

Annual Meeting of
the WICHE
Legislative
Advisory
Committee

October 10-11, 2007
Denver, CO

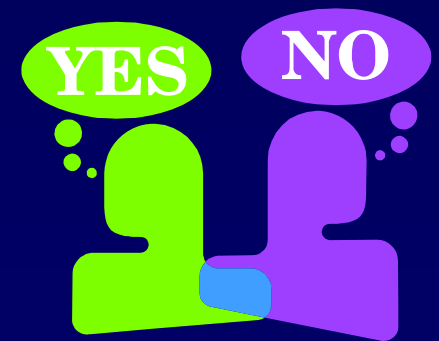
Dolores Mize,
Director of Policy
Analysis and
Research,
WICHE



A Common Language
for Higher Education
and Workforce:
State Certification
Systems

A Story (might actually be true!)

- The President declares he needs to hire 20 computer scientists
- He calls his friend, the President of X University and says so
- The presidents pass the responsibility to the HR director and the computer science faculty, respectively
- When they begin to talk, they find themselves in a dilemma...



The Moral of the Story

- Language is critical
- Knowing what you don't know is important (especially in education and business partnerships where the language is so different between the two sectors)
- Knowledge, skills and abilities can only be discussed with a common frame of reference
- Measurement often offers that common frame of reference
- Both can benefit from measurement

What is the story of our data?



The Lake Wobegon effect

The characterization of the **fictional** location, where "all the women are strong, all the men are good looking, and all the children are above average," has been used to describe a real and pervasive human tendency to overestimate one's achievements and capabilities in relation to others.

The Lake Wobegon effect, where everybody claims to be above average, has been observed among drivers, CEOs, stock market analysts, college students, and state education officials, among others.

From Wikipedia

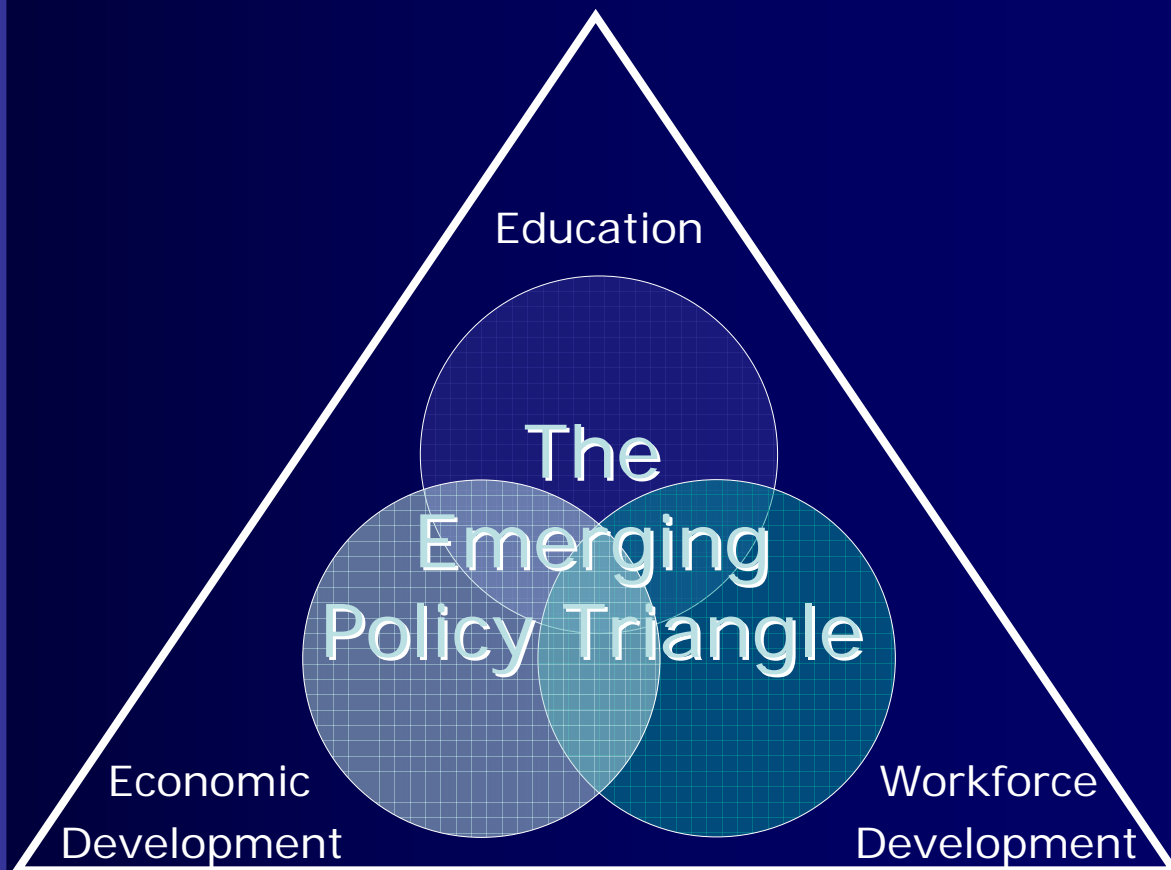
Authors:

Dennis Jones
and

Patrick Kelly,

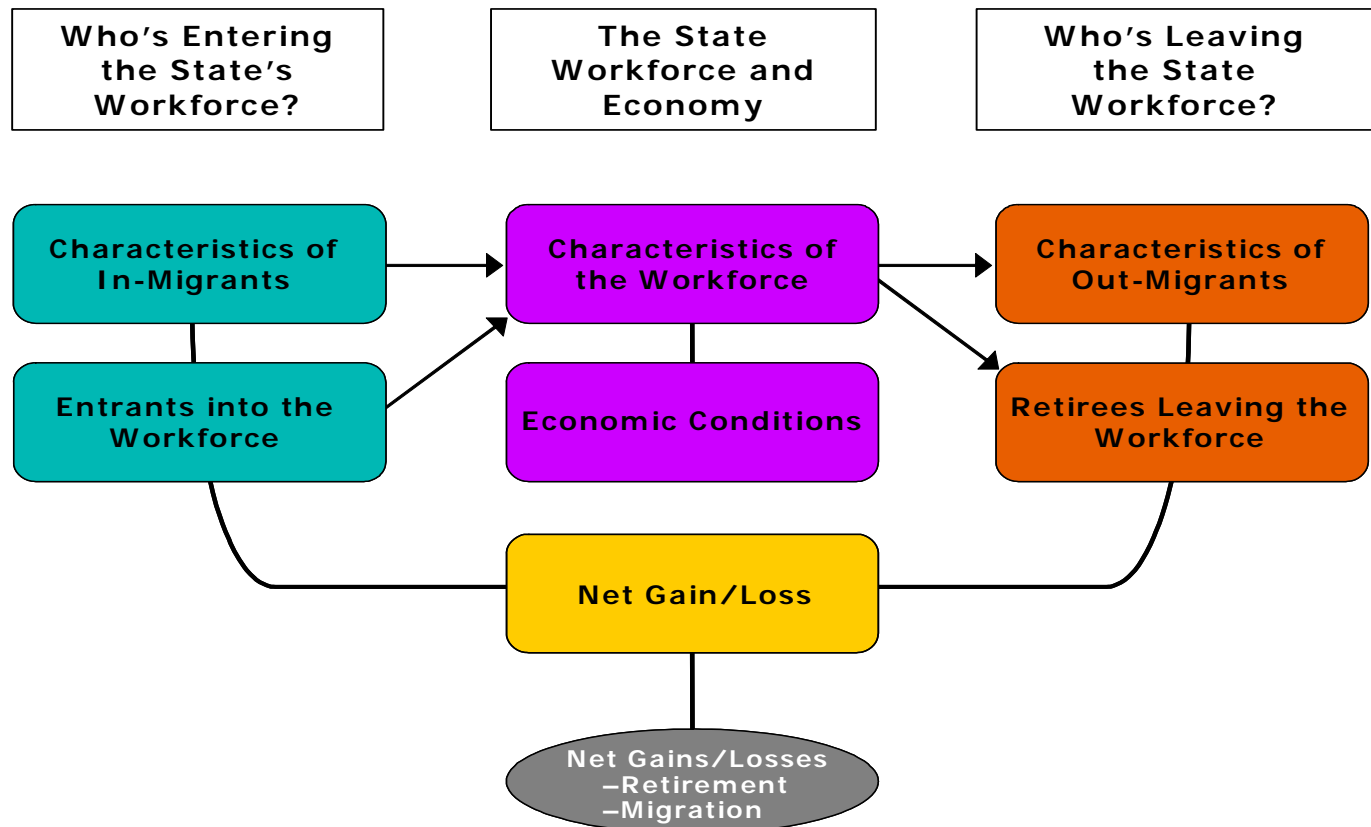


Update to 2004
Report with
data on all
50 States



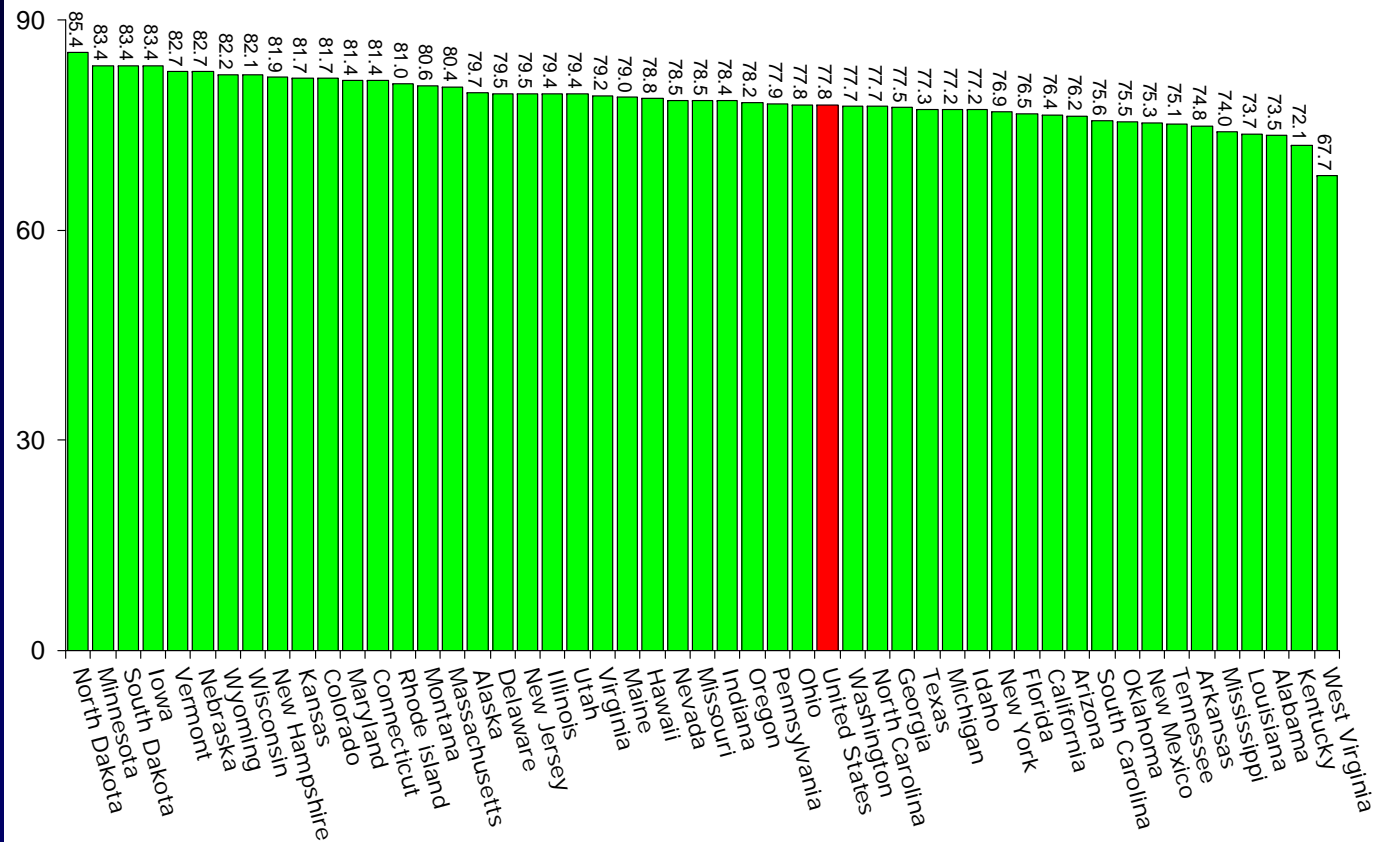
Movements in Human Capital

State Workforce and Economy



Sources of Future Workforce

Percent of Civilian Population Age 25-64 Participating in the Workforce, 2005

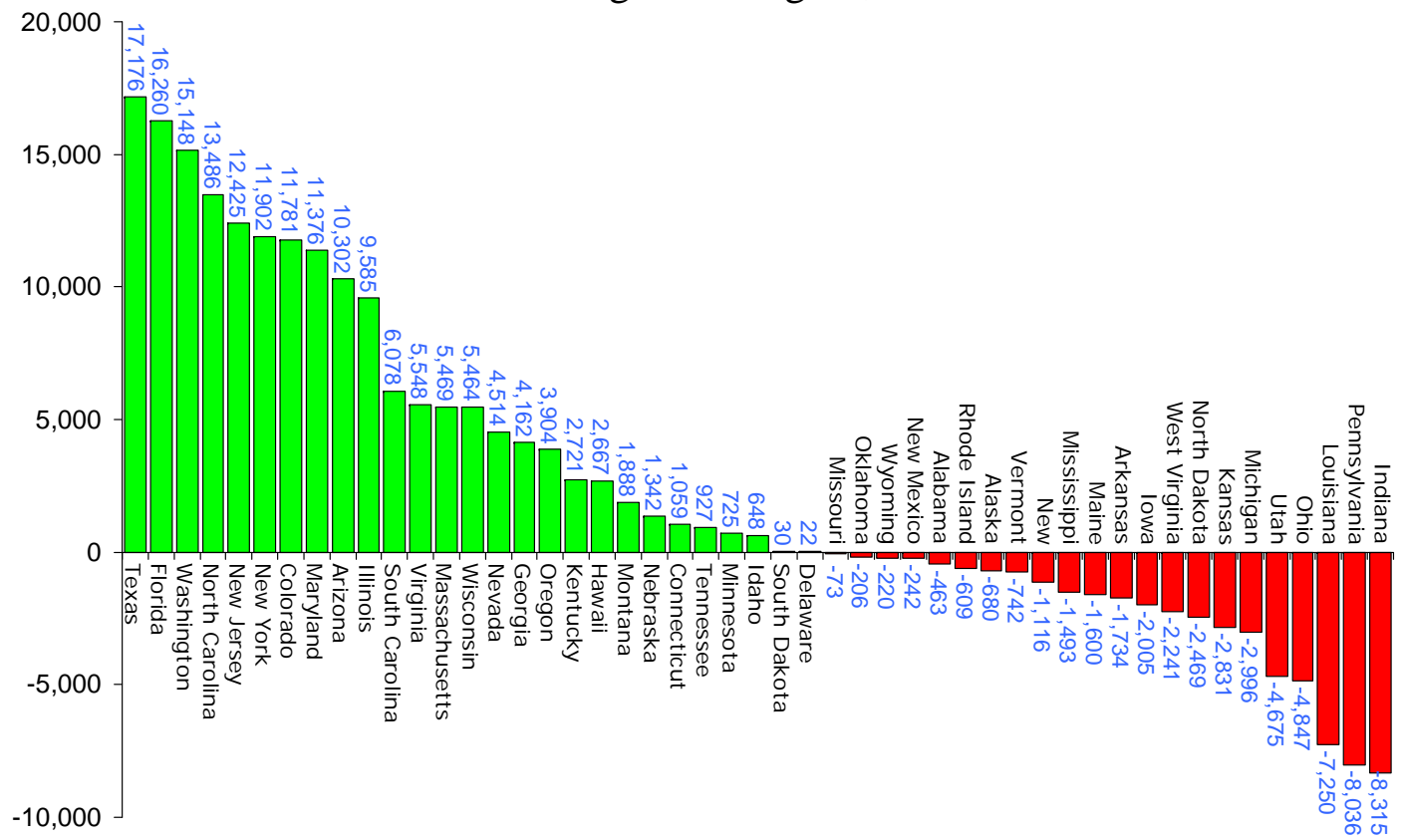


Source: U.S. Bureau of Labor Statistics



Migration of Recent College Grads.

Net Migration of Residents Age 22-29 with an Associate Degree or Higher, 2004-05

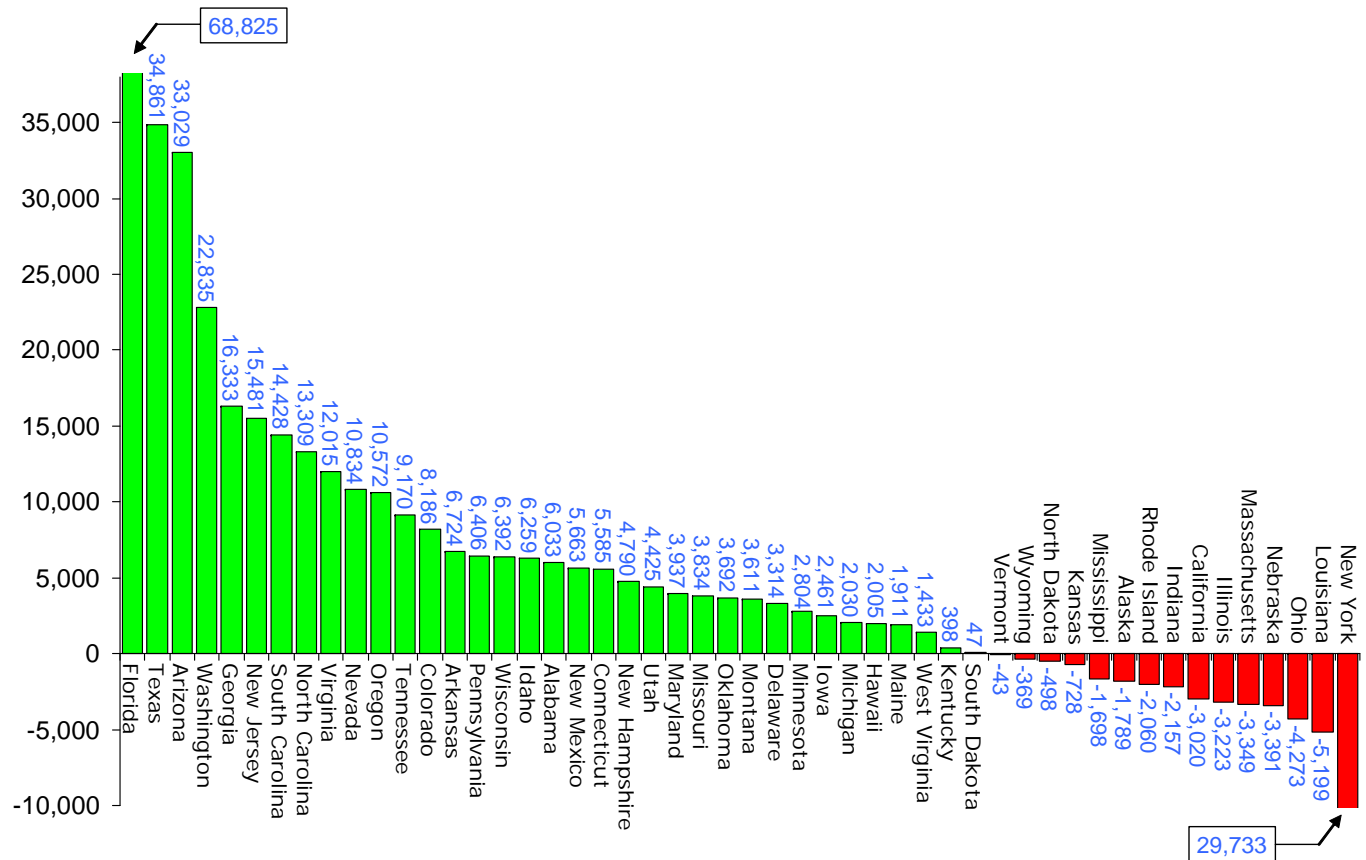


Source: U.S. Census Bureau, 2005 ACS PUMS File



Migration of Older Workforce

Net Migration of Residents Age 30-64 with an Associate Degree or Higher, 2004-05



Source: U.S. Census Bureau, 2005 ACS PUMS File

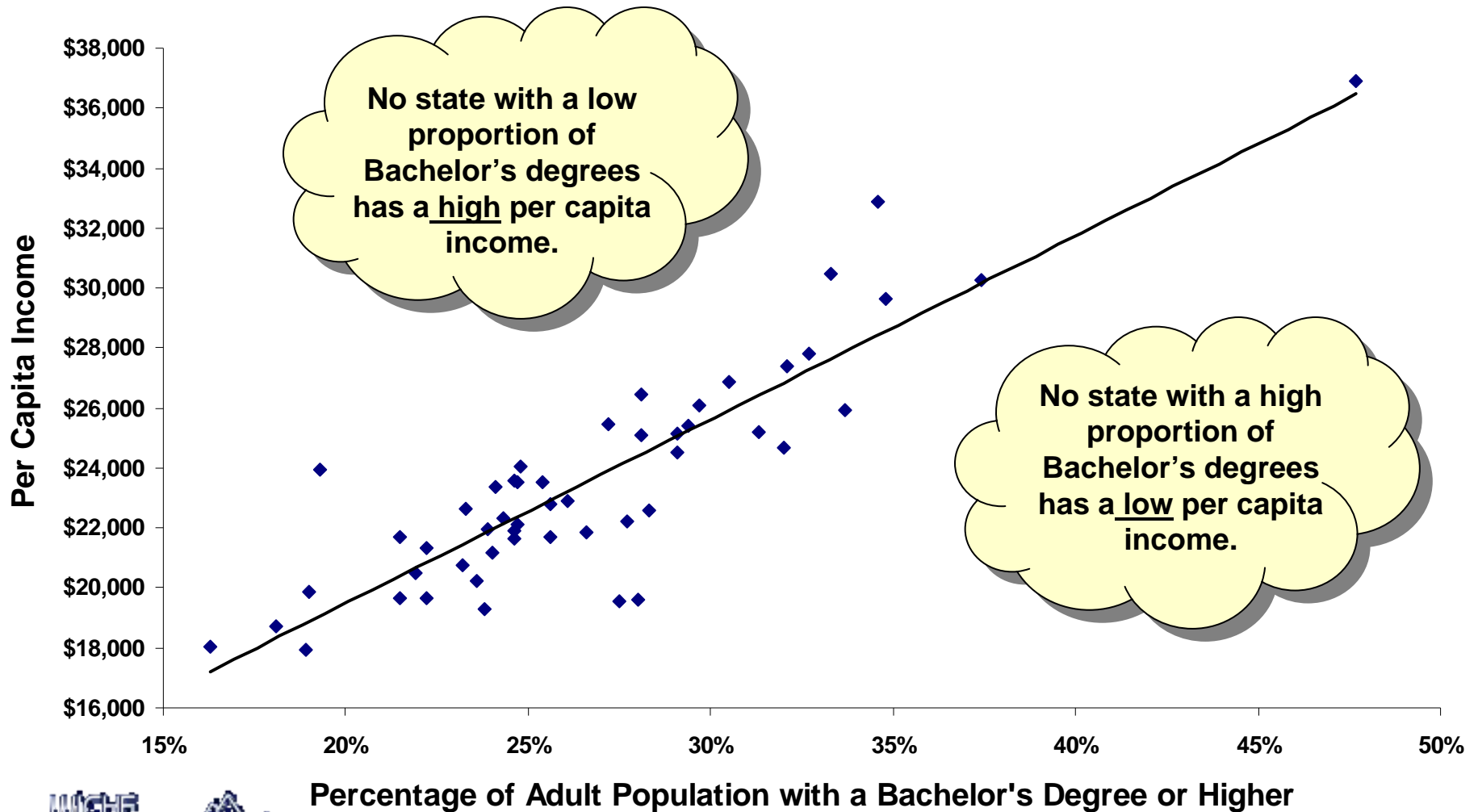


Emerging Policy Triangle

- ED, WD and Education policies on separate tracks in many states
- Some states are getting their arms around the critical links among the policy arenas
- But there are differences, and a need for different solutions, by state:
 - Retention of workforce
 - Growing your own
 - Improve a poor education and build an economy that rewards grads



State Per Capita Personal Income v. Share of Adult Population with Bachelor's Degree or Higher (2004)



Back to the Moral of the Story

- Knowledge, skills and abilities can only be discussed with a common frame of reference
- Measurement often offers that common frame of reference
- Both can benefit from measurement
- How have states found this common frame of reference and bridged the language gap?

Enter State Workforce Certification

- State Workforce Certification Systems
- State Workforce Credentialing Systems
- Almost all are based on ACT, Inc.'s WorkKeys[®] series of assessments
- Involve multiple partners in states
- Bridge the education-business language barrier AND barriers to significant partnerships
- Provide students with evidence of job readiness

What are WorkKeys®?

- A job skills assessment system measuring “real world” skills that employers believe are critical to job success. These skills are valuable for any occupation – skilled or professional – and at any level of education.
- What this means: ANY level of education...including four-year colleges and universities can add value to the degreed credentials of their exiting students with the completion of WorkKeys assessments in states with certification systems especially.

WorkKeys® Assessments

- Communication – Business writing, listening, reading for information, writing
- Problem Solving – Applied mathematics, applied technology, locating information, observation
- Interpersonal skills – Teamwork
- Personal Skills – Talent, Fit

Any one assessment can be completed in less than an hour

Easily scored, easily understood

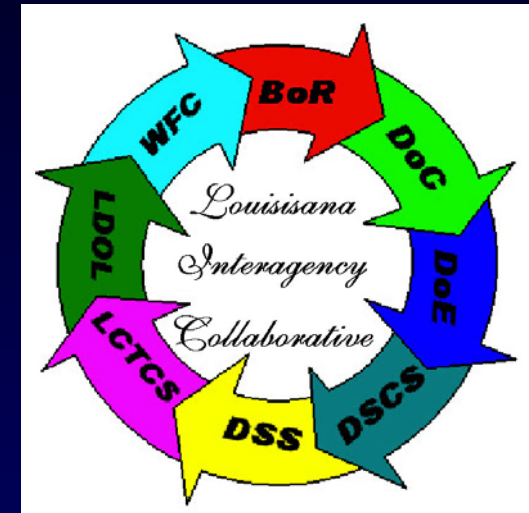
- Scale is from 1-7, with scores less than a 3 indicative of someone not ready for entry-level work
- Scores of 6 and 7 are for professional or highly technical jobs
- 3, 4 and 5 are common for most jobs across assessments and form the basis for career readiness certificates
- But the number of jobs requiring 5 and above are higher than the number of people qualified to fill them. (Education implications)

No need to reinvent job profiles...

- Unless a business or industry has a specific reason for doing so, as ACT's Job bank has more than 11,000 jobs already profiled by professional profilers nationwide.
- The assessments, profiles and the criteria by which each job is profiled are in compliance with all federal laws.
- Businesses can also use the assessments to target training on-the-job only where it's needed, saving millions annually for participating employers.




- The **Louisiana Interagency Collaborative** includes representatives from:
 - Board of Regents
 - Department of Correction
 - Department of Education
 - Department of Social Services
 - Department of State Civil Service
 - Louisiana Community and Technical College System
 - Louisiana Department of Labor
 - Louisiana Workforce Commission – Gov.'s Office



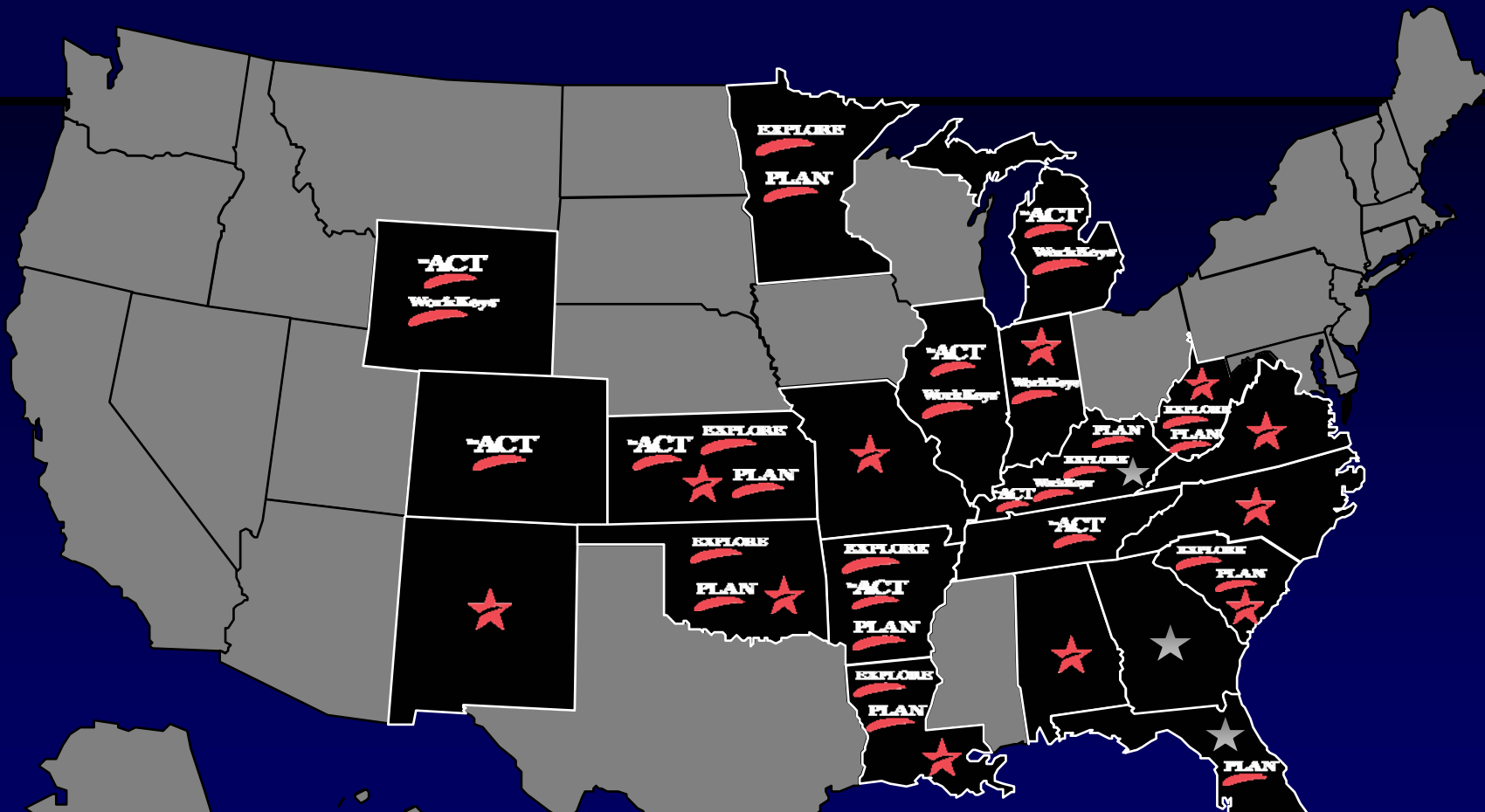


Skill Levels

 Skill Area	Gold	Silver	Bronze
	80% of jobs	50% of jobs	30% of jobs
Applied Mathematics	5	4	3
Reading for Information	5	4	3
Locating Information	5	4	3

Applicant must score at or above the minimum score listed in each core area to receive the particular LWR! Certificate.

Statewide Partnerships in College and Work Readiness 2007



EXPLORE	8th- and 9th-grade students
PLAN	10th-grade students
ACT	11th- and 12th-grade students
★	Affiliated with ACT's National Career Readiness Certificate
WorkKeys	10th-, 11th-, and 12th-grade students
★	State career readiness certificate based on WorkKeys®

State Example:
Louisiana Work
Ready!

One of many
states using
WorkKeys and
affiliated with
ACT's National
Career
Readiness
Certificate

The Story of
Louisiana: Career
Readiness After
Hurricanes Katrina
and Rita



For more information

- www.wiche.edu for electronic copies of the Emerging Policy Triangle report and other policy studies of interest
- dmize@wiche.edu to reach Dolores Mize for further information or to help link you with representatives from ACT.
- www.act.org Provides information on the National Career Readiness Certification process, as well as information on college and career preparation. Select the "Workforce" button on the first page to learn more on WorkKeys