

ECONOMIC DEVELOPMENT SOLUTIONS

HOW WORK READY COMMUNITIES ARE WINNING THE GROWTH GAME

TOP FIVE DEAL KILLERS

- ▶ Lack of **responsiveness** and poor governmental **leadership**
- ▶ Lack of **buildings and sites**
- ▶ **Lack of skilled workers**
- ▶ Breach of **confidentiality**
- ▶ Lack of **infrastructure**

Source: [Site Selection Magazine, January 2020](#)

ACT Work Ready Communities (WRC) is a framework for community-based workforce development to **drive economic growth**. Regions improve their workforce and **compete on quality** for location consultants, investors, and other decision-makers using data powered by nearly **five million WorkKeys[®] National Career Readiness Certificates**. More than **26,000 employers support the NCRC** nationwide. [Site Selection magazine uses NCRC data yearly](#) to rank state competitiveness.

- ▶ Show prospects how to **reduce risk** and boost **profit** with **skills-based hiring**
- ▶ Pinpoint and **align prospects' workforce needs** with profiled tasks
- ▶ Integrate co-branded resources into **powerful marketing and outreach**, including local and regional certification badges
- ▶ Build track record in serving employer needs for **retention and expansion**

Outstanding program that helps business recruit and retain qualified workers. Congrats on the milestone. As a corollary would recommend that all counties become work ready certified.

—Mr. Dennis Donovan

Location Strategy and Site Selection Advisor

ACT Work Ready is truly the best workforce development marketing tool I have seen.

—Chad Chancellor, Co-Founder/CEO

The Next Move Group

ACT Work Ready Communities are setting themselves apart by intentionally developing their local workforce in support of their existing companies while positioning themselves to attract new companies.—Robby Burgan, Manager Location Strategies Evergreen Advisors

In the last few years when I see that a county is ACT Work Ready I know that they are following the steps in planning for the current and future workforce. Therefore, our tendency at FCG is to look strongly at ACT Work Ready Communities for new site locations. I would encourage all communities to seek that status.

—Mr. Deane C. Foote, CEcD

President & CEO, Foote Consulting Group

Not only does WorkKeys[®] function as a preferred assessment tool in industry today, but the WRC website allows me to compare communities so I can recommend to my clients the counties with the best scores and percentage of population taking the assessment.

—Teresa Nortillo, Nortillo Consulting Group

One of the main reasons that we decided to remain in Pottawatomie County (Kansas) was because of the strong workforce and the county's commitment to workforce readiness through ACT WorkReady program

—Robert Weimann, Sarto Countertops

82% Counties use WRC in businesses attraction



89% Use WRC to help retain and expand local industry



Source: WRC Leader Survey

Work Ready Communities and WorkKeys® have been one of our biggest recruitment tools. When we can pitch to prospective companies that we have the talent pool they're looking for, and we're continuing to test our emerging workforce, they take interest. And when they recognize the collaboration among all stakeholders that has spawned as a result, that speaks volumes for us. —Justin Hall, Executive Director Marshall County (MS) IDA

Initiatives like ACT's Work Ready Communities are critical to preparing our future generation for high-skill, high-demand jobs, and we are proud to be leading the nation in this effort. —Missouri Governor Mike Parson

It (WRC) says that this county is collaborating and coordinating and you are doing everything that you can to help not only workers get the skills that they need, but really the partnership with the community and business and industry to hire these individuals. —Iowa Governor Kim Reynolds

ACT Work Ready Communities

Learn how WRC and ACT WorkKeys® can help your community reach its highest potential

workreadycommunities.org

© 2020 by ACT, Inc. All rights reserved.

TIPS

Site Selection consultants offer the following tips for Work Ready Communities to maximize their certification excellence

- ▶ Skilled labor cost and availability remain top factors and barriers
- ▶ Explain unique features and benefits of your WRC to investors (beyond simply claiming to have certification)
- ▶ Demonstrate partnerships of your Work Ready Community and how partnerships can help new and expanding firms
- ▶ Align NCRC data showing how skills meets specific demand
- ▶ Connect prospects to existing employers during site visit for interviews and experiences in the labor market
- ▶ Demonstrate workforce availability, quality, and alignment with [ACT's JobPro database](#) and regional NCRC volume

OPPORTUNITIES

Economic Development leaders across the nation open many new doors of impact linked to their Work Ready Community efforts

- ▶ Boost job candidate pipeline with solutions for targeted populations such as ex-offenders, immigrants, welfare recipients, etc.
- ▶ Promote WRC certification in [site/building listings](#), community profiles, social media, etc.
- ▶ Enhance partnerships in specific sectors to link targeted training and stackable credentials accelerated by the WorkKeys® National Career Readiness Certificate
- ▶ Disaster recovery, revitalization, and economic resilience

OUTCOMES

Locations



- ▶ Recover for resiliency
- ▶ Reduce poverty
- ▶ Improve goodwill and visibility
- ▶ Boost partnership integrations

Employers



- ▶ Reduce turnover cost
- ▶ Increase hiring efficiency
- ▶ Boost productivity
- ▶ Improve safety and compliance

Educators



- ▶ Grow credentials
- ▶ Fine-tune pathway training
- ▶ Boost completions
- ▶ Improve compliance



Sources: act.org/workforcesuccess