



2020
JUMP START!
20
CONVENTION

MODERN PATHWAYS to a PROSPEROUS FUTURE

 DEPARTMENT of
EDUCATION
Louisiana Believes

JANUARY 28, 2020
RAISING CANE'S RIVER CENTER
BATON ROUGE, LA

 @JUMPSTART4LA

Central Louisiana

ACT Certified Work Ready Community

- Cenla was the first region of the state with 10 parishes certified as ACT Work Ready Communities
- How did Cenla get involved in this initiative?
- Who are the key stakeholders and what are their roles?
- Impact on the employer community and evidence of success – RoyOMartin
- Impact on the region's economic and workforce development efforts - CLEDA

Benefits of Building ACT[®] Work Ready Communities

Dr. Marjorie Taylor

Executive Director, The Orchard Foundation

Sondra Redmon

Director of Workforce Development

Central Louisiana Economic Development Alliance (CLEDA)

Donna Bailey

Vice President of Human Resources

RoyOMartin

**CENLA
WORK READY
NETWORK**
PREPARING TOMORROW'S WORKFORCE

A system designed to link education and workforce development efforts and align them with regional economic needs.



Goals



Phase I – Public and Private High Schools

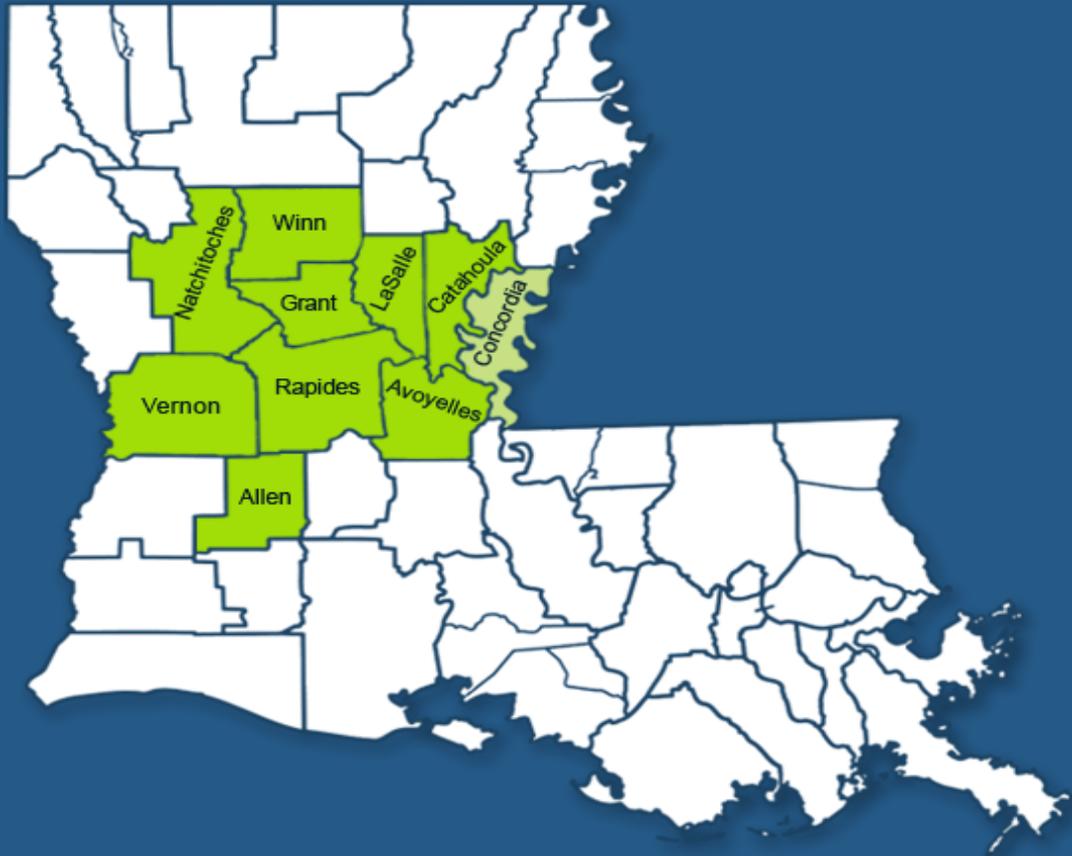
- All Cenla students receive Work Ready Certificates
- Increased number of students receiving Industry- Based Certifications

Phase II – Under/Unemployed & Incumbent Workers

- Provide opportunities for the under and un-employed to receive Work Ready Certificates
- Provide opportunities for incumbent workers to receive Work Ready Certificates

Total ACT WorkKeys NCRCs Earned in Central Louisiana

The Cenla Region includes the nine parishes in The Rapides Foundation service area and Concordia Parish, which is part of the Central Louisiana Technical Community College.



CENLA REGION

Platinum	1,760	
Platinum Plus	8	i
Gold	6,465	
Gold Plus	541	i
Silver	16,820	
Silver Plus	1,940	i
Bronze	8,141	
Bronze Plus	785	i
Total	36,460	
Last Updated:	Dec 30, 2019	

Service Delivery

Major Partners and Roles

- ❖ Rapides/Orchard Foundations → Funding & TA
- ❖ Chambers of Commerce → Employer Engagement
- ❖ CLEDA → Employer Engagement and Job Profiling
- ❖ School Districts → ACT WorkKeys curriculum/WorkKeys to high school students
- ❖ LCTCS → ACT WorkKeys curriculum/WorkKeys to adult population
- ❖ LA Workforce Commission Business and Career Solutions Centers → ACT WorkKeys Curriculum/WorkKeys to adult population

 ACT[®] National Career Readiness Certificate¹

ACT WORKKEYS NCRC LEVELS

■ Platinum	4,766
■ Gold	21,886
■ Silver	81,242
■ Bronze	49,306

TOTAL	157,200
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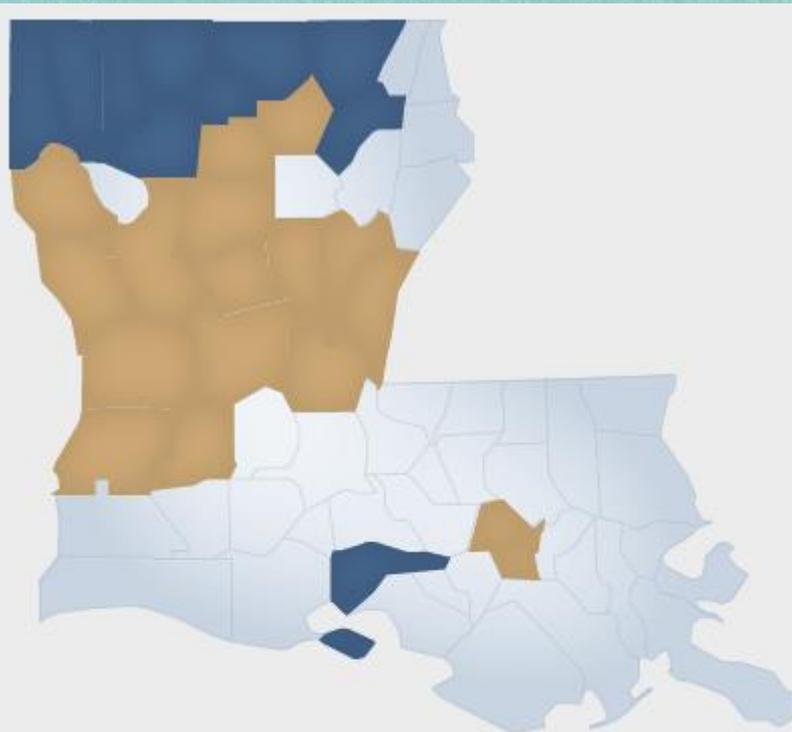
JOB PROFILES COMPLETED ¹	45
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EMPLOYERS SUPPORTING ¹	977
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ACT WorkKeys NCRC Data:
01-01-2006 - 11-30-2019

www.workreadycommunities.org

27 of 64 parishes
(42%)
now involved in WRC!



 PARTICIPATING COUNTY  CERTIFIED COUNTY

Employer's Perspective



The secret to a World Class business is PEOPLE!



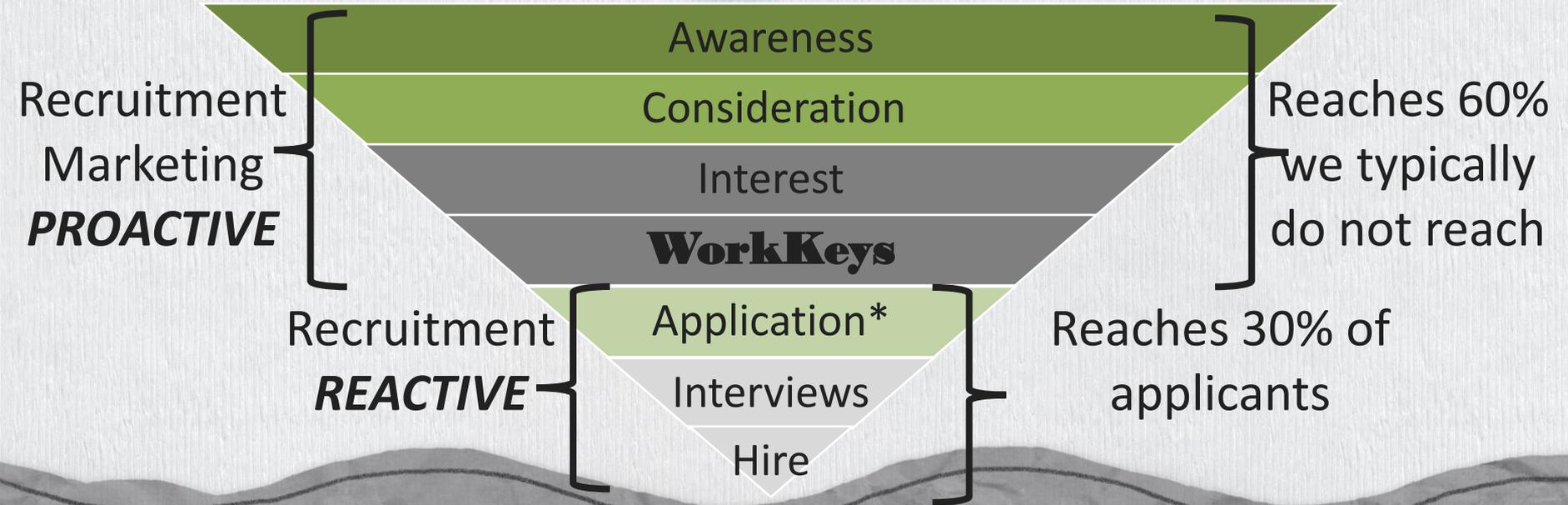
We
MUST
hire & retain
Talented people.

Hiring the Best

“Hiring the right people, and managing their talent once on board, is key to a successful business. ACT Work Ready Communities help companies find the right people with the basic skills needed for the job, with non-discriminatory pre-employment assessments.”

*Donna Bailey
Vice President of Human Resources*

Hiring Talent



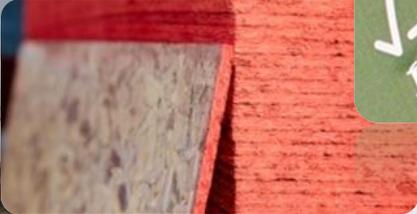
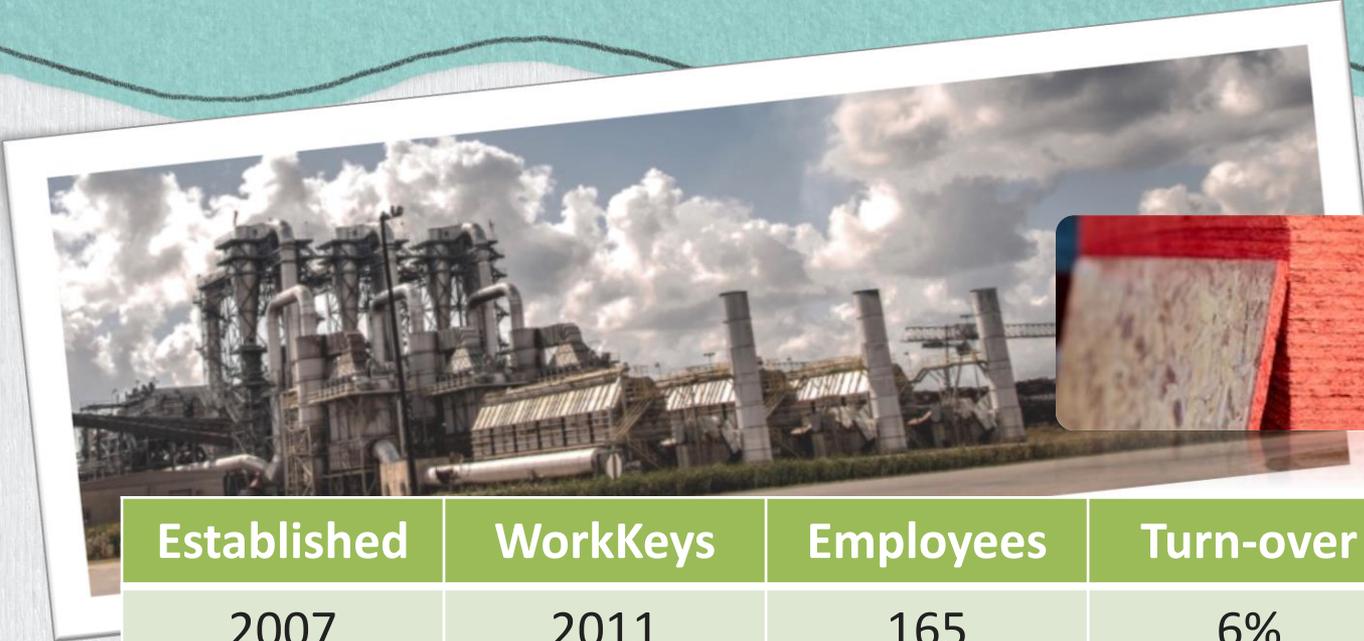
The secret to Retaining Talent is ENGAGEMENT!

- Happy employees are more engaged
- Millennials/Gen Z's - 75% of the workforce by 2025
- T & D ranks 300% higher than cash/bonuses
- WorkKeys can be used between levels to develop your workforce

Benefits of WorkKeys

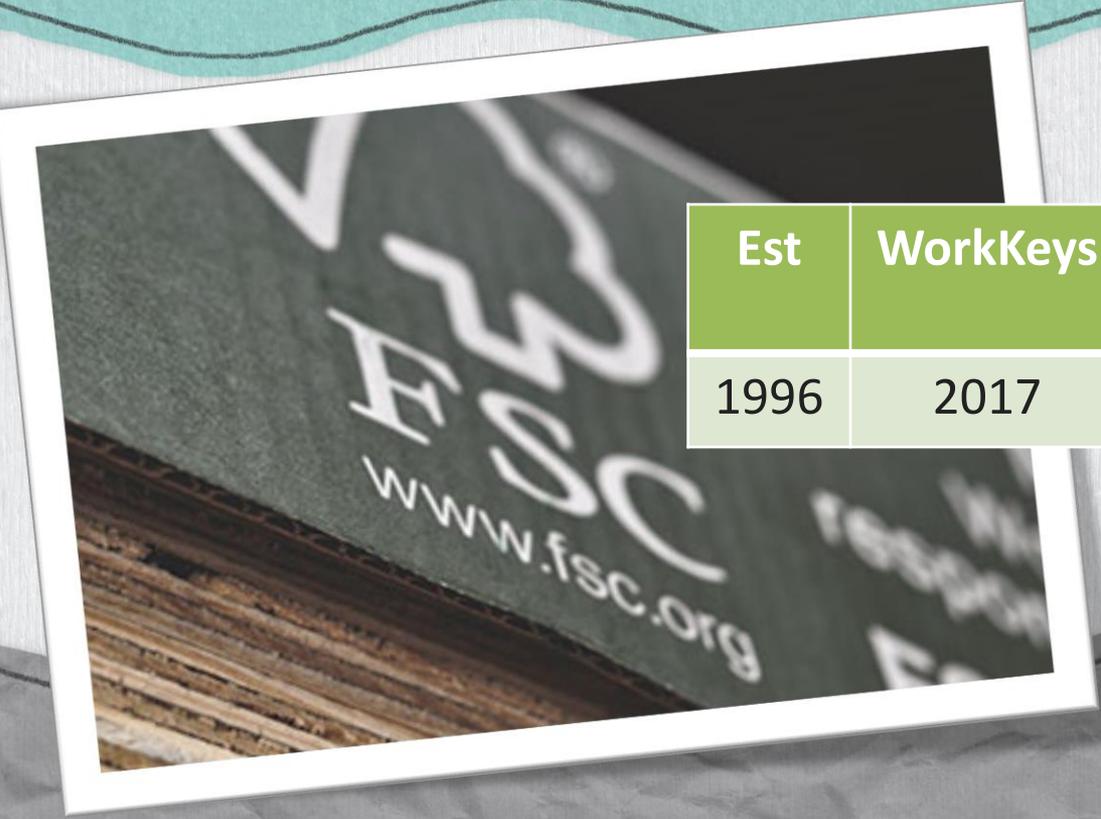
- Non-discriminatory assessment
- Profiled Jobs – Matches skills needed for positions
- Measures hard & soft skills for all positions in all industries
- Choose people with the right abilities to learn & grow
- Hundreds of WorkKeys Assessments available
- Use WorkKeys beyond the hiring process

OSB Manufacturing Facility



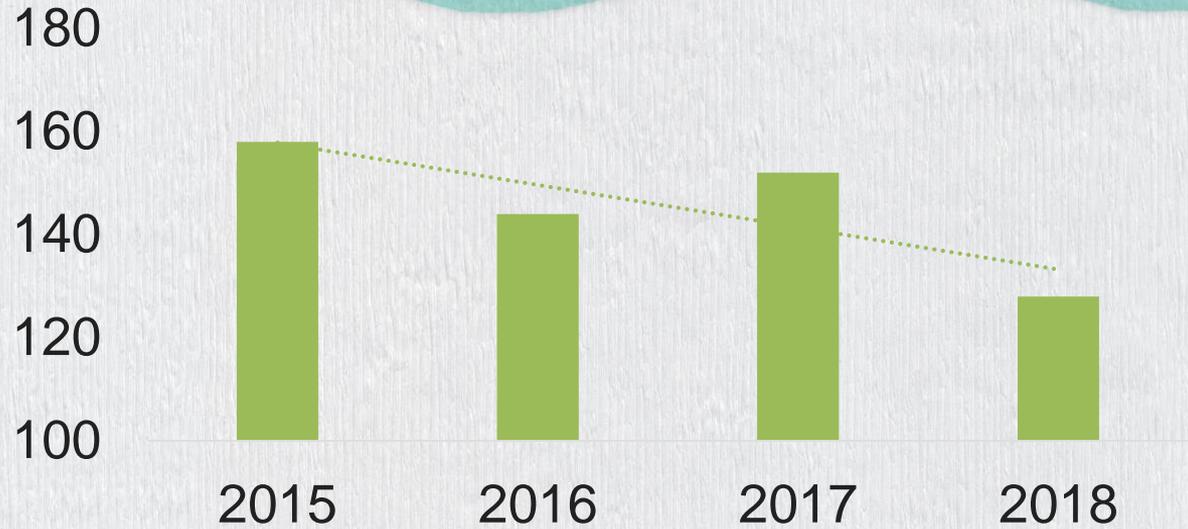
Established	WorkKeys	Employees	Turn-over	Savings
2007	2011	165	6%	\$3,336,000

Plywood Manufacturing Facility



Est	WorkKeys	Employees	Turn-over	Savings
1996	2017	700	25%	???

Reduced Turn-Over - \$722,800



Plywood Plant Comparisons

Pay for Knowledge & Skills Enrollment

2017

43%

2018

79%

Skills Earned

2017

241

2018

647

Pay Increases

2017

95

2018

363

Increase in Labor cost of \$1,396,456

Changing a company culture is possible!

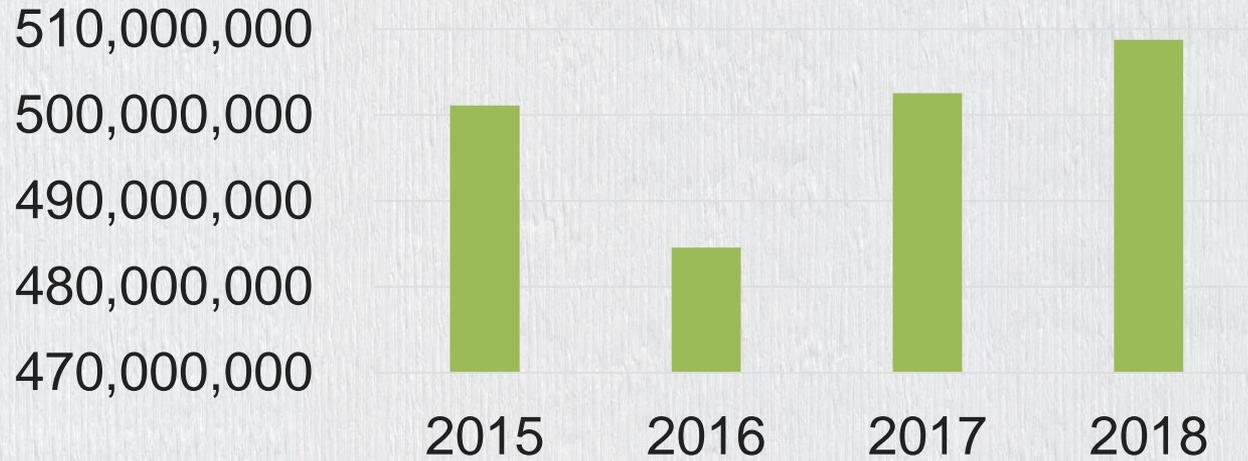


"I like the job stability, benefits, and people I work with."

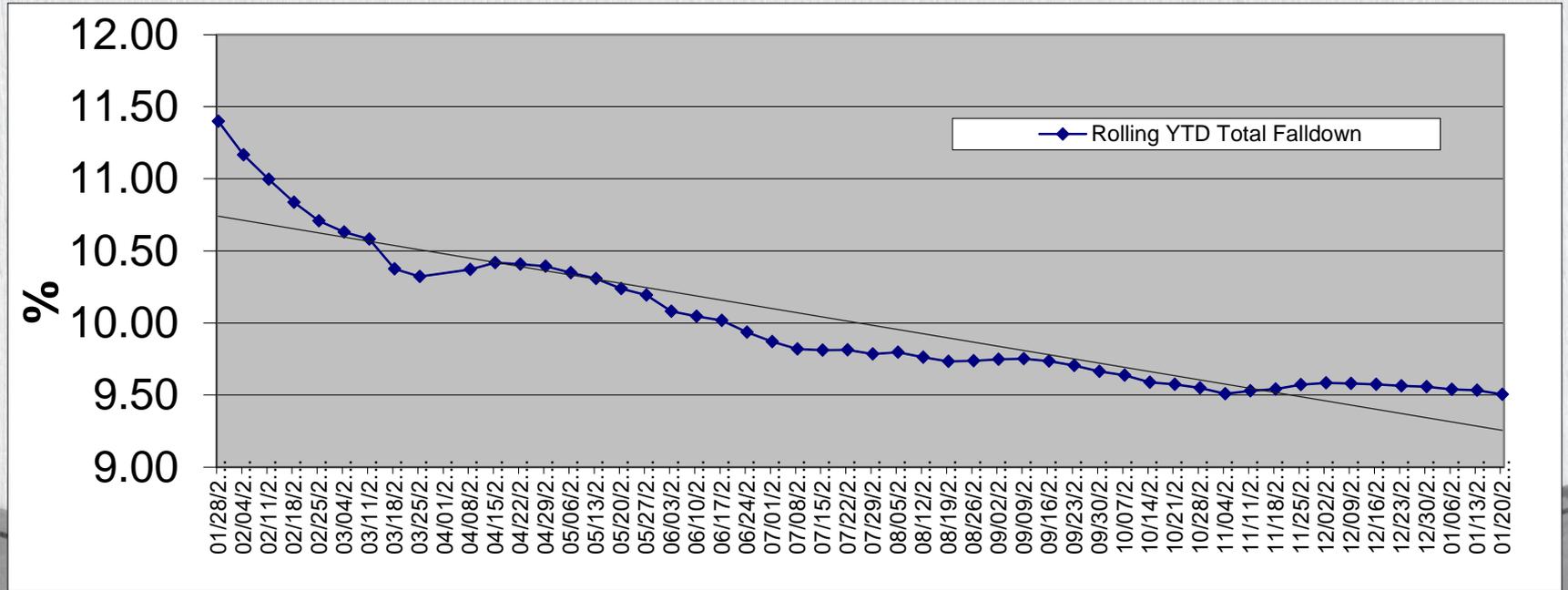
Earl Tucker, Production Team Member



Increased Production - \$1,467,319



Decreased Downfall - \$1,787,233



Net Gain for 2018

Area of Improvement	Gains
Decreased turn over	\$722,800
Increased productivity	\$1,467,319
Decreased downfall	\$1,787,233
Total gain	\$3,977,352
Less labor cost	\$1,396,456
Net gain	\$2,580,896

Utilizing WorkKeys

To
Hire and Retain Talent
PAYS BIG

Central Louisiana Work Ready Network

Each Parish has a team, comprised of Government, Employers, The Orchard Foundation, K-12, Central Louisiana Technical Community College, American Jobs Centers, Chambers of Commerce, Central Louisiana Economic Development District Alliance (CLEDA), local economic dev. districts, Faith-based Orgs, & CAP agencies.

CENLA WORK READY NETWORK

Identify Stakeholder Roles & Responsibilities

Group	Roles & Responsibilities
K-12 Schools	<ul style="list-style-type: none"> a. Provide Pre-tests, instruction and remediation for WorkKeys, through WorkKeys Curriculum, WIN, or other resources. b. Proctor WorkKeys assessments for emerging workforce (HS students). c. Create the enthusiasm throughout the schools to ensure good testing effort. (Incentives such as Pizza Party, 'Wall of Fame', or other recognitions for those earning certificates) d. Develop a plan to determine how your school district can continue to offer WorkKeys testing for the next 5yrs. e. Utilize job profiles in career counseling f. Identify 2-3 jobs within the school system for which you will recommend NCRC
CLTCC	<ul style="list-style-type: none"> a. Provide Pre-tests, instruction and remediation through WorkKeys Curriculum for low-Y & Unemployed b. Proctor WorkKeys assessments for emerging, current & transitioning workforce c. Integrate WorkKeys assessments with GED programs d. Administer Career Ready 101, pre-assessment or remediate e. Use results of Assessment with feedback from Business & Industry to develop training to fill the skills gap. f. Develop a plan to determine how your specific school district can continue to offer WorkKeys testing for the next 5 years. g. Identify 2-3 jobs within the school system for which you will recommend NCRC

CENLA WORK READY NETWORK

Identify Stakeholder Roles & Responsibilities

Business & Industry

- a. Agree to sign up as a Work Ready Communities supporter (recommending jobseekers bring their NCRC)
- b. Encourage HR & Operations Managers to become knowledgeable about the National Career Readiness Certificate
- c. Request job profiles that 'fit' your occupations
- d. Encourage inclusion of NCRC process in hiring and internal promotions
- e. Champion NCRC to other employers
- f. Agree to profile a job & promote the results
- g. Educate workforce on WorkKeys
- h. Assist economic development organizations in identifying the employment skills gap
- i. Develop a 1-year strategy to encourage current & potential employees to be assessed and encourage other employers to use NCRC

Foundations

- a) Assist with funding the system
- b) Work with coordinator to coalesce the partners.

CENLA WORK READY NETWORK

Identify Stakeholder Roles & Responsibilities

Parish & Municipal Governments

- a. Provide resolutions and/or letters of support for Work Ready – hold annual “Work Ready” day
- b. Use WorkKeys process in their employment practices
- c. Work with Sheriff’s Offices to develop a plan to include WorkKeys in the Work Release programs
- d. Identify 2-3 jobs within the school system for which you will recommend NCRC

Workforce Investment Offices

- a. Proctor WorkKeys assessments for current & transitioning workers
- b. Administer Career Ready 101, pre-assessment or remediate
- c. Identify 2-3 jobs within the workforce system for which you will recommend NCRC

Economic Development Organizations & Chambers of Commerce

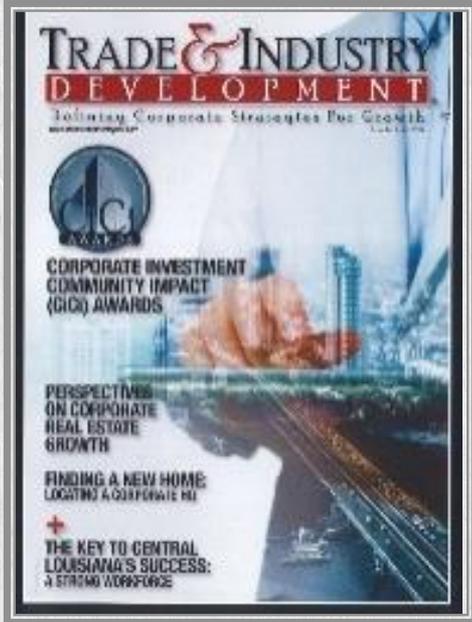
- a. Facilitate the Work Ready process
- b. Engage business community to participate as users of the system
- c. Provide marketing resources to all groups as needed
- d. Serve as a liaison between ACT and employers
- e. Promote the Work Ready initiative and results to the community through local/state media outlets

Word of Caution – Work Ready tasks are generally an addition to required job responsibilities & team members change

- Team members were assigned to the initiative, and many were already very busy
- Team members change periodically, due to retirement, transitions to other jobs, etc.
 - Establish Team Leaders for each parish/county
 - We're regional, so we have a regional coordinator
 - Coordinator facilitates universal tasks, to reduce burden on individual team leaders
 - Developed a clear set of roles and responsibilities for each team member, by sector, and get agreement from the member
 - Establish a process for training current & new members
 - Make periodic reports to governmental entities



Tie CWRC to economic development efforts, to get the full benefit



CASE STUDY | **Central Louisiana**



RoyO'Martin's business manager Gail Doo...
 across the state to supply to wood-product manufacturing facilities.

ificates and nearly 300 employees in the region recognize the credential.

"This is critical to the future of Central Louisiana," said Jim Clinton, president and CEO of Central Louisiana Economic Development Alliance. "It wouldn't have been possible without our partnership with the Delta Regional Authority and the Ragde Foundation and Orchard Foundation.

"Now we can say, 'We Make Good Stuff' and we have the certified workforce to back it up," said Clinton, reinforcing CLEDA's marketing campaign for area manufacturing.

One local company taking advantage of NCRC is RoyO'Martin. Ever since Roy Otis Martin founded the company in Alexandria, Louisiana, in 1923, the company has been a sought-after employer. The company operates two wood-product manufacturing facilities in Central Louisiana: a plywood and timbers plant in Chopin and an oriented strand board (OSB) plant in Oakdale, along with head quarters in Alexandria. The company's foresters also manage 30,000 acres of Martin-family-owned timberland across the state. RoyO'Martin employs 1,200 people in Louisiana and Texas.

"RoyO'Martin is an active supporter of the ACT[®] Work Ready Community initiative, having our hiring team fully trained on using the ACT[®] WorkKeys[®] NCCCO[®] and WorkKeys[®] assessments in their hiring decisions," said Donna Bailey, vice president of human resources at RoyO'Martin.

Since implementing WorkKeys[®], RoyO'Martin has noticed an improvement in the quality of job candidates and, subsequently, new hires. Its Oakdale OSB plant was the first of RoyO'Martin's two plants to begin utilizing WorkKeys[®]. In its first three years of using WorkKeys[®], this facility realized about a five percent reduction in turnover, translating into a cost savings of approximately \$270,000.

The Key to Central Louisiana's Success: A Strong Workforce

BY JENNIFER ALTEN

CENTRAL LOUISIANA IS THRIVING. One major reason is the area's strong workforce, which is driving regional growth and productivity.

Central Louisiana stretches from state parishes including Allen, Avoyelles, Calcasieu, Concordia, Grant, Labadie, Natchitoches, Rapides, Vernon and Winn. The area is backed by the Central Louisiana Economic Development Alliance (CLEDA).

Central Louisiana was recently designated as a certified ACT[®] Work-Ready Community, the only region in Louisiana, Texas, Arkansas, Mississippi or Alabama to achieve the designation. In fact, all 10 parishes in the CLEDA region are certified as ACT[®] Work-Ready Communities. This is a testament to the Central Louisiana's laser focus on developing its employees through workforce development programs. Communities achieve work-ready status by issuing National Career Readiness Certificates (NCRC) and having employers



Site Selectors Use

- ***Site Selection*** magazine continues to use ACT Work Ready Communities status and the number of ACT NCRCs earned in its methodology for gauging a state's workforce development environment.
- ***Site Selection 2019 "State of the States"*** report shows Louisiana is ranked **No. 5** in the nation for the number of ACT National Career Readiness Certificates earned per capita among working adults; **a 31.9% increase from 2017-2018.**
- This ranking is one of **6 indicators** included in the report as a means to assist corporate location decision makers.

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