

Michigan National Career Readiness Certificate (MI NCRC) Program Update

Since the release of Michigan National Career Readiness Certificate (MI NCRC) DELEG policy issuance in July of 2009 to the Michigan Works! Agencies much of the logistical work and infrastructure needed to deliver the MI NCRC testing has taken place. Implementation and activity has varied among the MWAs for a number of factors, but in large part the infrastructure for delivery of services are in place and certificates are being produced around the state. The primary focus now is outreach and engagement with employers to build the value of the certificate.

Operations/Implementation

- Over 12,000 certificates in workforce system since July 1, 2009
- Co-Branded Michigan/ACT certificate & agreement completed
- Statewide training delivered with ACT for workforce system through Michigan Works! Association
- Majority (84%) of Michigan Works! test site infrastructure is set-up with the new ACT certificate registration system (RegiStar)

*excluding 2 MWAs that are WorkKeys Solutions Providers(WSPs)

Outreach & Awareness

A revised employer focused statewide communications plan has been developed by DELEG Communications Division that has a time frame out to December 2010

Highlights from the plan include:

- Distribution of 10,000 employer tool kits
- Statewide print paid media
- Statewide regional employer forums
- Public Service Announcements
- November 2010 statewide conference in partnership with MI NCRC Advocates

MEDC

- Memorandum of Understanding in place to promote MI NCRC

- Held first presentation with Business Development Managers
- MEDC workforce staff on-board
- Working on regional employer forums

BizCentral article circulated to approximately 11,000 businesses in Jackson, Lenawee, and Hillsdale counties (South Central Michigan Works!)

Contact has been made with local economic development agencies to promote MI NCRC

Events and other activity:

- February 23rd locally initiated employer lunch held by Branch County ISD
 - March 24th Southwest Michigan Employer Breakfast
 - March 30th Marquette employer lunch with Education Committee for U.P. Economic Development Alliance
 - Other regional employer forums are forthcoming
- Successful MI NCRC Advocates Conference in November 2009
 - Over 300 participants
 - Representatives from 11 States
 - Department of Corrections Participation