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NCRC® helps displaced workers find work fast

Given a struggling economy, it was time for Ohio workforce and social service agencies, along with union organizations, to launch new, creative initiatives to serve area workers and employers.

ADDING THE NATIONAL CAREER READINESS CERTIFICATE™ (NCRC) RESULTED IN:



90%

pass rate

Certified Production Technician (CPT) credential – 9% higher than the national average



6%

greater employment rate for those who earned both the NCRC and CPT versus those who did not



80%

placement success

in new jobs or training/education



50¢

per-hour salary increase

with select employees

WORKFORCE SOLUTIONS USED:



How to deal with downsizing deadlines

BUSINESS CHALLENGE

When Ohio's economy took a hit, hundreds of manufacturing employees at soon-to-be-closed plants were about to lose their jobs. Under the Worker Adjustment and Retraining Notification Act (WARN), affected workers only received a 60-day notice.

But many of these workers began their manufacturing careers right after high school and lacked a way to document their skill levels. Ohio organizations wanted to prepare those facing unemployment with industry-recognized, nationally portable credentials so their unexpected job search would be more successful.

And they needed a way to act fast.

“

They need something on their résumé aside from their work experience—they need a way to stand out from other applicants. Industry-recognized skills certifications are a way to do that.”

Cathy Metcalf

Executive Director
Cincinnati Labor Agency
for Social Services

The power of combined credentials

THE SOLUTION

Workforce board members and labor agencies knew that the CPT credential was a reliable way to certify core technical skills applicable of frontline workers; however, they wanted to create a five-week “fast track” model at no cost to the individual.

The NCRC® and WorkKeys® assessments became essential components of the plan. Workers were able to use KeyTrain® curricula to prepare for their WorkKeys assessments. Onsite computer labs and classrooms, with instruction available before and after work shifts, helped make the process convenient.

Workers would first earn the NCRC, then attend classes and complete coursework and testing to earn the CPT credential. This résumé-boosting credential combo was an intense but effective way to help workers secure a new job before or soon after their exit date.

“

With an accelerated program, it is extremely important that we measure and confirm foundational skills first. It just made sense to have workers earn the NCRC. It's another nationally recognized credential, it's portable, employers like it, and it improves the results of a job search.”

Cathy Metcalf

Executive Director
Cincinnati Labor Agency
for Social Services

OHIO STATE FLAG



More Ohioans hired

OUTCOMES

GREATER EMPLOYMENT SUCCESS

Of the individuals who earned both the NCRC and CPT, 45% found employment and another 25% entered a postsecondary education/training program rather than seek immediate reemployment. The 45% employment success rate is 6% higher than for those who did not earn both credentials.

INCREASED SALARY

Many members of Cincinnati's Advanced Manufacturing Career Pathways Collaborative now guarantee an interview to applicants with the NCRC and CPT credentials. And in addition to the guaranteed interview, some provide a 50-cent-per-hour increase in the salary offer.

HIGHER PASSING RATES

When WorkKeys assessments were used in combination with the CPT credential, pass rates for all four of the CPT modules exceeded 90%—nine points above the national average.

CASE IN POINT

Adrian Waites was working for Mohawk Fine Papers when, just months shy of his 30-year mark, the plant shut down. Employees were given a 60-day notice and encouraged to earn their NCRC and CPT.

Despite his hesitance, having been out of the classroom for decades, Adrian earned the NCRC. Soon after, he applied at a nearby distillery where he was hired as a distillery operator.

On the other hand, Adrian tells about a former coworker who chose not to do the NCRC and CPT training/testing. He remained unemployed.