

Become a champion for a stronger workforce

Certified work ready communities is closing the skills gap across Southwest Virginia

Your business plays an important leadership role in the communities you serve. And like any good corporate citizen, you're willing to make the investments necessary to build a strong workforce with the skills employers need in today's global economy.

The SWVA certified work ready communities initiative, in partnership with ACT Work Ready Communities and powered by the ACT® National Career Readiness Certificate (NCRC™), helps individuals document and improve their skills and paves the way to better jobs and higher wages. It's helping employers make better hiring decisions, resulting in reduced training time and cost, lower turnover and higher productivity. And it's helping communities measure and close skills gaps and market the quality of their workforce.

If you are interested supporting your community's efforts and taking a stand for a stronger workforce, please consider becoming a SWVA CWRC Employer Champion. This will involve:

- Profiling key jobs (job profiling is a job analysis system that identifies the exact skill levels required for success in a given position)
- Using job profiles and the ACT NCRC as part of your hiring and training process
- Sharing with others how your company is benefitting from participating

By serving as a business champion for the SWVA certified work ready communities initiative, you will be leading by example – and helping your own business, other businesses and ultimately your community and the region as a whole.

Business Return on Value		
Employer	Positions Filled	Outcomes (compared to prior practices)
Subaru of Indiana Automotive (Lafayette, IN)	Automotive assembly workers	25% reduction in turnover
Covidian Health Care (Macon, GA)	Manufacturing production	Per-person hiring cost reduced from \$2300 to \$600 Time-to-hire reduced from 45 days to 17 days Time to full employee efficiency reduced from 2 years to 6 months.
Steelscape (Calama, WA; Richmond and Rancho Cucamonga, CA)	Self-directed manufacturing teams	<4% turnover overall and a "Best Practice" award from the American Psychological Association for its hiring process.
Bradner Village, a retirement community (Marion, IN)	Nurses, nursing assistants, dietary staff, etc.	37% reduction in turnover
Inova Health System (Falls Church, VA)	Customer assistants and clinical technicians	73% reduction in turnover; \$1.8M cost savings
911 call center (Lexington county, SC)	Call center operators	50% reduction in turnover; skills-related turnover went to 0

For more information, please visit <http://www.workreadycommunities.org> or www.nrmrwib.org