


MEMORANDUM

To: CWRC Group 1 Participating States

From: Debra Lyons, VP-Community & Economic Development 

Date: June 19, 2013

Subject: Return on Investment Survey Plan

Thank you for your participation and support for ACT Certified Work Ready Communities initiative. ACT has developed the attached survey to evaluate the effectiveness of the CWRC initiative on certificate holders, businesses, and local communities.

The survey will focus on evaluating the value proposition of the ACT CWRC initiative on participating states and counties. After analyzing results, ACT will share the findings with participating states.

For this survey to be successful, your feedback and assistance is important. Therefore we would appreciate if you could please review the suggested draft plan, timeline, and attached questions.

We will also be asking for your help in reviewing survey lists and participant messages. In addition, it would be helpful if you could identify a key person in your state whose name we may be able to include in the participant email message. This is most important for successful engagement of employers and local community leaders.

Lastly, we would like to schedule a call on July 26th, 2013 to discuss the survey. We will follow up with you in the near future to confirm your availability. In the meantime, please don't hesitate to contact me with any questions.

Thank you again for your support.

ACT Certified Work Ready Community Plan

<u>Task</u>	<u>Date</u>
Group 1 states review CWRC survey plan	June 28, 2013
Draft messaging prepared, reviewed, finalized	July 31, 2013
Survey Lists Finalized	July 31, 2013
Survey implemented	August 2013
First Message Sent	August 15, 2013
Survey Completed	August 31, 2013
Results analyzed	September 2013
Report released at CWRC Best Practice Symposium	October 16, 2013

Suggested draft questions**Certificate holders**

1. How did you first hear about the ACT National Career Readiness Certificate?
From a private staffing/employment company
From a government employment office
From a friend or family
Through a technical college or community college
From an employer
From some other source (Please explain: _____)
2. Would you recommend the ACT National Career Readiness Certificate to another person?
Definitely yes
Probably yes
Neutral (or Neither Yes or No)
Probably no
Definitely no
3. Was the ACT National Career Readiness Certificate worth your investment of time and effort?
Definitely yes
Probably yes
Neutral (or Neither Yes or No)
Probably no
Definitely no
4. My ACT National Career Readiness Certificate helped give me the confidence I needed to find a job.
Strongly agree
Agree
Neither agree nor disagree
Disagree
Strongly disagree
5. My ACT National Career Readiness Certificate opened some doors for me in a recent job search.
Strongly agree
Agree
Neither agree nor disagree
Disagree
Strongly disagree
6. I believe my ACT National Career Readiness Certificate gives me an advantage over other job applicants without a certificate.
Strongly agree
Agree
Neither agree nor disagree

Disagree
Strongly disagree

7. I believe my ACT National Career Readiness Certificate helped me know what kind of skills employers were looking for in their employees.

Strongly agree
Agree
Neither agree nor disagree
Disagree
Strongly disagree

8. I found the process of registering for and taking the NCRC assessments easy and straight forward.

Strongly agree
Agree
Neither agree nor disagree
Disagree
Strongly disagree

9. If you became employed after you earned your ACT National Career Readiness Certificate, how helpful was it in getting a job? Would you say it was...

Very useful
Moderately useful
Slightly useful
Not useful at all
Already had a job when I earned my certificate

10. Did you or will you include your ACT National Career Readiness Certificate level and/or WorkKeys assessment scores on your resume?

Definitely yes
Probably yes
Uncertain
Probably no
Definitely no

11. What is the highest level of education you have completed?

Less than high school
Some high school
High school degree
Some college
Associates degree
Bachelor's degree
Master's degree
Higher level graduate degree

12. If you are currently employed, which of the following best describes your industry field?

Agriculture, Food & Natural Resources
Architecture & Construction

Arts, A/V Technology & Communication
Business, Management & Administration
Education & Training
Finance
Government & Public Administration
Health Sciences
Hospitality & Tourism
Human Services
Information Technology
Law, Public Safety, Corrections & Security
Manufacturing
Marketing, Sales & Service
Science, Technology, Engineering & Mathematics
Transportation, Distribution & Logistics

Please use this space for additional comments about your experience with ACT National Career Readiness Certificate.

Businesses

1. How did you first hear about the ACT National Career Readiness Certificate?

From a local chamber of commerce

From a technical college

From a community organization

From another business

From an advertisement

From some other source (Please explain: _____)

2. How useful is the National Career Readiness Certificate when you are looking for skilled employees?

Very useful

Moderately useful

Slightly useful

Not useful at all

3. Would you recommend the National Career Readiness Certificate to another business?

Definitely yes

Probably yes

Neutral (or Neither Yes or No)

Probably no

Definitely no

4. In your opinion, does the ACT National Career Readiness Certificate help your company find higher quality employees?

Definitely yes

Probably yes

Neutral (or Neither Yes or No)

Probably no

Definitely no

5. Does ACT National Career Readiness Certificate help your company reduce employee turnover?

Definitely yes

Probably yes

Neutral (or Neither Yes or No)

Probably no

Definitely no

6. Do you recognize, prefer or require an ACT National Career Readiness Certificate in your hiring process?

Recognize

Prefer

Require

None of the above

7. Does your company save money by using the ACT National Career Readiness Certificate?
Definitely yes
Probably yes
Neutral (or Neither Yes or No)
Probably no
Definitely no
8. Do you use the ACT National Career Readiness Certificate for current employees for promotion or training purposes?
Definitely yes
Probably yes
Neutral (or Neither Yes or No)
Probably no
Definitely no
- [insert state name] Certified Work Ready Community initiative is a public private partnership between the state and counties where counties agree to have individuals earn an ACT National Career Readiness Certificate and businesses recognize it in support of their county achieving the Certified Work Ready Community status.
9. Do you think the [insert state] Certified Work Ready Communities initiative is something your company would support?
Definitely yes
Probably yes
Neutral (or Neither Yes or No)
Probably no
Definitely no

10. On a scale of 1 to 10, with 10 being the most effective, how effective would you say the ACT National Career Readiness Certificate is at helping people find good jobs? _____

11. Which of the following best describes your company's industry?

Accommodation and Food Services
Administrative and Support and Waste Management and Remediation Services
Agriculture, Forestry, Fishing and Hunting
Arts, Entertainment and Recreation
Construction
Educational Services
Finance and Insurance
Health Care and Social Assistance
Information
Management of Companies and Enterprises
Manufacturing
Mining
Other Services (except Public Administration) Public Administration
Professional, Scientific, and Technical Services
Real Estate Rental and Leasing
Retail Trade
Transportation and Warehousing

Utilities
Wholesale Trade

12. How many people work for your organization?

Less than 25
25-50
50-100
101-250
251-500
More than 500
Don't Know

13. What is your organization's zip code?

Please use this space for additional comments about your experience with ACT National Career Readiness Certificate or your thoughts on ACT Certified Work Ready Communities initiative:

Questions for County Leaders

[Suggested target audience: local economic developers, local education leaders, local workforce development leaders]

[Insert state name] Certified Work Ready Community initiative is a public private partnership between the state and counties where counties agree to have individuals earn an ACT National Career Readiness Certificate and businesses recognize it in support of their county achieving the Certified Work Ready Community status.

1. How aware are you of your county's participation in [insert state name] Certified Work Ready Communities initiative?
Very aware
Moderately aware
Slightly aware
Not aware at all

[Linked wording]

2. [If very aware or moderately aware to 1]-Is your participation improving partnerships in your community?
Definitely yes
Probably yes
Neutral (or Neither Yes or No)
Probably no
Definitely no

3. [If slightly aware or not aware at all to 1]-Does your county plan to participate in [insert state name] Certified Work Ready Community initiative?
Definitely yes
Probably yes
Neutral (or Neither Yes or No)
Probably no
Definitely no

4. Do you believe implementing the Certified Work Ready Community initiative has helped demonstrate your county is committed to producing a quality workforce?
Definitely yes
Probably yes
Neutral (or Neither Yes or No)
Probably no
Definitely no

5. Are you using the county Certified Work Ready Community data to improve your local workforce development efforts?
 Definitely yes
 Probably yes
 Neutral (or Neither Yes or No)
 Probably no
 Definitely no

6. Are you using the Certified Work Ready Community data to promote your county to new businesses?
 Yes, all the time
 Yes, most of the time
 Some of the time
 No, not usually
 No, not at all

7. Are you using your Certified Work Ready Community initiative to support your current businesses? If yes, how? If no, why not?
 Yes1
 No2

8. Would you recommend the [insert state name] Certified Work Ready Community initiative to another county?
 Definitely yes
 Probably yes
 Neutral (or Neither Yes or No)
 Probably no
 Definitely no

9. On a scale from one to ten with ten being the highest ranking, how valuable is participating in the [insert state name] Certified Work Ready Community initiative in helping your county have a cohesive workforce development strategy? _____

10. Once 'certified', will your county continue to refresh its goals to keep its Certified Work Ready Community status?
 Definitely yes
 Probably yes
 Neutral (or Neither Yes or No)
 Probably no
 Definitely no

Please use this space for additional comments about your experience with [Insert state name]
Certified Work Ready Community: