

"The National Career Readiness Certificate, consisting of the related WorkKeys® assessments and learning systems have been invaluable in helping us to hire and retain world-class employees with the foundational job skills needed to be successful at Dow. We have proven correlations between high scores in WorkKeys and employees' ability to quickly learn on-the-job technical skills."

— **Jennifer Hayes**
Michigan Operations Project Leader
Dow Chemical Company
Midland, MI

"In our mission to hire, train, develop, retain, and support lifelong learning of diverse qualified associates, the National Career Readiness Certificate, and the related WorkKeys® assessments, will continue to be an absolute resource in recruiting the right candidates to be successful through the career ladder at CVS/CVS Pharmacy/CVS Caremark."

— **Lena Barkley**
Manager, Workforce Initiatives
CVS/CVS Pharmacy/CVS Caremark
Detroit, MI

For more details, please contact:

Partners

Michigan Department of Energy,
Labor & Economic Growth
www.michigan.gov/deleg



Michigan Works! Association
www.michiganworks.org



Michigan National Career Readiness
Certificate Advocates
www.michiganrcrc.org



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MICHIGAN STANDS OUT

**Skills Certified,
Job Ready**



Michigan National Career Readiness Certificate

As an employer, you're constantly seeking a competitive edge in finding, keeping, and training your most valuable resource – **qualified employees**.

You want employees who are **skills certified and job ready**, who have the basic skills you need to build a stronger business from the inside out that can compete and grow in today's tough economy.

Be certain, ask for the Certificate

To make smart hiring, training, and advancement decisions ask for the **Michigan National Career Readiness Certificate** – a valuable tool that's now the state's standard credential for verifying worker job readiness.

This easily understood and universally recognized credential is based on three core ACT WorkKeys® assessments and employability skills training. WorkKeys® assessments measure real world foundational skills critical to success in the majority of jobs in today's workplace:

- ◆ Applied Mathematics
- ◆ Locating Information
- ◆ Reading for Information

Certificates are awarded at four levels – based on an individual's performance: platinum, gold, silver, and bronze.

What about those core skills related to positive work attitudes and behaviors required in today's workplace — those “soft” or “interpersonal skills?”

A unique feature that complements the Certificate program is Employability Skills training. Skill development and certification covers such areas as teamwork, communication, conflict resolution, critical thinking, and problem solving.

Through this training, individuals can earn certification including 12-state-approved employability skills standards.

Why the Certificate is different

The Certificate complements any academic credential which already measures what a person knows. What's different about the Certificate is that it validates what a person of any age or educational background can do, and that they know how to apply their knowledge in the workplace. To results-oriented employers in today's competitive economy, this makes a big difference.



So many benefits

- ◆ Improves hiring and advancement
- ◆ Saves money as a pre-screening tool
- ◆ Increases productivity
- ◆ Improves training effectiveness
- ◆ Identifies skills gaps
- ◆ Helps workers keep pace with workplace skills demands
- ◆ Reduces overtime and waste
- ◆ Reduces turnover and related costs
- ◆ Reduces cost of remedial training
- ◆ Offers greater return on investment
- ◆ EEOC and ADA compliant

Getting started is easy...

Join employers from across Michigan and the nation who are already using the National Career Readiness Certificate. Become a Skills Certified, Job Ready Michigan! employer by asking for the Certificate to validate job seeker skills when hiring, and promoting from within your organization. WorkKeys® assessments and employability skills training are available through the Michigan Works! Service Centers located statewide. Call 1-800-285-WORKS (9675) or go to www.michiganworks.org for a listing of service centers.