

MASSACHUSETTS WORKFORCE DEVELOPMENT SYSTEM

Mass Workforce Issuance

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☐ Policy

☒ Information

To: Chief Elected Officials
Workforce Development Board Chairs
Workforce Development Board Directors
Title I Administrators
Career Center Directors
Title I Fiscal Officers
DCS Operations Managers

cc: WIOA State Partners

From: Alice Sweeney, Director
Department of Career Services

Date: October 25, 2016

Subject: **Local Strategies for Raising Employers Interest in WorkKeys and National Career Readiness Certificate (NCRC) Webinar**

Purpose: To notify Local Workforce Development Boards, One-Stop Career Center Operators, and other Local Workforce and Economic Development partners of a webinar, sponsored by JSI Research and Training Institute, teaching strategies for raising employers interest in hiring NCRC recipients and promoting the WorkKeys exam and Career Ready 101 remediation as valuable traits in potential employees.

[Local Strategies for Raising Employers Interest in WorkKeys/NCRC](#)

Thursday, November 10th, 11:00AM – 12:30PM

Background: Nearly twenty-thousand students and customers in one hundred sites around the Commonwealth have logged over sixty-six thousand hours passing lessons and remediating their skills in Career Ready 101. As WorkKeys testing sites activate and begin administering the exam, students are earning National Career Readiness Certificates. Many have asked: What about employers? Are they aware of these tools and the National Career Readiness Certificate? How does one market to employers and explain how they can use them to recruit and hire a skilled workforce?

In this webinar workforce development professionals from Massachusetts, Oregon, and Minnesota will share marketing strategies and materials they've developed to successfully engage local employers recognition and use of the National Career Readiness Certificate as a tool for screening, hiring, and skilling-up their workforce.

Action

Requested: Please disseminate this information and ensure that all appropriate staff members register using the link above.

Inquiries: Questions regarding Career Ready 101, the WorkKeys exam, and the National Career Readiness Certificate should be directed to careerreadiness@state.ma.us or (617) 626-7109.