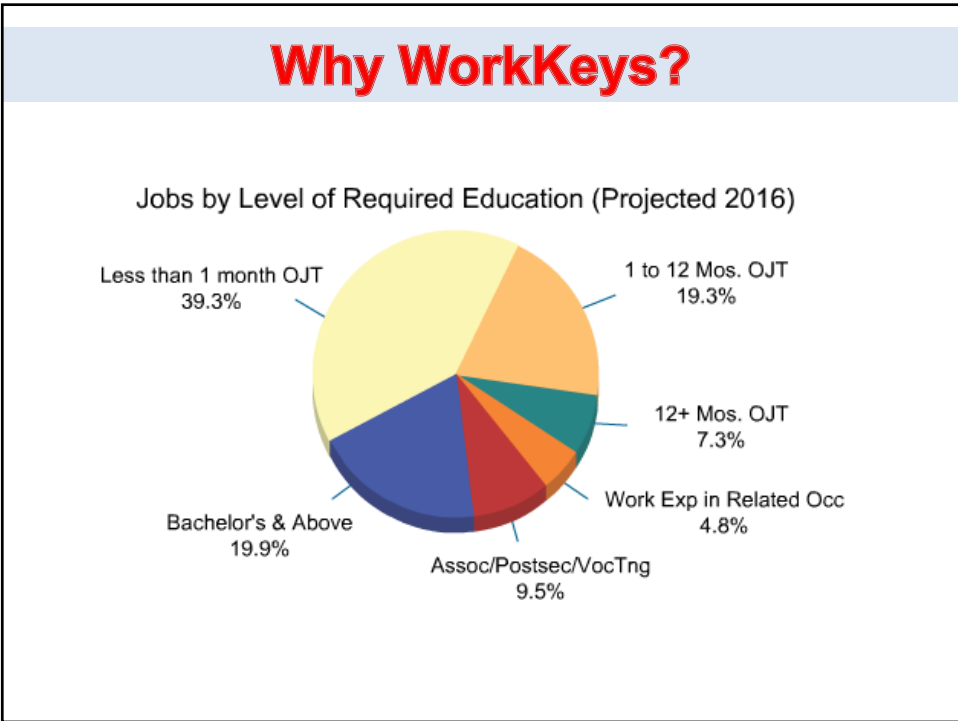


Why WorkKeys?

- Employers ask for employees who have “more math” or “better reading skills”
- WorkKeys defines those skills using a common metric and common language

Business *Students & Job Seekers* Education

WorkKeys® and the National Career Readiness Certificate:
the common language between business and education.



WorkKeys Assessments— Measuring Skills

Communication Skills

- ✓ Business Writing
- ✓ Listening
- ✓ Reading for Information
- ✓ Writing

Problem Solving Skills

- ✓ Applied Mathematics
- ✓ Applied Technology
- ✓ Locating Information
- ✓ Workplace Observation

Interpersonal Skills

- ✓ Teamwork

Soft Skills

- ✓ Performance
- ✓ Talent
- ✓ Fit



WorkKeys

77% of profiled jobs utilize all of these skills



Reading for Information

- Measures comprehension and reasoning skills when reading written text on the job.



Applied Mathematics

- Measures skill in applying mathematical reasoning, critical thinking and problem-solving techniques - from basic to multiple step math functions.



Locating Information

- Measures skill in working with workplace graphics to find and analyze information – a *prized skill that is hard to discern in a job interview*

WorkKeys Locating Information Level 3 Sample Question



You regularly check the pressure gauge on a large tank. According to the gauge shown, what is the current pressure (in PSI)?

- A. 30 B.35 C.40 D.45 E.100

Why this is a Level 3 item:

The problem contains an elementary workplace graphic.
Examinees find one piece of information.

23

WorkKeys Applied Math Level 5 Sample Question

Quik Call charges 18¢ per minute for long-distance calls. Econo Phone totals your phone usage each month and rounds the number of minutes up to the nearest 15 minutes. It then charges \$7.90 per hour of phone usage, dividing this charge into 15-minute segments if you used less than a full hour. If your office makes 5 hours 3 minutes worth of calls this month using the company with the lower price, how much will these calls cost?

- A.\$39.50 D. \$54.00
B.\$41.48 E. \$54.54
C.\$41.87

Why this is a Level 5 item:

- There are several steps of logic and calculation.
- Examinees must perform calculations using mixed numbers.
- Examinees must compare their answers with two sets of calculations and choose the "best deal."

24

WorkKeys Reading for Information Level 6 Sample Question

Section 113.18

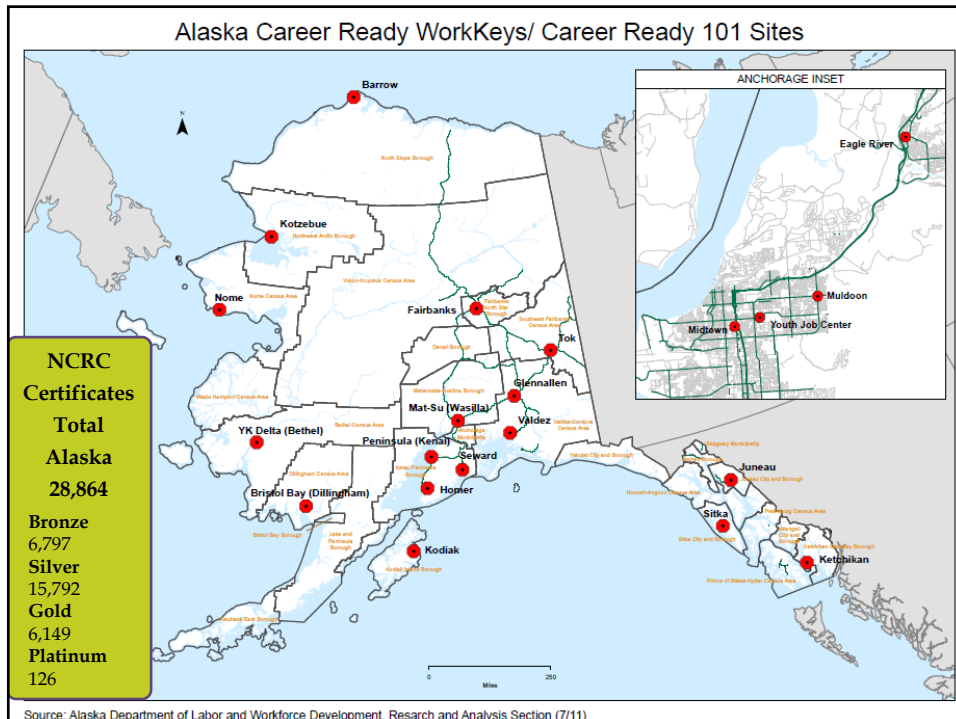
A lawful fence shall consist of:

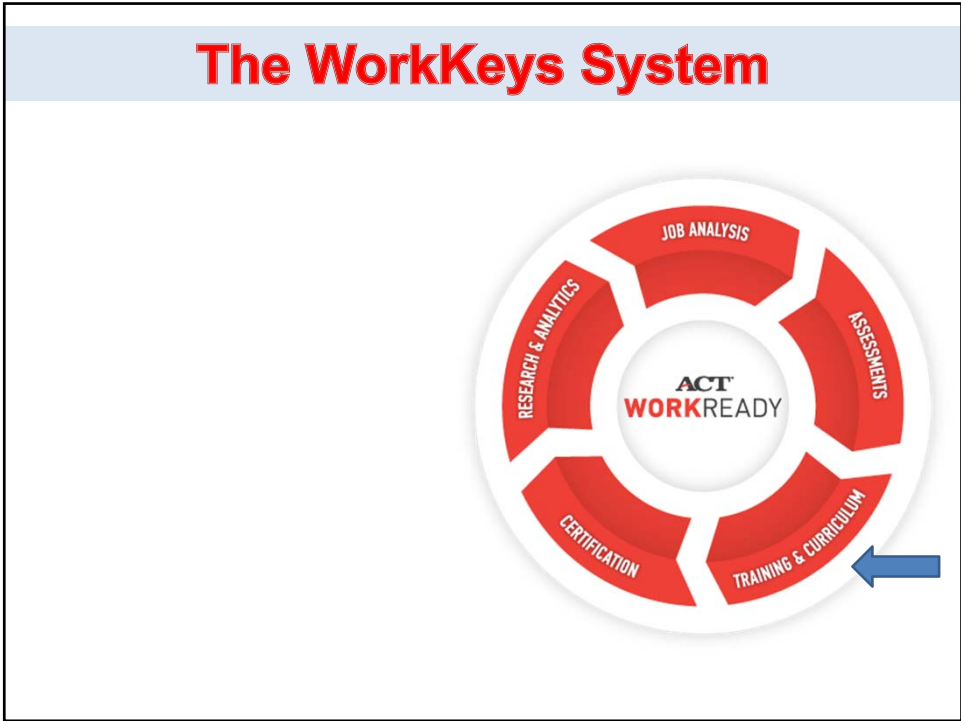
1. Three rails of good substantial material fastened in or to good substantial posts α ten feet apart.
OR
2. Three boards not less than six inches wide and three-quarters of an inch thick, fa to good substantial posts not more than eight feet apart.
OR
3. Three wires, barbed, with not less than thirty-six iron barbs of two points each or wire; or four wires, two thus barbed and two smooth. The wires are to be firmly posts not more than two rods apart, with not less than two stays between posts, α not more than one rod apart without such stays, the top wire to be not more than less than forty-eight inches in height. The bottom wire should be not less than tw than eighteen inches above the ground. The middle wire should be not less than more than eighteen inches above the bottom wire.
OR
4. Wire either wholly or in part substantially built and kept in good repair, the lowe

A farmer's fence has three barbed wires attached to posts spaced two rods apart with two stays between posts. The top wire is forty-nine inches in height. The bottom wire is ten inches above the ground. Based on the regulation shown, why is the fence NOT lawful under Section 113.18?





- A. The fence must have four wires, two smooth and two barbed.
- B. The fence posts should be spaced closer together.
- C. The top wire should be higher.
- D. There should be more stays.

25





Training & Curriculum Career Ready 101

| | | | |
|---|---|--|---|
|  |  |  |  |
| KeyTrain Foundational Skills Trainability Transferable skills | Career and Life Skills Soft skills for the workplace and life Financial Literacy | Job Search Skills Resumes, Job Search, Job Applications, Interviewing | Career Exploration Search careers by WorkKeys skills and interest areas |

Career Ready 101

Getting started:

Students can contact their school representative for their username and password.

A career guide can assist students on lessons to work on in preparation for taking the WorkKeys assessments.

KeyTrain Curriculum

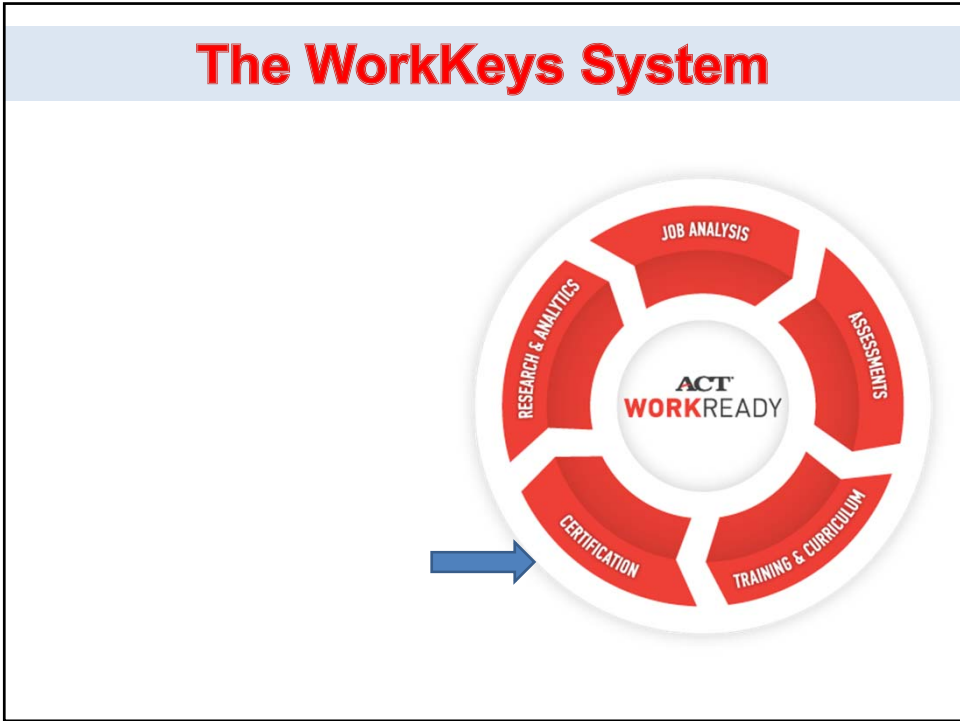
KeyTrain and WorkKeys go hand in hand.

The same way a PSAT preps a student for the SAT, KeyTrain can be used to assist users with preparing for WorkKeys tests.

KeyTrain / Career Ready 101 is being used by educators, employers, businesses, and even correctional institutions to build skills and prepare students and job seekers/employees for the workforce.

KeyTrain tests a user's abilities, compares them to industry standards, and builds a training plan specifically geared to meet the training needs of that user.

This isn't a training plan for everyone, it's a training plan for the individual.



National Career Readiness Certificate (NCRC)

The **NCRC** is a **credential** that is:

- Evidence-based
- Industry-recognized
- Portable
- Certifies essential skills important for workplace success
- Awarded at four levels: Bronze, Silver, Gold, Platinum

National Career Readiness Certificate

NCRC is awarded at four levels based on an individual's performance on the assessment



The score shows the skill level as compared to skills that employers seek in workers (for example: 93% means an individual has necessary foundational skills for 93% of the jobs in the WorkKeys database of profiled jobs)

NCRC Benefits for Students and Job Seekers

- Provides you the opportunity to qualify for the National Career Readiness Certificate and for the Alaska Performance Scholarship
- Shows prospective colleges, post secondary institutions, and employers anywhere in the United States proof of your skills
- Identify workplace skills that could be improved, which enables you to see the importance of your existing and future courses.
- Match your workplace skills to the skills employers need
- Demonstrates your commitment to succeed
- Enables you to rank above other job applicants who do not have the needed skills documented

Use Your Scores

Once you see your scores, you can use them to search the WorkKeys database to find careers that match your skills. Here is an example of information you can get from the WorkKeys website at www.act.org/workkeys/analysis/occup.html click on *WorkKeys Occupational Profiles* and click down arrow to search by skill levels.

Search Jobs by Skills

Average WorkKeys Scores Needed by Job Title

Browse the Applied Mathematics, Locating Information, and Reading for Information scores required for different job titles.

Browse Job Titles: [A](#) [B](#) [C](#) [D](#) [E](#) [F](#) [G](#) [H](#) [I](#) [J](#) [K](#) [L](#) [M](#) [N](#) [O](#) [P](#) [R](#) [S](#) [T](#) [U](#) [V](#) [W](#)

| Job Title | Applied Mathematics | Locating Information | Reading for Information |
|--|---------------------|----------------------|-------------------------|
| Data Entry Keyers | 3 | 4 | 4 |
| Database Administrators | 5 | 4 | 6 |
| Dental Assistants | 4 | 4 | 4 |
| Dental Laboratory Technicians | 3 | 3 | 3 |
| Design Printing Machine Setters and Set-Up Operators | 3 | 4 | 3 |
| Dining Room and Cafeteria Attendants and Bartender Helpers | 3 | 4 | 3 |
| Dishwashers | 3 | 4 | 3 |
| Dispatchers, Except Police, Fire, and Ambulance | 4 | 5 | 4 |

NCRC Benefits for Employers

- Increase the number of qualified applicants
- Help connect the right person in the right position
- Give employers a competitive edge
 - Reduce employee training costs
 - Reduce turnover
 - Save hiring time and money
 - Increase productivity and profitability
- Hire the right person the first time!

Ask for the NCRC, It's that simple

Add the certificate to all job postings:

“We prefer applicants have the National Career Readiness Certificate.”

- Use the NCRC, along with other criteria, as part of the selection process to identify candidates with verified foundational skills.
- Employers can **Recognize, Request, or Require** the NCRC. The vast majority of employers will be successful with requesting the NCRC. The NCRC is used as one factor in many to consider an applicant's fit to a job.
- When requiring a specific NCRC level or skill level, we recommend the employer first profiles the job to develop an accurate understanding of the level needed and the justification for requiring it.
- Requiring the NCRC works for many employers, but it isn't always necessary for NCRC use in Alaska.

Show WorkKeys scores and NCRC info in ALEXsys:

ALEXsys is Alaska's "labor exchange system." It is FREE and it allows individuals to create and post résumés, search for jobs, and contact employers who have job openings.

The screenshot shows the ALEXsys interface for adding an Occupational License (Certificate). The form includes the following fields and options:

- Occupational License(s) - Certificate(s)**
- * Credential Type:** Career Readiness Certificate
- ** Career Readiness Certificate:** Bronze Career Readiness Certificate
- Other License or Complete Name:** (text input)
- Certificate/License Number:** (text input)
- * Issuing Organization:** ACT
- * Completion Date (mm/yyyy):** 01/2011
- Expiration Date (mm/yyyy):** (text input)
- * Country:** United States
- * State:** Alaska
- Comments:**
 - Reading 3 address:
 - Reading 3
 - Reading 4
 - Reading 4
 - Reading 4

Navigation links on the left include: Home, Logged in as: [User Name], Log Off, Quick Menu, Job Search, Resume Builder, My Background, Services for Individuals, Career Services, Job Seeking Services, Education Services, Labor Market Services, Other Services, My Individual Profile, My Home Page, Message Center, Assistance Center, Alaska Job Centers, and About This Site.

Questions??

Who to contact?

Kim Kolvig, ACR Statewide Coordinator
 Department of Labor & Workforce Development
Kimberly.kolvig@alaska.gov or 907.465.5948



Krista Jacoby, ACR Statewide Coordinator
 Department of Education and Early Development
Krista.jacoby@alaska.gov or 907.465.6410



Laurie Fuglvog, WorkKeys Job Profiler
 Department of Labor & Workforce Development
Laurie.fuglvog@alaska.gov or 907.364.2497



ACT Occupational Profiles Database: www.act.org/workkeys/analysis/occup.html

WorkKeys Assessments: www.act.org/workkeys/assess

Case Studies: www.act.org/workforce/case



ALASKA SHRM STATE COUNCIL



Thank You!

To download a copy of your certificate go to

<http://alaska.shrm.org/certificate>