

Develop a Quality Workforce Without Re-Inventing the Wheel



INTERNATIONAL
ECONOMIC DEVELOPMENT
COUNCIL

#IEDC #IEDCAnnual

Develop a Quality Workforce Without Re-Inventing the Wheel



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Pain Points: Mobility

ACT[®] Work Ready
Communities



Pain Points: Stability



Pain Points: Quality

ACT[®] Work Ready
Communities





Pain Points: Profitability

Overcoming Skill Gaps



Skills-Based Hiring: A Better Approach

ACT[®] Work Ready Communities



Employers
Save Time
Save Money
Reduce Risk

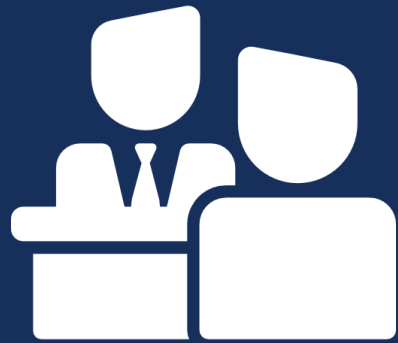


Educators
Align Instruction
Improve Placement
Boost Compliance



Developers
Retain/Grow Jobs
Boost Quality of Life
Improve Image

Powerful Results for Employers



Save Money



Save Time

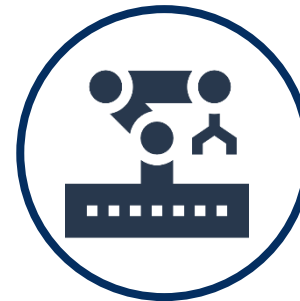


Reduce Risk

EASTMAN



Cut Turnover



Boost Productivity



Improve Safety & Compliance



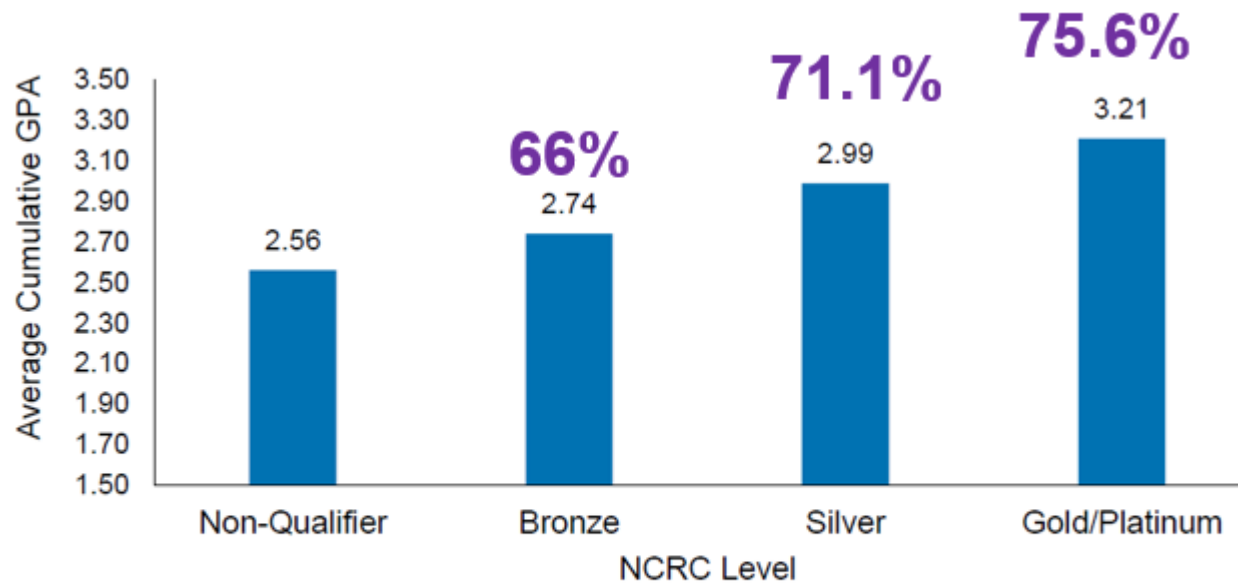
Sharpen Aim for Skills



Academic Performance



Completion of Associates Degree



% NCRC Holders Earning Associates Degree
Positive Relationship with NCRC Levels

Powerful Results for Students & Educators



ACT® Work Ready Communities

Powerful Results for Job Seekers



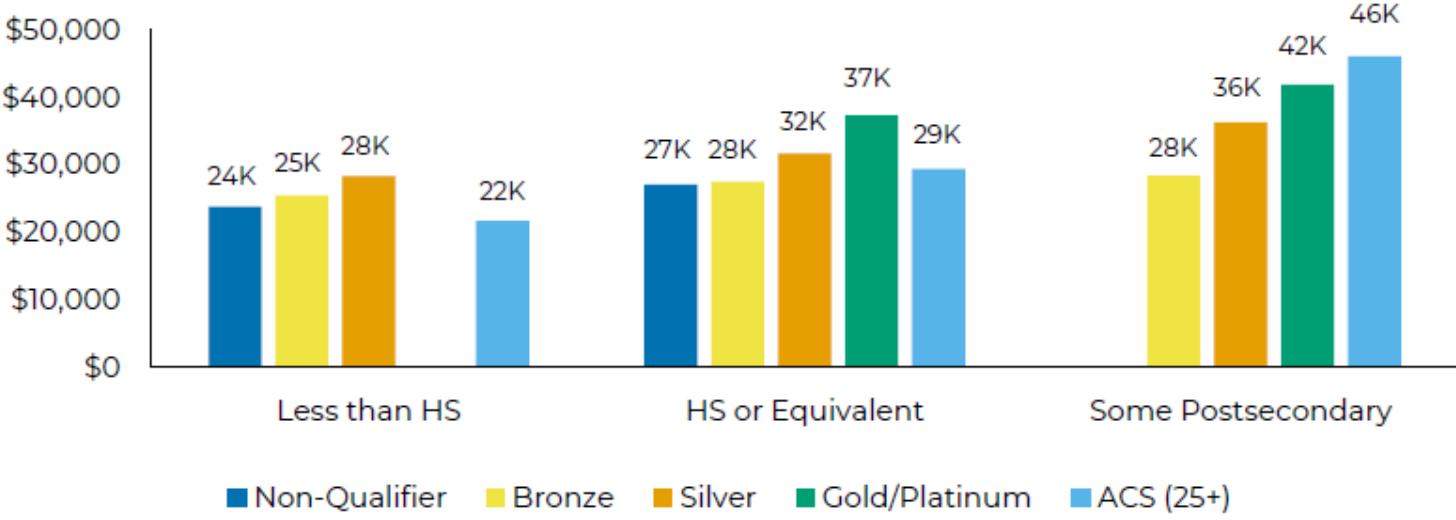
Entering Employment



Retaining Employment



Earnings Gain



The Workforce Ecosystem



ACT[®] Work Ready
Communities

Job Profiling

**Apprentices
for Holland,
Michigan
Board of
Public Works**

Background





Holland BPW: Retiring of an Old Power Plant

New Holland Energy Park

manheimsolutions
Economic Development Services



The Employees



ACT® WorkKeys®

Content Validity Report



manheimsolutions
Economic Development Services

ACT® WorkKeys®
Job Profiles



Identifies Job
Tasks



Identifies Skills
Required for
Tasks



Successful Skills
for Entry &
Promotion

“It’s hard to overstate the value of establishing clear and defensible skill requirements for your job classifications. Having a WorkKeys job profile and requiring candidates to demonstrate the skill levels established in that profile is foundational to improving the overall skill level of your workforce.”

**Jon Hoffman,
SPHR,
SHRM-SCP,
CAPM**

**Holland
Board of
Public Works
Human
Resources
Manager**

Jobs Profiled at Holland BPW

- 
- A hand holding a red-handled tool is marking a target on a document. The target consists of concentric yellow and black circles. In the background, another hand is visible typing on a laptop keyboard.
- **Seven Jobs Profiled**
 - **Union Apprenticeships**
 - **Diverse Jobs**
 - **Profile updates needed due to change in skills and tasks**

Jobs Profiled:

- Line Worker
- Electric Distribution Technician
- Plant Operator
- Maintenance Mechanic
- Instrument & Control Technician/Operator
- Plant Operator – Electric Production
- System Operations Technician



More About the Jobs

- Positions employ small portion of BPW workforce
- Many newer and younger employees
- Workforce Observation skill needs
- Apprenticeship Length



**Jon Hoffman,
SPHR,
SHRM-SCP,
CAPM**

**Holland
Board of
Public Works
Human
Resources
Manager**

**manheimsolutions**
Economic Development Services

“When you ask candidates to confirm their skill levels with WorkKeys assessments, you’re signaling to them that you’re serious about the quality of your workforce. You’re sending a very clear message that your workplace is selective, and that if the candidate is hired they’ll be joining a team of skilled individuals. This may scare away some candidates, which is entirely okay.”

Structure of a WorkKeys® Job Profile



Review
Tasks



Review
Employer
Documents



Conduct
Interviews
and Field
Observations



Develop
Initial Task
List and
Suggest
Skills



Conduct
Profiling
Session
with SMEs



Job Profiler Roles

Sample Skill Level Scoring

Table 1. Entry – Level Skill Requirements for the Job		
WorkKeys Skill	Skill Level Range	Final Entry Level
Graphic Literacy	3-7	5
Workplace Documents	3-7	5
Workplace Observation	1-5	4

The SMEs indicated that the WorkKeys Graphic Literacy skill is required for performing 91.4% of the critical tasks on their Final Task List.

Task #1 - Adjusts controls to generate specified electrical power or to regulate the flow of power between generating stations and substations by interfacing with a computer screen, making changes to the automatic system, when needed.

Uses computer screens that show data and parameters.

Example of Criticality and Task

Example of Setting the Skill Level

At Level 5, employees can use one difficult graphic to locate and find information and identify the next or missing step in a process.

Task #1 - Adjusts controls to generate specified electrical power or to regulate the flow of power between generating stations and substations by interfacing with a computer screen, making changes to the automatic system, when needed.

Uses low-moderate and high graphics in the control room; comparing information from several graphics, and making decisions. Develop trends of data to project circuit loading.

Holland BPW Case Summary



Job Profiling is just one evaluation tool used over the past ten years by Human Resources at BPT



Past employment history, training, education, and other assessment tools used to hire and promote



BPW has found Profiling changes the discussion about transfers and promotions: it's no longer about seniority, but demonstrated ability.



The message to current workforce is “We care about you and we want to get you the best coworkers possible.”



Current employees grandfathered. SMEs set skills, criticality and skill level, not the employer.

Chris Manheim, CEcD, MA
Certified Economic Developer®
Authorized ACT WorkKeys Job
Profiler®

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Manheim Solutions, Inc.
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**For More
Information**



Leadership

- Convene partnerships
- Deploy poverty reduction

Economic Dev

- Leverage value of workforce
- Promote to job creators



Employers

- Pinpoint skill needs and hire right the first time
- Save time, money, and risk

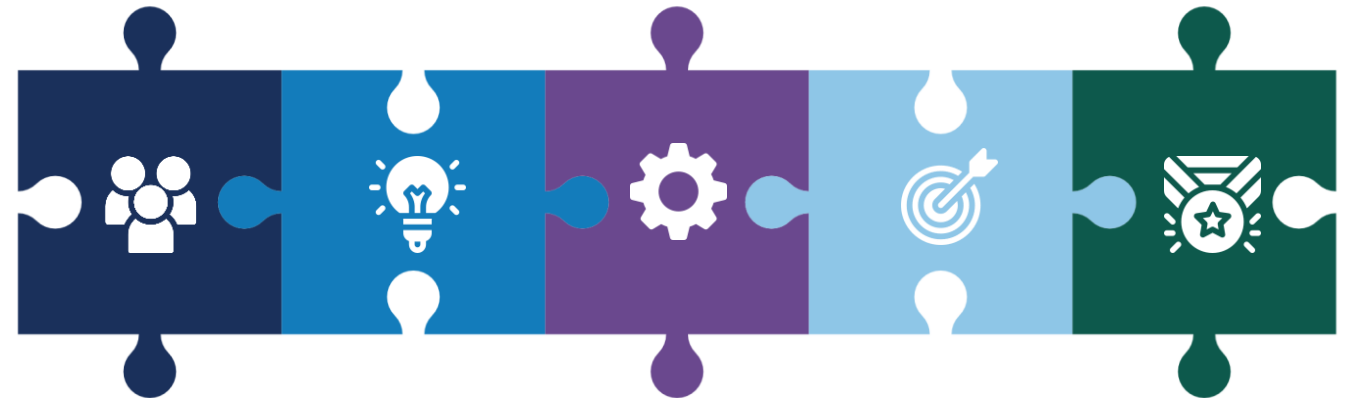
Workforce Dev

- Improve placement performance
- Build career pathway options

Educators

- Measure skill gaps
- Align curriculum to sector needs
- Improve completions

ACT[®] Work Ready Communities
workreadycommunities.org



Build Team

Train & Plan

Implement

Reach Goals

Maintain Certification

Powerful Results for Community Economic Development



ACT® Work Ready Communities



Retain & Grow Jobs



Improve Quality of Life



Boost Image of Community

Survey Says: Certified counties use WRC to grow...



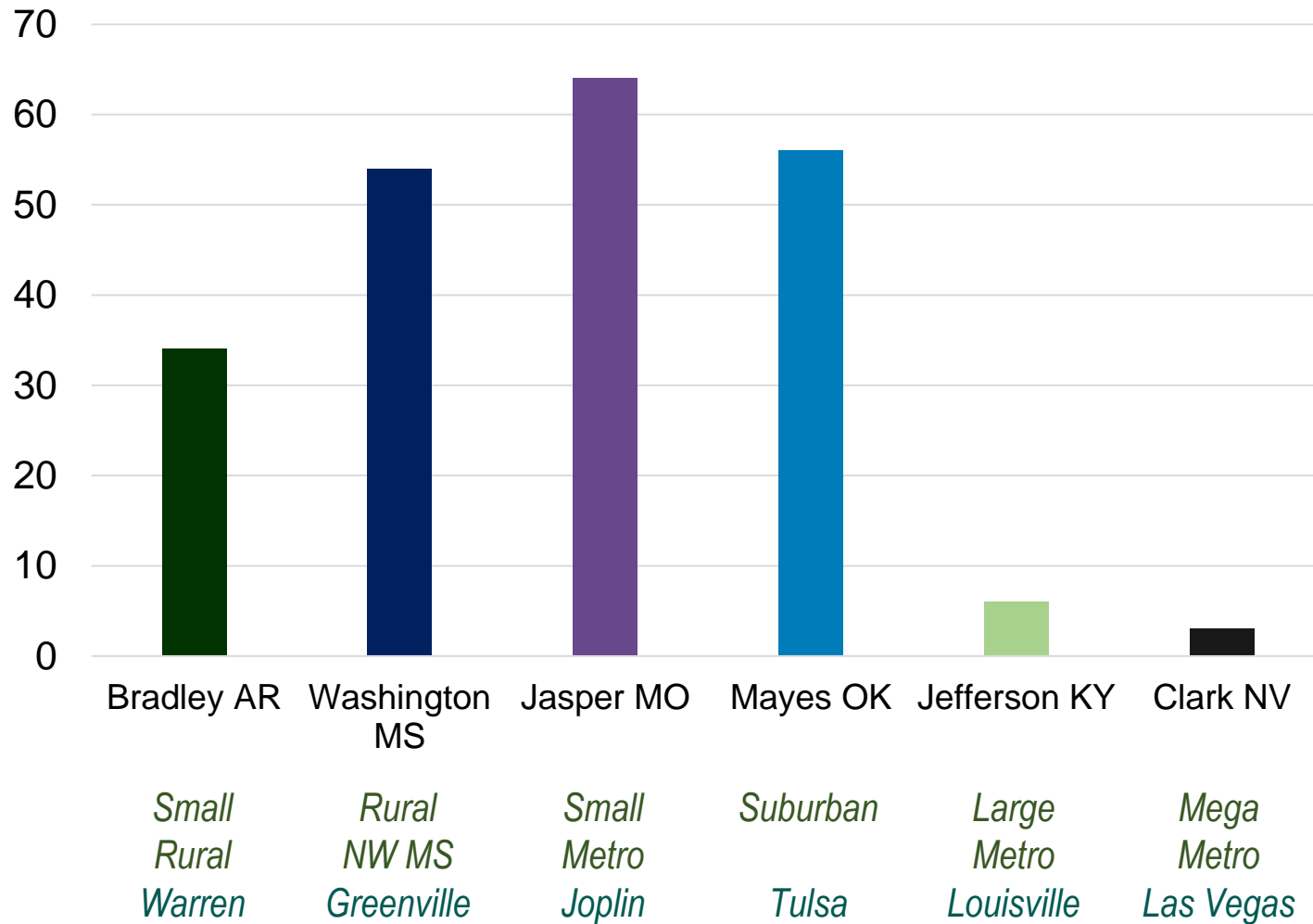
New Businesses



Existing Industry

Leveling the Playing Field

Index of NCRCs per Thousand



Showcasing Workforce Quality to Prospects

**Prospective
New
Jobs**

**Local
Job
Analysis**

**Regional
Workforce
Alignment**



Employer Needs 50 Robotics Technicians

**Prospective
New
Jobs**

**Local
Job
Analysis**

**Regional
Workforce
Alignment**

**Is our region's
workforce
qualified???**

**Prospective
New
Jobs**

**Local
Job
Analysis**

**Regional
Workforce
Alignment**

Job Profile Search

Job Title:

Career Cluster: ▼ ✕

Job Description:

Search by skill levels

Show only:

-  green
-  Bright Outlook

Search

Search Results (170)

O*Net Code	Title	Clusters	Special
17-3023.03	Electrical Engineering Technicians	Manufacturing; Sci / Tech / Eng / Math	
17-3024.01	Robotics Technicians	Manufacturing	
17-3025.00	Environmental Engineering Technicians	Ag / Food / Nat Rsrc; Manufacturing	
17-3026.00	Industrial Engineering Technicians	Manufacturing; Sci / Tech / Eng / Math	
17-3027.00	Mechanical Engineering Technicians	Ag / Food / Nat Rsrc; Manufacturing	



O*Net Code 17-3024.01

-  **green**  **Bright Outlook**
- [Open O*Net Summary Page](#)
- [O*Net Wages & Employment Trends](#)

Career Clusters

- Manufacturing

O*Net Description

Build, install, test, or maintain robotic equipment or related automated production systems.

ACT WorkKeys Skill Profile

Skill Area	Median Skill Level	Minimum Skill Level	Maximum Skill Level
Applied Math	4	3	4
Workplace Documents	4	3	4
Graphic Literacy	4	4	4
Reading for Information	4	3	4
Locating Information	4	4	4
Applied Technology	4	4	4
Business Writing	3	3	4
Workplace Observation	3	2	4

**Prospective
New
Jobs**

**Local
Job
Analysis**

**Regional
Workforce
Alignment**



SULLIVAN COUNTY

ACT WORKKEYS NATIONAL CAREER READINESS CERTIFICATE [NCRC]

WORKFORCE		TOTAL NCRC	BRONZE NCRC	SILVER NCRC	GOLD NCRC	PLATINUM NCRC
Emerging	High School	842	162	256	224	200
	College	144	+	39	88	15
Current	Private	848	47	232	402	167
	Public	264	18	86	127	33
Transitioning	Adult Education	7	+	5	+	0
	Unemployed	353	27	113	159	54
	Recent Veteran	4	0	0	+	+
	Workforce category not identified	0	0	0	0	0
Totals		2462	257	731	1004	470

**Prospective
New
Jobs**

**Local
Job
Analysis**

**Regional
Workforce
Alignment**



**Fast Track
Training
Options**



**CTE and/or
Technical
College**



Apprenticeship



**Employer-
Directed
Training**

**2,205 Silver
(or higher) NCRCs**

**Matches or exceeds
level needed for 50
Robotics Technicians**

ACT WorkKeys®
NCRC®
Foundational Cognitive Skills

Economic Development Marketing

ACT[®] Work Ready Communities



Prospect Solutions

**Prospect Matching
WF Incentives**



Location Solutions

**WRC in promotion
of Sites/Buildings**



Simple Integrations

**WRC Badge in
Outreach Materials**

LocationOne

Integration with Work Ready Communities

ACT[®] Work Ready
Communities

The screenshot displays the LOIS (LocationOne) web application interface. At the top, the LOIS logo is on the left, and navigation buttons for BUILDINGS, SITES, and MY FAVORITES are in the center. A red SEARCH button is on the right. Below the navigation bar is a toolbar with icons for HEAT MAPS, DRAW, LAYERS, MAP VIEWS, MEASURE, and SHARE. The main area shows a map of the United States with search filters: "Applied Search: State: MO x Sqft: 0 - 10,000,000 x". A popup window is open over a location in Missouri, displaying a satellite image and the following details: "3551 Doniphan Dr", "Neosho, MO", "Industrial", "51,906 SF | 28 Ft Ceiling", and "Sale Price: \$3,526,684". The ACT Work Ready Communities logo is visible in the bottom left corner of the popup. The map also shows several other blue location pins across the central and southern United States.

Locationone.com

Ready for **WORK**

Tips to **Develop, Improve,** and **Empower** your Workforce.

Ready for Work is your new #1 source for ideas that can revolutionize your workforce. Provided by the experts. Curated by ACT.

act.org/readyforworkpodcast



**Skills-Based Hiring
and Credentials**



**Career Pathway
Navigation**



**Employer and
Sector Strategies**



**Economic
Development**



**Poverty Reduction
and Re-Entry**



**WIOA/Workforc
e Development**



**Career Education
and Training**



**Workforce Data
and Job Analysis**

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