To win in the 21st Century, communities must prove the quality and availability of the workforce to meet the needs of new and growing businesses. The NCRC is a key part of the Certified Work Ready Communities (CWRC) program underway across Missouri. While helping businesses find the right employees the first time, the CWRC also helps local communities better compete for new jobs and prosperity. It helps educators close the skill gaps that put local jobs at risk. Local workers use the NCRC to better prove their skills to get ahead.

Recently, 110 local employers showed support for the Jefferson County Certified Work Ready Community initiative by signing letters of support. One of the key criteria for CWRC at the county level is the participation of local businesses and organizations using NCRC. As an employer, your use of the NCRC saves time and money while reducing turnover and productivity. You can also show your support by signing an Employer Partnership Letter and help our county maintain this important national certification which can assist in successfully growing existing businesses and bring new jobs to our community.

With more than a hundred local employers now endorsing the NCRC, the Work ready effort helps the region compete for new jobs and investment. Employers adopting the NCRC in their workflow report stronger new hires that learn faster stay on the job longer, and are more productive.

The benefits for Certified Work Ready Communities and the NCRC (National Career Readiness Certificate) are strong for businesses, community leaders, educators, and economic developers.

- Business and industry know exactly what foundational skills they need for a productive workforce and provide a way to easily communicate their needs using a common metric.
- Individuals understand what skills are required by employers and to prepare themselves for success.
- Educators close skill gaps and help students to earn a nationally recognized credential.
- Economic developers use on-demand reporting to market the quality of their workforce.

For more information on the Certified Work Ready Community initiative go to [www.workreadycommunities.org](http://www.workreadycommunities.org)
NCRC BENEFITS

Thousands of job seekers and students take the NCRC (National Career Readiness Certificate) each year in the St. Louis/Jefferson County region. People can certify their workplace skills and earn a nationally recognized certificate at the Bronze, Silver, Platinum, and Gold Levels:

- Discover what local employers are gaining by using the NCRC. Employers in a national survey agree with the results.

RECRUIT BETTER EMPLOYEES WITH NCRC

88% showed improved hiring outcomes
67% track reductions in turnover
63% report improved productivity

RECRUIT EASIER

TRAIN SMARTER

78% agree NCRC useful credential
76% see evidence of skilled workforce
76% show achievement past diploma

72% differentiated firm from others

COMPETE STRONGER

82% say NCRC helps company goals
76% showed improvements in customer quality
72% differentiated firm from others

WHAT LOCAL EMPLOYERS SAY

"This initiative is a win-win for employers, workers, and the entire region. By helping us identify and hire skilled workers, this effort has already helped us reduce turnover and improve productivity, which translates into better products for our customers and more jobs in this community."

LMC Industries – Paul Lemke, President

"I would recommend this system to other unions in any industry. It can help their members as individuals, and it can help their company. It can cut down on waste, it can reduce training time, and it can tell you exactly where a worker stands and the amount of time it might take to train them for a particular job. This system benefits everyone."

CG Power Systems – Gerald Nickelson, Union President

BUSINESS SOLUTIONS WITH NCRC

Preferring the National Career Readiness Certificate (NCRC) in your applicant process is simple and yields job candidates with stronger cognitive skills that are easier to train, stay on the job longer, and improve productivity.

COST EFFECTIVE AND CONVENIENT

There is NO COST to eligible employers or job candidates to take the WorkKeys assessments and earn the NCRC through the local workforce system.

IMPROVE EMPLOYEE HIRING AND SELECTION WITH JOB PROFILING PROFILE BENEFITS

The WorkKeys job profile is the right approach if your organization prefers customized intelligence to shift your hiring, selection, promotion, and training into high gear. Job profiles provide a strong return on investment for workforce talent.

COMPETE STRONGER

Validate ISO workforce quality
Improve EEQG compliance
Capture skills needed for success

RECRUIT SMARTER

Pinpoint new and evolving talent
Sharpen decision-making
Raise employee buy-in support of assessment

INVEST BRIGHTER

Leverage your most talented staff
Refine training to promote growth and development
Enhance productivity and retention

VALUE-ADDED INTEL WITH JOB PROFILES

Unlock the brain power of your top performers to identify the tasks and specific skill levels needed to take your business to the next level with a WorkKeys job profile. The focus group of your subject matter experts, teamed up with an ACT-certified job profiler, creates an initial task list, sharpens the list for critical performance, then analyzes and aligns the job tasks for specific WorkKeys skills and levels. The profiler documents the results in a customized solution that can revolutionize hiring, training, and productivity.

The cost of a job profile is minimal and provides a multitude of value added benefits that can assist in the creation of standard work procedures, on the job training, and ISO reporting. Job profiles maximize the work readiness system powered by the NCRC (National Career Readiness Certificate) available to employers and job seekers through the local Career Centers, high schools, and colleges.

WHAT LOCAL EMPLOYERS SAY

"Implementing this certificate (NCRC) is probably the most significant thing we’ve ever done for our workforce. Six Sigma and Lean Manufacturing are important to company success, but WorkKeys testing and the National Career Readiness Certificate will strengthen both our company and our people."

CG Power Systems – Mark Schillebeecks, President

"LMC’s long term commitment is to utilize WorkKeys to build a stronger workforce by offering every associate the opportunity to obtain a NCRC certificate and expand their skills."

LMC Industries – Keith Suellenstrop, CFO

- Profiled 11 different manufacturing jobs
- Turnover improved 26%
- Hiring the right person the first time
- Continuous improvement in customer quality as we strive for zero defects
- Opportunity for job advancement through benchmarks established through job profiles