WORK CERTIFIED™

PROGRAM OPERATIONS MANUAL

Operated by the Workforce Development Board of the Treasure Coast
Port St. Lucie, Florida

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WELCOME!

You are a member of the most successful work readiness and recruitment program in the country! The Work Certified™ team is available to help you establish your first of many local success stories!

This manual is designed to help you operate the program step by step. The Work Certified™ program has been designed to operate itself. Once the process is put into place, it is easy to administer. In this manual, you will get the best practices of many who operate the program nationally.

It is important that your staff understand the program and the benefits it can bring. We highly recommend your staff is given an orientation to Work Certified™. An insight into the program and its goals, by your organization's staff, will assist in ensuring that the program is appropriately supported and that appropriate referrals can be provided to job seekers and employers. This is crucial in developing the partnership with Work Certified™ and your community employers.

Marketing materials are an important element of promoting the program. To convince job seekers to become certified you need to involve your employer community. Endorsements are highly recommended. You will find some tips in this manual on community outreach. Instructor training is the most important part of this program. When the actual training begins for your members is the time we get most of our questions. Our FAQ section should provide you with the needed information to go forward with a great program for your region or organization.

The purpose of this operations manual is to provide a strong foundation for your program in developing the very best of candidates for your employers. We offer practical tools and strategies proven in successful employment relationships, as well as, a confident, capable workforce!

Introduction to Work Certified™

The Work Certified™ program was created by employers and benefits both the employer and job seekers in many positive ways. In 1999, the National Skill Standards Board challenged the Workforce Development Board of the Treasure Coast and the Palm Beach Workforce Board to produce solutions to skill standards. The Boards completed the development team by engaging Palm Beach Community College and Indian River Community College. The Workforce Development Board of the Treasure Coast, earlier, identified "soft" and "basic" skills as the number one recruitment and retention problem for employers and elected to work with local employers to tackle skill standards for work readiness. Employer focus groups were conducted in five counties. These focus groups included diverse types of businesses, education and government. The information from these focus groups was developed into a curriculum that has evolved over the last years into the dynamic program it is today!

This Work Certified™ Program is unique. Our main clients are the business community. This is different than most certification programs, whether not-for-profit, government, or public or private schools. Our training approach is business-driven, and certification is accomplished by participants who have demonstrated that they are truly ready to be responsible, productive employees. Towards that end, this is not a program whose success is based upon the percentage of enrolled students who obtain certification or the average scores obtained by students on the certification test. The success of the program is based upon how well the students perform in their jobs.

The overall Work Certified™ program goal is to teach, verify skills and behaviors that ensure the success of entry-level employees in the workplace. Businesses who hire these skilled and knowledgeable employees are more productive, have less turnover, spend fewer hours teaching basics and more time transacting business. Employees who are "**Work Certified™**" remain employed and are more likely to advance within a business, or obtain a better position at higher pay with another company.

The distinctive curriculum structure, along with the requirements of demonstrated ability of specific skill outcomes, has produced an **employer-focused, employer-driven program** that is understood and embraced by businesses. The Work Certified™ Program establishes skill benchmarks that individuals need to succeed in the workplace. These benchmarks were set and adopted by businesses based on employers' needs and expectations.

To our knowledge this is the only employer-driven, employer-focused work readiness program in the country. To ensure all required aspects of certification programs were met, the National Skill Standards Board provided guidance throughout the development and implementation of the program. At their meeting in Jacksonville in 2001, the National Skills Standards Board stated, "This is the best program of its type in the country."

About Us

Work Certified™ is a product of Workforce Development Board of the Treasure Coast in Port St. Lucie, Florida.

Workforce Development Board of the Treasure Coast • 584 NW University Blvd., Suite 100 • Port St. Lucie, FL 34986

The Workforce Development Board of the Treasure Coast, doing business as CareerSource Research Coast, is a private, non-profit corporation with a Board of Directors consisting of private business, educational and economic development representatives, community-based organizations, state agencies, elected officials and a full-time professional staff. Our mission is to promote a bright economic future through the coordination of workforce development activities and services in the four-county area.

Workforce development has become a major theme for economic progress. There is an increasing demand for skilled labor across all industry sectors and Treasure Coast employers are looking to the workforce system to provide employees with the required knowledge and skills to adapt and compete in the global marketplace. We have programs and strategies to develop the most valuable resource — human capital.

Welcome to Port St. Lucie, Florida
"A City for All Ages"

The City of Port St. Lucie is unique in that it is a large city that retains its "small town feeling." The city has once again been designated as one of the top ten fastest growing cities in the nation by the U.S. Census office. If you are looking for business opportunities, or just a great place to live and raise a family, we invite you to learn more about our burgeoning city.

We all enjoy the Gulf Stream's breezes which help cool us in the summer and warm us in the winter and help give us a wonderful year around climate. An abundance of golf courses, from top PGA courses to our own municipal course, offer golfers lots of opportunities to practice their game. Miles and miles of pristine beaches are just seven miles away and 14 miles of the beautiful St. Lucie River run through the city.

The Work Certified™ Program Information

Orientation	Program Overview Certification Requirements Pre-Assessments for Enrollment
Program Modules	Reading Comprehension Business Technology Business Math Pre-Employment Customer Service Business Communications Employment Expectations Mastering Career Success General Business Knowledge Overcoming Barriers to Successful Employment (optional)
Program Length	90 Hours + 15 hours of outside research/activities = total of **105** hours
Certifying Agency	Workforce Development Board of the Treasure Coast
Certification Requirements	Must master all 59 competencies and must score 80% or higher on the Work Certified Program exam.

Program Goals	To verify and teach skills and behaviors to entry-level employees that will ensure their success in the workplace. By hiring more skilled and knowledgeable employees, businesses will be more productive, have fewer turnovers and spend less time teaching basics and more time transacting business. Employees who obtain a Work Certified™ certificate will remain employed and be able to advance within a business, or obtain a better position with another company. In addition, the Work Certified™ Program establishes a benchmark of skills that individuals need to succeed in the workplace. Individuals lacking the education or language to enter the Work Certified™ Program will become aware of the level they need to reach before they can be of value to the vast majority of employers. Once the basic levels are reached, the Work Certified™ Program teaches the individuals additional workplace behaviors and skills.
Background	The Work Certified™ Program is an employer-driven program. Focus groups consisting of business owners and management were conducted to determine the basic job skills required of an average entry-level employee. The nine modules that comprise the Work Certified™ Program are the direct result of employer focus groups. The content and competencies for the courses reflect the requests of the focus group members and feedback from professionals in each area.
Target Market	The target market for this program is job seeking individuals. This may include high school students not going to college, college students working summer or part-time jobs, workers changing industries, individuals new to the workplace, individuals who have been out of the workplace for a period of time and are re-entering the workplace, existing workers identified by businesses in need of training, foreign language employees who have mastered an advanced level of English through ESOL programs, and other appropriate groups.

Target Market	Other markets such as Youth, Dislocated Workers, TANF, Adults, Seniors and other market have also been successful taken this program.
Teaching Tools	Lecture, in-class exercises, role-playing, case studies, handouts, hands-on, textbooks and worksheets.
Instructor Credentials	Instructors must be certified in order to teach in this program. Instructor certification is 30 hours and involves a review of the program and a review of all 9-modules. Instructors must pass a teacher certification test with a 90% or higher prior to teaching their first class. To maintain certification, teachers are required to attend an annual meeting to review program updates and changes and must score 90% or higher on an annual process test.
Train-the-Trainer Program	Trainers of instructional staff must be certified. In order to train new teachers, individuals must be certified to teach the program, pass the process test (they may take it prior to their annual renewal to meet this requirement) and have taught the entire 9-module program at least twice. Certification is then obtained by attending train-the-trainer sessions that include instruction on how to conduct teacher trainer sessions, and mock training sessions. They must then have portions of their first teacher trainer session audited by a certified train-the-trainer (which can be accomplished using video tape).
Program Evaluation	A student critique and an instructor evaluation form are provided for the purpose of evaluating each module after it is taught.

 In addition, businesses that hire graduates can be contacted and surveyed to determine if they are obtaining their desired value from the program. |

Getting Started:
Program Marketing

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Your Organizational Team

MARKETING TO YOUR ORGANIZATIONAL TEAM

Any new program is always difficult to sell to your staff. From our experience and other areas in the United States, we have found it very important to make sure all staff receives an orientation to the program. We have seen several different types of orientations, which have included programs from a two hour presentation to a full day. The two hour presentation can be accomplished with a marketing PowerPoint which we can provide to you. It includes the history of the program and describes all the different modules and how the program works. The all-day orientation can be conducted by a certified instructor or instructors. They can actually teach parts of some of the modules so the staff has a better understanding of the program.

Of course the best way to operate the program is to have staff take the program. You could offer the program as part of a staff training program over a period of 6 months and have a Work Certified™ staff! This would not only motivate your staff in placing all your clients into the program, but help your staff become better employees.

Several clients have asked us if we could conduct the orientations and we can! We offer the orientations to everyone as an add-on to the program. You will find the cost in the budget section of our proposal. It is not mandatory that we conduct the orientation, as we are sure you have staff that can conduct the orientation as well.

Employers

MARKETING TO YOUR EMPLOYERS

Most discussions concerning today's workforce eventually turn to employability skills. Finding workers who have employability or job readiness skills that help them fit into and remain in the work environment is a challenge. Employers need reliable, responsible workers who can solve problems and who have the social skills and attitudes to work together with other workers. Employability skills are those basic skills necessary for getting, keeping and doing well on a job. These are the skills, attitudes and actions that enable workers to get along with their fellow workers and supervisors and to make sound, critical decisions. Unlike occupational or technical skills, employability skills are generic in nature rather than job specific and cut across all industry types, business sizes, and job levels from the entry-level worker to the senior-most position. Work Certified™ offers a service that is built upon these principles that employers value and need for successful operations and profit, money or advantage.

Before you can confidently promote the program to employers, you must have a clear picture of your product and its features, inclusive of the ultimate outcome of using it! Sounds like you are selling? Yes, you are! In addition to the selling of the program, what is it that you want your employers to know and understand?

How will the Work Certified™ program benefit the employer? Some people, organizations, etc. want a "guarantee". Unfortunately, we cannot offer guarantees. And, today, that is hardly enough for employers to want to partner with you in supporting the program, even more so, hiring its graduates.

The employers will need to understand that the service gained through the partnership and endorsement of the program will be:

Positioning: Since you are not the only organization assisting in the placement and referral of job seekers, challenge your competition! By partnering with the Work Certified™ program, employers will receive a unique service that has a distinctive identity, something the competition will not be able to offer: qualified applicants with proven, evaluated skills and abilities, evidenced by a recognized credential.

Placement and Retention: You can offer employers a reduced risk in hiring, increase your job seekers' job retention, and develop a long-lasting employer relationship. Focusing on referring the best qualified job seeker as a candidate for the open position, assisting in obtaining the job, and successfully helping them to keep the job, are key elements that employers appreciate and respect in recruitment and hiring.

Evaluation: By developing this relationship, employers will be able to reflect and offer feedback on the results of hiring a Work Certified™ graduate. These opinions and comments will be vital in ensuring the quality and content of the program.

MARKETING TO YOUR EMPLOYERS (continued)

The Work Certified™ program does not guarantee or promise employment; however, it does offer a standard service, with a documented credential. This credential is evidence of a level of quality or excellence that the job seeker has attained in preparing for their service with the employer.

It is important that employers understand how the program works. The employer must understand the service, how it benefits their community, potential job candidates, and ultimately strengthens their work force!

Of all of the Marketing tasks, this is actually the easiest! Employers will love this program and they will tell you so. They will even tell you it is about time!

This entire program revolves around employers and business. Employers have created the program which gives it the strength. It is very important to go out into the community and meet with employers. This can be accomplished by individual visitations, organizational meetings, such as the Human Resources Association, Manufacturers Association, Chambers of Commerce and any other group you may have in your area.

Developing relationships with employers is important and the Work Certified™ program is designed to help develop relationships. When you give an employer the right person for a job, you have just met their number one need. During the meetings you have with employers you will be trying to accomplish several tasks:

First, you will be explaining the Work Certified™ program and how it will help them with their employment needs. You will be providing them with certified job seekers who have the ability to get a job, keep a job and grow with the job. Second, ask each employer to endorse the program. They will need to give you permission to use their logo and name to promote the program to job seekers. A sample endorsement form follows this paragraph, please add your logo and name, and you are ready to go! The use of our logo is available to you for your marketing needs. We can also provide you brochures and other materials to help with marketing the program!

Work Certified offers an exclusive Job Board for you to post your open positions! This ensures that Work Certified graduates are the first to see these available opportunities! As a partner employer, you will know immediately the one of the job seeker 's credentials! You **will** want a second look!

MARKETING TO YOUR EMPLOYERS (continued)

Also, you will want your employers to place employment opportunities in the paper or employment websites with the phrase "Work Certified™ Applicants Preferred". When your job seekers see this in the paper and on job orders it will enhance their desire to enter the program. When a job seeker asks "Why should I become certified"? One of your answers will be, "Here is a list of all the employers in the region that will hire you over someone who is not certified". Some Work Certified™ locations have created a decal that they put on employers windows or doors indicating they hire Work Certified™ graduates.

One location has an agreement with their local Manufacturing Association and the association pays them every time they hire a Work Certified™ graduate. Many good ideas have led to great employer satisfaction!

WORK CERTIFED™…Employment, Retention, Promotion

"Created for employers by employers"

Partners for Success~Work Certified Solutions™

PROFESSIONAL RELEASE AGREEMENT

I hereby consent to and authorize the use and reproduction of my company name and logo for the use by the Work Certified™ program.

Our company name and logo may appear on brochures, flyers, web site or any materials to encourage individuals to obtain their certification and indicate our endorsement of the program.

Company Name (Please print)

_____

Authorized signature(s)

_____

_____

Date:

_____

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Community Partners

MARKETING TO YOUR COMMUNITY

Community outreach is another way to advertise your program to everyone, job seeker and employer. We have used paid and non-paid advertising. Paid advertising is simple, we place ads in newspapers, business journals and through our local cable provider. Non-paid advertising uses press releases and working with our local reporters. If you have any relationships with reporters, this is a great time to use that relationship to promote the program.

By promoting the program in the community, you will find other organizations what to partner with you. Our local school board asked if they could participate by using the program for their senior class. By doing this we were able to ensure our workforce would be rated at a much higher level. With high school students and career center job seekers becoming graduates, our workforce is now better prepared for the future.

No one entity can fully support the needs of a job seeker, it is essential that families, schools, community- and faith-based organizations, government agencies, businesses, and other community groups work together to help identify supports and resources.

One way to develop a comprehensive approach for helping strengthen your local workforce is to create a community partnership. Ideally, such a partnership will draw its members from many different backgrounds and sectors of the community. The aim of the partnership is to work together to assess the needs of the community and develop a coordinated response to these needs. Working with community partners to improve the lives of its citizens offers many advantages. Working together helps you deliver consistent messages and develop valuable relationships through a variety of channels. It also presents valuable opportunities to share resources, develop joint goals and objectives, and learn from each other.

MARKETING TO YOUR COMMUNITY

Community partnerships are often challenging! Disagreements can arise in establishing project goals or strategies. Issues may exist between organizations or associations and therefore, they may have competing demands for other programs in the community. Your task will be finding the right balance between open representation and identifying people who work well together!

Consider the groups and individuals who should be members of your community partnership. It should include:

- Schools (high schools, vocational/ technical schools, community colleges, universities)
- Community organizations (especially those that serve youth)
- Faith-based organizations
- Health care providers (includes physical and mental health care as well as substance abuse treatment)
- Public health departments
- Law enforcement agencies
- Juvenile justice system
- Human services agencies
- Cooperative Extension offices
- Parks and recreation departments
- Libraries
- Businesses
- Media
- Elected or appointed officials
- Career centers and/or workforce development agencies

Economic Developers

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MARKETING TO YOUR ECONOMIC DEVELOPERS

"To lead the federal economic development agenda by promoting innovation and competitiveness, preparing American regions for growth and success in the worldwide economy."

-Mission statement of the Economic Development Association

It is important your economic developers are well aware of your Work Certified program. As the economic developers try and convince new business to move to your area the workforce is an important issue. Knowing you have the Work Certified program helps economic developers sell the area.

Economic Development Administration (EDA) was established under the Public Works and Economic Development Act of 1965 (42 U.S.C. $ 3121), as amended, to generate jobs, help retain existing jobs, and stimulate industrial and commercial growth in economically distressed areas of the United States. EDA assistance is available to rural and urban areas of the Nation experiencing high unemployment, low income, or other severe economic distress.

In fulfilling its mission, EDA is guided by the basic principle that distressed communities must be empowered to develop and implement their own economic development and revitalization strategies. Based on these locally- and regionally-developed priorities, the EDA works in partnership with state and local governments, regional economic development districts, public and private nonprofit organizations, and Indian tribes.

EDA helps distressed communities address problems associated with long-term economic distress, as well as sudden and severe economic dislocations including recovering from the economic impacts of natural disasters, the closure of military installations and other Federal facilities, changing trade patterns, and the depletion of natural resources.

Source: http://www.eda.gov/

MARKETING TO YOUR ECONOMIC DEVELOPERS (continued)

EDA INVESTMENT PROGRAMS

Public Works and Economic Development Program
Public Works and Economic Development investments help support the construction or rehabilitation of essential public infrastructure and facilities necessary to generate or retain private sector jobs and investments, attract private sector capital, and promote regional competitiveness, including investments that expand and upgrade infrastructure to attract new industry, support technology-led development, redevelop Brownfield sites and provide eco-industrial development.

Economic Adjustment Assistance Program
The Economic Adjustment Assistance Program provides a wide range of technical, planning and infrastructure assistance in regions experiencing adverse economic changes that may occur suddenly or over time. This program is designed to respond flexibly to pressing economic recovery issues and is well suited to help address challenges faced by U.S. regions and communities.

Research and National Technical Assistance
The Research and National Technical Assistance Program supports research of leading, world class economic development practices, and funds information dissemination efforts.)

Local Technical Assistance
The Local Technical Assistance Program helps fill the knowledge and information gaps that may prevent leaders in the public and nonprofit sectors in economically distressed regions from making optimal decisions on local economic development issues.

Planning Program
The Planning Program helps support planning organizations, including District Organizations and Indian Tribes, in the development, implementation, revision or replacement of comprehensive economic development strategies (CEDS), and for related short-term planning investments and State plans designed to create and retain higher-skill, higher-wage jobs, particularly for the unemployed and underemployed in the nation's most economically distressed regions.

University Center Economic Development Program
The University Center Economic Development Program is a partnership between the Federal government and academia that helps to make the varied and vast resources of universities available to economic development communities.

Trade Adjustment Assistance for Firms Program
EDA administers the Trade Adjustment Assistance for Firms Program through a national network of eleven Trade Adjustment Assistance Centers to help manufacturing and production firms, which have lost domestic sales and employment due to increased imports of similar or competitive goods, become more competitive in the global economy.

MARKETING TO YOUR ECONOMIC DEVELOPERS (continued)

Economic development practitioners generally work in public offices on the state, regional, or municipal level, or in public-private partnerships organizations that may be partially funded by local, regional, state, or federal tax money. These economic development organizations (EDOs) function as individual entities and in some cases as departments of local governments. Their role is to seek out new economic opportunities and retain their existing business wealth.

There are numerous other organizations whose primary function is not economic development work in partnership with economic developers. They include the news media, foundations, utilities, schools, health care providers, faith-based organizations, and colleges, universities, and other education or research institutions.

There is intense competition between communities, states, and nations for new economic development projects in today's globalized world, and the struggle to attract and retain business is further intensified by the use of many variations of economic incentives to the potential business such as; tax incentives, help with investment capital, donated land and many others. IEDC places significant attention on the various activities undertaken by economic development organizations to help them compete and sustain vibrant communities. (*Source:* http://www.eda.gov/)

Job creation, economic output, and increase in taxable basis are the most common measures to determine potential when undergoing review and consideration.   Often, too much emphasis has been placed on economic developers for "not creating jobs." However, the *reality* is that economic developers do not typically create jobs, but facilitate the process for existing businesses and start-ups to do so.

This being said, the Work Certified™ program can assist in economic development and growth, along with an offering a qualified workforce with proven skills substantiated with a recognized credential!

Being able to manage the relationships with your community resources is essential to the success and recognition of the program purpose and goals.

Suggested Ideas for "Relationship Management"

1. Get testimonials from satisfied employers!
2. Speak at service clubs meetings, events, etc.!
3. Join community organizations to which influential employers are members!
4. Write newsletter articles spotlighting local employers who have hired from you!
5. Hold an annual recognition banquet and invite employers who have partnered with you over the last year!
6. Establish an "Employer Advisory Committee"!
7. Develop a "Business Partner/Employer of the Month or Year" program!
8. Acknowledge partnerships with tokens of appreciate with your program logo and information!
9. Distribute a program newsletter quarterly highlighting events and accomplishments!
10. Hold quarterly breakfast meetings or lunch seminars with guest speakers and/or panel discussions with a focus on your program and the opportunities available with establishing a partnership
11. Attend community ceremonial events that demonstrate your commitment and involvement in the development of your community and their success in business!
12. Purchase supplies and/or products from the employers you seek to partner with for Work Certified™!
13. Ask employers to review and/or sit on focus groups regarding the development of your program and identify areas of their concern for improvement!
14. Offer free workshops or services for employers within your organizational partnerships!
15. Survey and follow-up with community businesses to learn more about their workforce needs!
16. Send thank-you letters to employers who have offered interview opportunities and/or hired of a Work Certified™ graduate!
17. Ask local businesses or employers to come in and speak to your classes, giving information perspectives for employment expectations!
18. Hold a "Job Jamboree" as an open house opportunity to showcase a local employer and to invite Work Certified™ graduates to attend…watch the job opportunities spark!

Minimal cost ideas for maximum results!

Job Seekers

MARKETING TO JOB SEEKERS

Why should I take the program? A phrase you will hear often, because of this it is important you have the right strategy ready.

Job seekers have to understand that a Work Certified™ certification will give them a chance to get a job over someone without the certification. They also need to understand that the certification will help them not only get a job, but be promoted over others. This is also why the employer endorsement list is important! You have a list of employers that you can refer them to where they know their certification will be honored.

In some areas the Work Certified™ program is mandatory. In other areas you must have a Work Certified™ certification to obtain an ITA or OJT. Some areas have determined that since making all training preceded by a Work Certified™ certification they have less clients drop out of school.

The Work Certified™ program is designed to give job seekers a competitive edge in the job market. Earning the credentials that employers are looking for in employees places the job seeker in a position of having proven skills based on a national work readiness program. The certification gained from program completion speaks to dedication, ability, and responsibility.

What the Work Certified™ program means to the Job Seeker:
- Obtain credentials that demonstrate your ability to learn job efficiency.
- Use your certification to get the job you want.
- Learn the important skills employers need most.
- Master 59 competencies that make you more competitive in the workforce.
- Earn recognition and credentials that demonstrate your abilities to perform successfully on the job.
- Enhance your ability to get a job, keep a job and move up the career ladder to success.

MARKETING TO JOB SEEKERS (continued)

Upon completion of the course, mastering all 59 competencies and the passing of the exam with 80% or better, you will then earn your certification card!

As a program participant learn to:

- Develop your reading comprehension skills
- Learn basic knowledge of computers and business tools
- Improve your business math abilities
- Better prepare your resume and interview skills
- Expand your customer service skills
- Strengthen your business writing techniques
- Increase work maturity aptitude
- Acquire employability skills
- Enhance your overall general business knowledge

As a program graduate you will:

- Hold the credentials that demonstrate your ability to learn job efficiency.
- Know the important skills employers need most.
- Demonstrate your abilities to make you more competitive in the workforce and perform successfully on the job.
- Strengthen your ability to get a job, keep a job and move up the career ladder to success.
- Access to the Work Certified™ Job Board with exposure to thousands of career opportunities exclusive to Work Certified™ graduates!

Marketing Materials

MARKETING MATERIALS

Before starting your program it is important to create some marketing material to inform your community, employer and job seekers. We use brochures, flyers, buttons and other unique materials. We are ready to assist you! Check out additional information at www.workcertifiedsolutions.com.
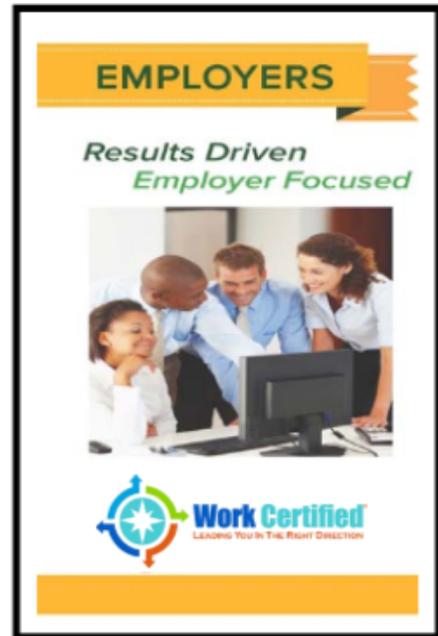
Program Implementation

Program Administrator

PROGRAM ADMINISTRATOR

The program administrator is the primary coordinator of your organization's local program(s). They will serve as the primary liaison with the staff in Florida and will be essential in the initial set-up of the program. Once the program elements are in place, the administrator may choose to designate other key personnel and/or instructors for more daily operations in coordinating with the Florida team and database operations.

The responsibilities of the Work Certified™ program administrator are:

- develops program policies consistent with the mission and certification requirements for their organization's program.
- ensures all curriculum updates and program developments are communicated accurately and timely to certified instructors.
- uses collaborative strategies in planning and implementing program follow-up and placement services for graduates.
- communicates suggestions and recommendations regarding curriculum/program improvement.
- provides appropriate staff development opportunities for train-the-trainer certification
- reviews program evaluations and provides feedback to staff for continued success and improvement in program facilitation.

Instructors and Trainers

INSTRUCTORS AND TRAINERS

"Any training that does not include the emotions, mind and body is incomplete; knowledge fades without feeling."
-Anonymous

The next step in preparing for your program is to select the staff to facilitate the program curriculum to your program participants. The search of hiring an instructor/trainer can be quite overwhelming due to the fact that you want the best person for the position! Of course, the best person to provide training is a subject matter expert who is also a formally trained instructor. However, this situation is rare! With that in mind, it is easier to make an instructor/trainer out of a subject matter expert than it is to make a subject matter expert out of an instructor/trainer. Often a supervisor or department employee, with some skills or experience as an instructor/trainer, is most effective in choosing a viable candidate.

Below are some considerations to have in selecting your program instructor/trainer:

- Excellent interpersonal communication skills
- Competency in the subject matter
- Creative instructional strategies
- Planning and organizational skills
- Cultural sensitivity
- Professional business practices
- Ethical practices
- Performance improvement initiative

Work Certified™ Instructors teach the 90 hour program to job seekers, providing the steps to obtaining the certification for the program.

Work Certified™ Train-the-Trainers teach prospective candidates the Instructor Workshop for becoming a certified Instructor teaching the 90 hour program.

Training, Coaching, Mentoring - Developing People

SAMPLE WORK CERTIFIED™ INSTRUCTOR POSITION DESCRIPTION

POSITION: Work Certified™ Program Workshop Instructor

SUMMARY: A certified instructor position responsible for providing the Work Certified™ Program to job seekers and employed workers throughout the local region. This instructor position is also responsible in assisting clients in developing career plans and obtaining suitable employment.

RESPONSIBILITIES:
1.   Conducts the approved curriculum for the Work Certified™ Program for the local region program and other areas as assigned or identified through Career Center.
2.   Complies with the approved curriculum standards for certification of the Work Certified™ Program.
3.   Instructs the program individually or in groups, using various teaching methods such as lectures, discussions, and demonstrations as approved by organization.
4.   Develops and maintains monthly calendar of Work Certified™ orientation and classes for publication.
5.   Provides counseling and/or direction to clients ineligible for enrollment in Work Certified™ Program due to failure of pre-assessments.
6.   Maintain accurate attendance records and complete student program completion files as required for program certification.
7.   Develop proficiency in the LMS Database System for appropriate and efficient data entry for program registration and certification tracking.
8.   Responsible for all Work Certified™ program texts and materials for classes.
9.   Responsible for tracking program graduates and employment, retention, and promotion through follow-up to graduates by e-mail, phone calls, and mail.
10.   Guide and counsel students in identification of career goals and plans through center referrals, coaching, mentoring, and assessing their skills and abilities.
11.   Maintains monthly statistics on classes, attendees, and certification for reporting to program administrator.
12.   Promotes, markets, and recruits for the Work Certified™ Program.
13.   Represents Work Certified™ Program at local and assigned events.
14.   OPTIONAL: Upon certification as a Train-the-Trainer Instructor, will offer workshops locally to those selected candidates to obtain certification as Work Certified™ Instructors.

KNOWLEDGE AND SKILL REQUIREMENTS:
1.   Experience in teaching and instruction for groups to include adult learners, as well as, experience in principles of instructional design and curriculum development.
2.   Must be a Work Certified™ Instructor or become a Work Certified™ Instructor within the first 90 days of employment. (Until certification is obtained will be mentored by a Certified Instructor or Trainer).
3.   Excellent interpersonal relationship skills along with strong organizational and time management skills.
4.   Proficient in MS Word, Excel, and PowerPoint.

EDUCATION:
A 4 year college degree in Education, Human Resource Development, Guidance Counseling, or similar fields and at least two years of work experience and/or training and teaching experience.; or a post-secondary degree in any of the aforementioned fields and 4 years work experience and/or training and teaching experience.

INSTRUCTOR CERTIFICATION PROCESS

1.   Instructors are required to complete the Train-the-
     Instructor   Workshop, a 30-hour training program,
     sign the Certified   Instructor Agreement (CO31) and
     pass a certification exam (score of 90% required).
2.   Instructors must pass their certification test prior to
     teaching their first class.
3.   Instructors must also attend a seminar or webinar,
     when available or required, to review program updates and changes and are required to
     maintain updated materials.
4.   Instructors must be employed with an organization that holds is currently active in
     offering the Work Certified™ Program. Instructors may be audited to ensure accuracy
     for implementation of program, course records, and member completion and pass rates.
     Failed audits result in re-training and possibly, loss of certification.
5.   Each Instructor will have a set of training materials (depending on version of curriculum
     purchased by organization) consisting of:

Curriculum Version 8.1
Program Operations Manual
Instructor's Manual and Toolkit
1 Program Curriculum Binder
Instructor's CD (Member Workbooks/Handouts)
Job Savvy textbook, Version 5

The above represents the initial contents of the program. Additional tests, manuals, CDs, and
curriculum binders will be ordered based upon your organization's program and training goals.

Each specific module is taught using the following format:

A.   Competencies, purpose of course and pre-assessment tests, review Instructor Teaching
     Plans, including lesson content and required exercises and tests and a review of materials
     required
B.   Review lesson content, teaching portions of lesson where required
C.   Perform some of the exercises required for the course

IMPORTANT - After taking the Instructor training program, Instructors will still need an estimated 40-80
hours of individual prep time before they are ready to teach the entire program.

SAMPLE WORKSHOP AGENDA

Monday	
8:30 am to 9:00 am	Welcome and Introductions
9:00 am to 10:30 am	Overview of the Work Certified™ Program and Program Materials
10:30 am to 12:00 pm	Certification Requirements- Members, Instructors, and Trainers
12:00 pm to 1:00 pm	Lunch
1:00 pm to 2:30 pm	Program Module Structure: Lesson Plans and Competencies
2:30 pm to 3:00 pm	Member Workbook CD: Handouts, Activities, and Exercises
3:00 pm to 4:00 pm	Your Role as an Instructor
Tuesday	
8:30 am to 11:30 am	Work Certified™ Learning Management System Overview
11:30 am to 12:00 pm	Registration for Membership
12:00 pm to 1:00 pm	Lunch
1:00 pm to 3:30 pm	Module Overview: Reading Comprehension
3:30 pm to 4:00 pm	Daily Summary
Wednesday	
8:30 am to 10:30 am	Module Overview: Business Technology
10:30 am to 12:00 pm	Module Overview: Pre-Employment
12:00 pm to 1:00 pm	Lunch
1:00 pm to 2:30 pm	Module Overview: Business Communications
2:00 pm to 3:30 pm	Module Overview: Business Math
3:30 pm to 4:00 pm	Daily Summary

SAMPLE WORKSHOP AGENDA (continued)

Thursday	
8:30 am to 10:30 am	Module Overview: Customer Service
10:30 am to 12:00 pm	Module Overview: Employment Expectations
12:00 pm to 1:00 pm	Lunch
1:00 pm to 2:30 pm	Module Overview: Mastering Career Success
2:30 pm to 3:30 pm	Module Overview: General Business Knowledge
Friday	
8:30 am to 10:00 am	Overcoming Barriers to Successful Employment (*Optional*)
10:00 am to 11:00 pm	Preparation for Your Training
11:00 am to 12:00 pm	Proctor Training/Exam
12:00 pm to 1:00 pm	Lunch
1:00 pm to 2:00 pm	Certification Exam Review
2:00 pm to 3:30 pm	Certification Exam

WORK CERTIFIED™ CERTIFICATION PROGRAM
Certified Instructor Agreement
This Agreement is to be signed and a copy sent to the authorizing agency.

The Work Certified™ Certification Training Program is owned by the Workforce Development Board of the Treasure Coast. Materials used in this program are owned or copy written by the Workforce Board of the Treasure Coast, JIST, Addison Wesley Longman, Inc, St. Martin's Press, and other partners.

Instructors agree and adhere to the following terms and conditions:

- Cannot duplicate or make copies of any of this material except for the sole purpose of training participants on the Work Certified™ program as directed by the Workforce Development Board of the Treasure Coast.

- Cannot contract with other entities to perform these services without permission or written consent from the Workforce Development Board of the Treasure Coast.

- Cannot profit from this program without permission or written consent from the Workforce Development Board of the Treasure Coast.

The Workforce Development Board agrees to:

- Provide instructor training at agreed cost.

- Provide support when needed and as defined in the signed contract.

- Provide up-dated training materials at agreed cost.

- Provide training opportunities to become Certified Instructors.

If training opportunities become available, Certified Instructors can become eligible for training contracts from the licensed boards or licensed Work Certified™ organizations.

Instructor   Workforce Development Board/Certifying Agency

_____   _____
Print Name   Print Name

_____   _____
Signature   Signature

_____   _____
Organization   Organization

_____   _____
Date   Date

TRAINER CERTIFICATION PROCESS

As your program grows and develops within your community, you may need a certified Trainer to train your instructors. In order to become a certified trainer, you must first be a certified instructor and have taught at least six complete Work Certified™ courses.

Trainer requirements (above and beyond Instructor requirements) include:

A. The Train the Trainer candidate must have a recommendation from their program administrator indicating their approval and need for a trainer.
B. A minimum of 2 hours video teaching portions of 3 different modules of a training for review and observation of instructor's knowledge of program, techniques and management of classroom.
C. An interview with a member of the Work Certified™ administrative team.
D. A passing score of 92% on the online Trainer Process Examination (25 questions).

   NOTE: Trainers may also be required to attend a seminar or webinar once a year to review updates and changes to the Work Certified™ Program in detail, including how the new material will be covered in Instructor training sessions. They are also required to obtain all updated materials.

There are options available to assist you in accomplishing this training for your program. Contact a member of the administrative team to discuss coordination of training for your trainer candidates.

WORK CERTIFIED™ CERTIFICATION PROGRAM
Train-the-Instructor Agreement

This Agreement is to be signed and a copy sent to the authorizing agency.

The Work Certified™ Certification Training Program is owned by the Workforce Development Board of the Treasure Coast. Materials used in this program are owned or trademarked by the Workforce Board of the Treasure Coast, JIST, Addison Wesley Longman, Inc, St. Martin's Press, and other partners.

The Trainer agrees and adheres to the following terms and conditions:

- Must be certified as a Work Certified™ Instructor and pass the process test with 92% or better.

- Provides support and resources to Certified Instructors.

- Cannot duplicate or make copies of any of the Work Certified™ material, except for the sole purpose of training instructors, directed by the Workforce Development Board of the Treasure Coast or membership partners.

- Cannot contract or sub-contract with other entities to perform these services without written consent from the Workforce Development Board of the Treasure Coast.

- Cannot profit from this program without permission and written consent from the Workforce Development Board of the Treasure Coast.

The Workforce Development Board of the Treasure Coast agrees to provide the training provider:

- A curriculum to be used for training at agreed cost as per membership contract.

- All the text used in training at agreed cost to the contractual partner as per membership contract.

- Provide up-dated training materials at agreed costs as per membership contract.

Trainer	Workforce Development Board/Certifying Agency
_____	_____
Print Name	Print Name
_____	_____
Signature	Signature
_____	_____
Organization	Organization
_____	_____
Date	Date

Proctors

PROCTORS

The purpose of proctoring the Work Certified™ Final Certification Examinations is to provide administration and supervision of the testing and maintain the integrity of the program. Proctors should help members feel at ease and comfortable to reduce test anxiety. Work Certified™ Instructors may proctor examinations for Work Certified™ classes, just not those for whom they have been the member's Instructor.

To become a Proctor for the Work Certified™ program, the interested person must:

- Be employed with an organization that currently is active with the Work Certified™ Program.
- Participate in a 1-hour training course on proctoring
- Be monitored by a presently trained Proctor or other designated staff at their first examination session and not be the Work Certified™ Instructor for any class which they are proctoring

Responsibilities of a Proctor:

Secure a location and/or schedule dates and times of testing with Work Certified™ Instructors/Trainers.

> **Materials needed:**
> Copies of evaluations for each member
> Calculators
> Business Technology Study Guide
> Business Math Handout
> 2 pencils or pens per person and scratch paper
> Candies/mints (optional)
>
> The course Instructor will print and provide the Proctor a copy of each member's **Certificate of Eligibility** to indicate their eligibility for the Final Certification Exam. Proctors should validate the identity of the testing members by looking at their driver's license or a picture identification card with their **Certificate of Eligibility** as they are entering the testing area.

PROCEDURES FOR PROCTORING EXAMINATIONS

1)   Greet and welcome all members to the final exam. Thank them for their participation in the program. Ask the member to complete the **Member Program Evaluation** form prior to taking the Final Certification Exam. Once completed, these should be collected and turned in to the Program Coordinator or Administrator.

> **NOTE: Ask all members turn off cell phones and pagers while in the testing area.**

2)   Have the participants log into the testing system. Once the members have logged into the testing system, the Proctor will ask all members to confirm the accuracy of their online profile information and make any corrections as necessary. Members must correct any capitalization or spelling of their name, as their certification cards are printed exactly as it is entered into this system.

3)   Inform members to click on their transcript; then click on "**Final Certification Exam**". Once the exam has started, inform members that there is to be no talking or discussion at anytime.

4)   During the exam, proctors should not walk or pace up and down the aisles or cause distraction of any kind. They should sit or stand in a location where they can observe all members taking the exam.

5)   If a member raises their hand to ask a question, Proctors should go to the member and listen to the question. The Proctor should read the question thoroughly, so the member understands the question. The Proctor is not to give any other advice or help. Conversation should be kept at a minimum and not be disruptive.

6)   Once the exam is submitted by the member, their score will appear indicating whether or not they have passed the exam. Additionally, the database will automatically e-mail the member at the e-mail address on their profile, as well as, the Instructor of the test scores.

Instructors should follow-up with the Proctor on scheduling dates for members that must retake the exam. Proctors should not allow members to immediately retake another final exam.

PROCEDURES FOR PROCTORING EXAMINATIONS (continued)

The following *script* is suggested for the Proctor:

Congratulations on completing the Work Certified program! You have successfully completed all modules of the certification course and are now ready to take the final exam. The Work Certified program is recognized by local employers and has become a nationally-recognized work readiness certification program. Employers look favorably on job applicants who are Work Certified; having this credential will give you a better chance of not only getting a job, but keeping your job and being promoted – provided you apply the skills learned in this program. Be sure and tell potential employers that you are Work Certified™!

Also, please complete the <u>Member Program Evaluation</u> prior to taking the exam – we would appreciate your honest feedback about your experience with the program. This will help us improve Work Certified.

Please log into the system and go to your profile to ensure that all of the information is correct. Please make sure that your name is properly spelled and capitalized, as your certification card will be printed from this entry.

There are 75 questions on this exam. You must score 80% or higher to receive the Work Certified™ certification. If you have a lower score, you will have the opportunity to re-take the test. If you wish to retake the test, please contact your instructor to schedule a review and test date. Please read all questions thoroughly and take as much time as you need to complete the exam. This exam is untimed.

You are permitted to use a calculator and scratch paper, the Business Technology Study Guide, the Business Math Handout, but no other notes. I will provide you with these items, to include copies of these handouts.

Please raise your hand and let me know that you are finished. When you have answered all exam questions, please click on the "Submit" button after the last question on your exam. DO NOT CLICK ON THE "X" TO END YOUR EXAM! You will be excused from the classroom while others are finishing the exam.

Remember to be courteous and quiet during this exam. Again, remember, if you have any questions, please raise your hand and I will be there to assist you!

Does anyone have any questions about the instructions? [If so, answer questions.] If not, then you may start!

CERTIFICATE OF ELIGIBILITY~ *SAMPLE*

John J. Training
has successfully completed
All 59 Competencies & is eligible for the certification
exam, V8.0
of the *Work Certified* program

January 1, 2018

Work Certified®
LEADING YOU IN THE RIGHT DIRECTION

Enhancing the Spirit of America's Workforce

The Certificate of Eligibility must be printed by the Instructor for each of their Members that are taking the Final Certification Exam. These are given to the Proctor prior to the exam time. The Proctor can then use these certificates, along with Member IDs to confirm student identity and certification exam eligibility.

Program Curriculum/Materials
and
The LMS Database System

PROGRAM CURRICULUM AND MATERIALS

The contents of this program are subject to ownership and copyright laws of the Workforce Development Board of the Treasure Coast. The texts used to supplement this program are also subject to copyright laws.

Instructors receive:

Job Savvy by LaVern L. Ludden, Ed.D. published by JIST Works.
Work Certified™ Program Curriculum: Version 8.1
Member Workbook CD-Version 8.1
Instructor's Manual and Toolkit

Copies of pages in the Work Certified™ curriculum produced by the Workforce Development Board of the Treasure Coast may be made only by Certified Instructor and only for distribution to members (students) enrolled in the Work Certified Program, and for use by Certified Instructors while teaching the program. Copies may not be made for anyone else, including but not limited to supervisors, co-workers, vendors or any other outside company or member.

Students use:

Job Savvy by LaVern L. Ludden, Ed.D. published by JIST Works

NOTE: These texts are not given to the Members to keep, but are loaned the texts for use during the program.

We encourage administrators, instructors, and trainers to use additional handouts and supplementary materials with the curriculum.

CURRICULUM STRUCTURE

The curriculum is designed to be easily implemented for optimum success for both the member and instructor. There are a total of 12 chapters within the program, offering program overview, certification criteria, orientation/pre-assessments, database operations, and structured lessons and materials for each of the 9 modules for certification. We offer an additional program module that is optional and is not required for certification.

Each of the modules provides structured summary and implementation plans for the instructor to use in teaching the module objectives.

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Individual Module Structure

Module Summary
Title
Hours
Description
Objectives
Materials
Topics
Certification Requirements
Competencies
Course Outline
1: Teaching Plan
Lesson Plan 2: Teaching Plan
(Based on the number of lessons in the module)
Online or Paper Module Quiz, as applicable

</div>

The program structure is set in a classroom, but with the understanding that the instructor and students are in the roles of employer/supervisor and employees/team members. This is essential to ensure application of learned competencies within the program.

THE LMS DATABASE SYSTEM

The LMS Database System is a comprehensive record of all registered students, their profiles, modules assignments, competency completions, quiz results, and their final certification examination scores. Students also complete all online testing in the database.

The Instructor uses the database to record individual data on each student to ensure the mastery of the requirements to obtain their certification. From these records, a variety of reports can be printed to review for program development, success, and the individual results of a student, class, course, and even individual site code data. These records are safe and are available to instructors and administrators on an individual assignment basis determined through initial user authorization with the customer and the Work Certified™ Database Specialist.

We provide customer assistance and support with the database during all open office hours. The system generates detailed information through support tickets and information e-mails to our database specialist and other Work Certified™ staff, as well as their local assigned instructors.

Our program and services are constantly improving and all customers receive updates and webinar training as deemed appropriate. This will include any special request training you need! These webinars also account for the requirements for instructors to remain active in the most current and detailed curriculum and database services!

Facilities

Facilities/ Equipment and Supplies for the Classroom

Delivering effective training requires making your sessions interesting and easy to understand. You need to highlight important concepts in your training materials and most crucially, keep participants focused - an increasingly difficult challenge.

You need training tools that make even the most "information-intensive" session easy to follow and which allow you to access a variety of support materials easily and intuitively.

Checklist for Materials/Equipment
❍ Work Certified™ textbook set for each student (Depending on the version of Program Curriculum Job Savvy you are using)
❍ Module handouts
❍ Copier/Printer/Scanner (To print documents for other exercises throughout program)
❍ Telephone
❍ Flipcharts/Markers
❍ Easel
❍ Whiteboard/Markers/Eraser
❍ LCD projectors - the most effective means of presenting or demonstrating computer-based information to a group, presenters can easily keep the attention of the group on specific material until they are ready to move forward to the next discussion topic, the projected image is a highly visible focal point for group members.
❍ Screens
❍ Computers with MS Word, MS Excel, and Internet access for each student and Instructor
❍ Videos of various topics to support module training
❍ Television
❍ Local newspapers
❍ Others

Suggested Checklist for Selecting a Training Facility & Training Room

Cost
Is there a fee for using this facility? ___Yes ___No

If yes, how much?_____

Is there an additional fee for:

Use of equipment ___Yes ___No

Refreshments ___Yes ___No

Ease of Access
Is it close to the majority of the participants? ___Yes ___No

Is a map available to send to participants? ___Yes ___No

Is a layout of the facility available to send to participants? ___Yes ___No

Handicapped Accessible
Is the facility accessible to individuals with disabilities? ___Yes ___No

Parking
Is there safe, well-lit parking nearby? ___Yes ___No

Is there a fee for parking? ___Yes ___No

Cost: ___Yes ___No

If yes, how much?_____

Public Transportation
Is the facility easily accessible to public transportation? ___Yes ___No

Room Size and Layout

What is the size of the room?_____

Which statement best describes the room:

___The room is square.

___The room is rectangular.

___The room is long and narrow.

___The room is divided by columns/walls/inserts.

How many will the room comfortably hold, allowing for plenty of space to move around:

_____classroom style   _____banquet style

_____conference style   _____U-shape

_____circle of chairs   _____theater style

Furniture

Are adult sized tables and chairs available?   ___Yes ___No

Is the furniture stationary?   ___Yes ___No

What types of tables are available?

_____ 8 foot round tables

_____ 10 foot round tables

_____ rectangle tables

_____ narrow rectangle tables

other (describe)

Food

Are there places to eat nearby?   ___Yes ___No

Are food and drinks allowed in this facility?   ___Yes ___No

Does the facility have the ability to prepare snacks and/or
meals?   ___Yes ___No

Does the facility allow trainers to bring food and drinks?   ___Yes ___No

Additional Space

Is extra space available for breakout groups?   ___Yes ___No

Describe.

Smoking

Does the facility have a smoking policy?   ___Yes ___No

Opening and Closing

Will facility staff be responsible for opening and closing the
facility?   ___Yes ___No

If not, does someone need to pick up a key before the
training?   ___Yes ___No

Will trainer be able to get into room early to set up?   ___Yes ___No

Equipment

Is there an additional fee for use of equipment?

What equipment is available and if applicable, the cost of each?

Overhead projector	___Yes ___No	($_____)
LCD projector	___Yes ___No	($_____)
Computer	___Yes ___No	($_____)
Screen	___Yes ___No	($_____)
VCR	___Yes ___No	($_____)
TV (what size_____)	___Yes ___No	($_____)
Copier/Printer/Scanner	___Yes ___No	($_____)
Fax Machine	___Yes ___No	($_____)

Will IT (Computer support) and or other staff be on-site to help with equipment difficulty?   ___Yes ___No

Restrooms

Are restrooms located near the training room?   ___Yes ___No

Noise

Will there be activity nearby that may be distracting (other meeting in room next door, phones ringing, etc.) ___Yes ___No

Interruptions

Are interruptions likely (e.g., facility staff go in and out of training room to obtain supplies, etc)?   ___Yes ___No

Room Temperature

Can the trainer adjust the temperature from within the training room?   ___Yes ___No

Visibility

Can materials be hung on walls in areas that are visible to participants?   ___Yes ___No

Lighting
Is the room well-lit?   ___Yes ___No
Can it be darkened easily (lights dimmed, drapes/blinds on windows)?   ___Yes ___No

Outlets
Are there sufficient electrical outlets?   ___Yes ___No

Where are they located?   ___Yes ___No

Telephone
 Is there access to a telephone in case of an emergency? ___Yes ___No

First Aid Kit/Medical Attention

Location of kit/emergency numbers, etc.: _____

Names of persons to be notified: _____

Misc
Are there trash cans inside the training room?   ___Yes ___No

Other:

Scheduling

SCHEDULING

Scheduling your Work Certified™ classes are essential to ensuring the commitment from your perspective students' attendance. The course is scheduled for three weeks, a total of 90 hours.

Typically, the class is offered Monday through Friday, from 9:00-3:30pm, with a half hour for lunch. Breaks are offered within the allotted hours for each module.

Module	Hours
Reading Comprehension	9
Business Technology	12
Business Math	12
Pre-Employment	6
Business Communications	9
Customer Service	12
Employment Expectations	12
Mastering Career Success	12
General Business Knowledge	6
Overcoming Barriers to Successful Employment (Optional)	6

It is up your organization as to how you schedule the courses. We have had some customers have chosen to lengthen the course over an additional week. This includes choosing to re-organize the order in which the modules are taught, due to the availability of resources. You are the best judge as to the needs of your participants, availability of training space, and equipment. We do offer the following program schedule as a suggestion for implementing the classes.

"The bad news is time flies. The good news is you're the pilot."   -Michael Altshuler

Work Certified™ Program Schedule

This is a suggested training schedule and modules can be re-arranged to meet training objectives. However, it is important that Reading Comprehension be the first module taught and General Business Knowledge be the last module taught to provide the maximum results of the program. It is also helpful to instruct Business Technology immediately following Reading Comprehension.

Week 1

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
AM	Reading Comprehension	Reading Comprehension	Business Technology	Business Technology	Business Math
PM	Reading Comprehension	Business Technology	Business Technology	Business Math	Business Math

Week 2

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
AM	Business Math	Business Communications	Pre-Employment	Customer Service	Customer Service
PM	Business Communications	Business Communications	Pre-Employment	Customer Service	Customer Service

Week 3

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
AM	Employment Expectations	Employment Expectations	Mastering Career Success	Mastering Career Success	General Business Knowledge
PM	Employment Expectations	Employment Expectations	Mastering Career Success	Mastering Career Success	Review & Test

Orientation

MEMBER ORIENTATION

An orientation for members enrolling in the Work Certified™ Certification Program is required. It can be conducted in one or two sessions depending upon the size of the group and the testing desired by the group. The orientation meeting should be held about one week before the start of the Work Certified© Certification Program so members can make all necessary arrangements (transportation, child care, school pick-up, etc.) prior to the start of the program.

Remember, because absenteeism and tardiness are <u>required</u> competencies throughout the entire program, these issues need to be addressed by members prior to the start of the program.

<u>Suggested Orientation Speech Topics on the Purpose and Goals of the Program</u>

(1)   Program both verifies and teaches hard and soft skills that businesses indicated they value in all employees in numerous focus groups conducted on the Treasure Coast and in Palm Beach County, Florida. The program is now offered in over 5 states and is growing as the nation's number one work readiness program.

(2)   The importance that businesses place in this program was quickly discovered when the Treasure Coast Workforce Development Board local businesses were more interested in this program than in funds that the Treasure Coast Workforce Development Board had available.

(3)   Employees need to understand what employers value in the workplace, which will allow them to thrive in the workplace. The skills learned in this course will not only help individuals get and keep jobs, but will help them grow into higher level positions providing them with a career, as long as they apply those skills.

(4)   To provide a certification - this is a statement to employers that this individual is verified "Work Certified™" through demonstrated competencies.

(5)   To have a set of well-defined competencies and a common curriculum providing employers with a clear understanding of how "Work Certified™" is defined in this program.

(6)   To provide employees with a wallet-sized certification to present as evidence of skills they possess and required for job advancement

(7)   This program is taught like a business, with the Instructor being the members' supervisor, and the classmates being the members' coworkers.

(8)   The program is for all members, not just entry-level and not necessarily minimum-wage jobs. While some entry level jobs are low-skill, low-wage jobs; many are higher-skill, higher-wage jobs and are classified as entry-level only because there are several workers performing the same job function. An example is a bank teller: tellers have a good deal of responsibilities (dealing with customer's bank accounts) and can be promoted within the company.

The Competencies

Each of the 59 competencies within the program have been designed to specifically demonstrate proficiency of the member in understanding application and use of key skills and knowledge of best practices desired by employers today. Teamwork, communication, responsibility, problem-solving, understanding customer service, and effective writing are only a margin of the outcomes of completing these competencies.

Each module has individual competencies to attain through in-class exercises and activities, as well as universal competencies based on basic expectations of   appropriate grooming, attendance and punctuality, as well as interpersonal relationship skills with the Instructor and other course attendees.

- A review of the nine modules covered in the program.
- A detailed presentation of all competencies required to be mastered to obtain certification, stressing the competencies they will be expected to display from day one of the program (i.e. attendance, personal grooming).
- Remember, the universal competencies (required for all nine modules) start the first day of the class.
- Members need to know precisely what is expected of them regarding these competencies before they start the program.

For example, many members will state that they have life situations that may interfere with some of the universal competencies. Explain to them that this program is conducted **as a place of employment with the member as an employee.** Therefore, their responsibility during this program is no different than it would be at work!

MEMBER ORIENTATION (continued)

Graduates of the program are considered as "Work Certified™". Therefore, if ongoing life situations (i.e. car, child care, not emergencies) causes them to miss time in this program, at worst they are clearly **not** work ready and at best it **cannot be determined** if they would be work ready if they obtained a job. And that is not even taking into account the course material missed by tardiness and absences. Providing Work Certified™ certifications in these instances could lead to businesses hiring individuals who were certified Work Certified™ but were truly not work ready. This would devalue the certification for all members who went through the program, met all competencies, obtained a certification and were Work Certified™ because businesses could not count on what the certification represented. Remember, this program is based around demonstrated competencies, not "I think-they-can" competencies.

Evaluations

WHAT IS EVALUATION?

"Evaluation is systematic determination of merit, worth, and significance of something or someone using criteria against a set of standards."

Evaluation is an extremely important part of Work Certified™. We utilize the results offered from you, Instructors, trainers, and students to gain perspective on the program content and success.

We want to be able to assist you in:

- monitor what you are doing
- measure what you have done
- find out what was effective and what was not

It is there to help you:

- learn from your mistakes
- pass on the benefits of your experience to others
- account for the money and resources you have used

Evaluation is about asking the right questions at the right time and evaluation is at its best when it is fully integrated into all of the program stages. The decision about the program effectiveness might be from several different viewpoints.

Evaluation, in general, is the process of finding out how effective or useful the competencies, activities, and exercises are in support of obtaining the certification!

EVALUATIONS (continued)

Obviously the decision about how valuable something is depends on the perspectives and vested interests that various stakeholders have, and final decisions about effectiveness can vary quite markedly.

Stakeholder	Examples of Stakeholder Interest
Employers	A focus on graduate capabilities, reliable, dependable, capable job candidates ready to work!
Instructors	Professional satisfaction. Keeping their job. Successful statistics for class completions and certifications.
Students	Learning something perceived to have value. Getting qualifications that can lead to employment.
Program Manager/Curriculum Developer	Ensuring that the students' learning meets some quality assurance standards.
Program Administrators	Capacity to provide for increasing numbers of students. Meeting employer expectations and community workforce standards. Proven results of employment, retention, and promotion.
Funding Sources	Assuring that the product is matching with the grant application.
Professional accrediting bodies	Standards relating to what skills and knowledge graduates require in particular professions for the 21st century.

The following pages are examples of evaluations that we use. Please utilize them and make the necessary modifications to them to accompany your program.

Member Instructor/Program Evaluation

Member Name *(optional):*
Organization:
E-Mail *(optional):*
Instructor Name:
Date(s):

Please check the appropriate box:

Instructor Evaluation	1 Agree Strongly	2 Agree	3 Unsure	4 Disagree	5 Disagree strongly	6 N/A
Instructor is knowledgeable about the subject						
Instructor is prepared.						
Instructor presents material in a way the helps me learn.						
Instructor encourages participation.						
Instructor answers member's questions.						
Instructor is enthusiastic about teaching.						
The pace of the course is just right.						
I would recommend this Instructor to others.						
Program Content	1 Agree Strongly	2 Agree	3 Unsure	4 Disagree	5 Disagree strongly	6 N/A
The program modules are structured for successful implementation and easy to follow.						
The module exercises and quizzes helped me learn the material.						
The program has been about the right length.						

What suggestions would you recommend for future classes?

Additional Comments:

EMPLOYER SATISFACTION SURVEY

Thank you for taking time to complete this survey and questionnaire. As our primary customer of the Work Certified© Program, we value your opinions, suggestions, and feedback. It is with this information, that we improve and focus our program to provide work ready employees for your organization/company!

Company/Organization Name:_____

Work Certified Employee Name (optional)**:** _____ **Date Hired:** _____

Skill	Satisfactory	Neutral	Unsatisfactory	Comments
Employee demonstrated the ability to listen, write, and speak effectively				
Employee can assess a situation, manage perspectives, and offer a valid resolution and /or propose solutions.				
Employee possess a basic understanding of computer hardware and software, inclusive of word processing, spreadsheets, and e-mail				
Employee demonstrates a sensitivity to the corporate culture of the workforce and is able to comply with Company processes and policies.				
Employee can read and follow instructions, forms, and checklist pertinent to their position and company.				
Employee can solve and evaluate simple mathematical problems, as well as understand the elements comprising their paycheck.				
Employee understands mission, vision, and goals of Company.				
Employee respects and minimizes conflict with customers, both internal and external to the workplace.				
	YES	NO	COMMENTS	
The Employee has demonstrated the essential skills for the position was hired.				
Our Company would consider hiring additional graduates of the Work Certified© Program				

Still Employed: ☐ **Promoted:** Yes ☐ No ☐

Instructor Workshop Evaluation

Instructor Candidate Name *(optional):*
Organization:
E-Mail *(optional):*
Instructor Name:
Date(s):

Please check the appropriate box:

Instructor Evaluation	1 Agree Strongly	2 Agree	3 Unsure	4 Disagree	5 Disagree strongly	6 N/A
Instructor is knowledgeable about the subject						
Instructor is prepared.						
Instructor presents material in a way the helps me learn.						
Instructor encourages participation.						
Instructor answers member's questions.						
Instructor is enthusiastic about teaching.						
The pace of the course is just right.						
I would recommend this Instructor to others.						
Program Content	1 Agree Strongly	2 Agree	3 Unsure	4 Disagree	5 Disagree strongly	6 N/A
The program modules are structured for successful implementation and easy to follow.						
The module exercises and quizzes helped me learn the material.						
The program has been about the right length.						

What suggestions would you recommend for future classes?

Additional Comments:

Final Certification Eligibility

FINAL CERTIFICATION EXAMINATION

In order to be eligible for the final certification exam, a comprehensive examination based on all 9 modules, the member must master the module requirements, pass the module quizzes (as applicable) with a score of 80%, and satisfactorily meet the universal competencies. A Certificate of Eligibility will be issued for all students who have met these requirements. Failure to complete any of these requirements will result in the member not being eligible to take the final exam. The final exam may be taken up to three times. It is recommended that the member receive remediation with the instructor prior to another attempt at the final examination.

CERTIFICATE OF ELIGIBILITY~ *SAMPLE*

John J. Training
has successfully completed
All 59 Competencies & is eligible for the certification
exam, V8.0
of the *Work Certified* program

January 1, 2018

Work Certified
LEADING YOU IN THE RIGHT DIRECTION

Enhancing the Spirit of America's Workforce

The Certificate of Eligibility must be printed by the Instructor for each of their Members that are taking the Final Certification Exam. These are given to the Proctor prior to the exam time. The Proctor can then use these certificates, along with Member IDs to confirm student identity and certification exam eligibility.

Program Set-Up
Checklist

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Program Set-Up Checklist

This checklist is designed to help you set up the Work Certified™ program for training your clients. The questions are designed to provide a step-by-step approach to the task of organizing and conducting a successful program of work readiness training.

The questions should stimulate your thinking. Many of them involve alternatives which you need to resolve in setting up the program.

Use this checklist as a guide. The experience of other organizations in training Work Certified™ have offered suggestions and resources to help in the set-up of the program and are reflected here!

Action Checklist

☐ Step One: The Program Administrator

Select the Program Administrator! The Program Administrator oversees the operations of the program and serves as the primary coordinator of the program and materials and serves as the liaison with the national Work Certified team. Often program updates and curriculum changes will need to be conveyed to your instructors; therefore, the program administrator will be responsible for ensuring the information is reviewed and forwarded to the instructors.

The program administrator will also determine the number of locations or sites the program will be offered in their organization. The program administrator will also be responsible for identifying the facilities and designing and approving the logo for the site certification cards.

☐ Step Two: The Instructors

The success of training depends to a great extent on the instructor. How many do you need? Each primary instructor will need a back-up in case of illness, vacation, etc.

Organize and schedule your Train-the-Instructor Workshop.

☐ Step Three: Proctors

Proctors for the final test will need to be identified to receive training for their role in administering the final examination

☐ Step Four: Program Curriculum and Materials

Order sets of curriculum and textbooks for your Instructors, along with the textbook sets for your students. Allow for one set for each student seat in your classroom. Remember, these books are used in the classroom only and are utilized over again with each new class.

☐ Step Five: Facilities

See checklist to determine materials, equipment and space.

Action Checklist (continued)

☐Step Six: Scheduling and Recruiting

Number of participants: How many people do you expect to attend? Be prepared for additional participants. We have discovered that a maximum number of 12-15 participants are best to enroll in a course. Due to the activities and the equipment requirements for the students, along with the attention of the instructor, this figure works best.

☐Step Seven: Orientation

Schedule your orientation sessions at least one week in advance of the start date of the class. Inform the attendees that at minimum, they should allow for at least two hours to ensure time to complete the pre-assessments.

☐Step Eight: Final Examination

Schedule final certification exam with a Proctor, reserving computers for at least three hours. There is no time limit for the final, however, allow for comfort and completion for the students.

Should employees who complete the training be awarded certificates of completion for the entire program? Should the certificates be presented at a special affair, such as a dinner? When the certificates are awarded, will you invite the family of the trainees? Should the local newspaper, radio, and TV people be invited to the "graduation" exercises?

☐Step Nine: Evaluations

Extremely important to determine program progress and effectiveness.

Audits

AUDITS

An audit is an organized check or assessment, especially of the efficiency or effectiveness of an instructor and/or the student files of program completion, typically carried out by the program administrator or coordinator, and in some cases, a member of the Work Certified™ team.

We believe one of the best gauges of success is the performance of the instructors and the review of student work, combined with the statistics of program graduates with obtained certification and employment, retention, and promotion.

Using the Program Completion Checklist for each student, ensures that all of the requirements for the program are competed and accounted for through observation, recorded in the LMS Database System, or evidenced by a hardcopy in the file.

Evaluations and surveys express the opinions and suggestions of the participants and employers as well.

All data collected will assist you in a snapshot of the operations of the program. The graduation and certification rate will reveal any additional steps to be taken to ensure success of your instructors.

We can assist you in developing a measurement system of your program, as well as, offer best business practices for reviewing and improving performance!

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Business Services

Business Services

What is **Business Services**?

Business Services are services that are relevant to the community businesses your organization partners with to be successful. Your organization's services provide an added-value for the community business to assist in their productivity and service success. Understanding the needs of employers creates a relationship that will ensure a trusted resource for your community!

Business Services specialists are prepared to work with your employers in a variety of key areas for success. A Business Service specialist is prepared:

- To become the face of your organization
- To maintain a "world class" business climate
- To serve as a liaison for economic development and education
- To provide high quality, value added services
- To become a community facilitator
- To offer quality recruitment

The Business Services has <u>4 focus</u> areas to ensure the success of your organization's services:

- Philosophy
- Attitude
- Relationships
- Professionalism

Focus Area 1: Philosophy

- Create Jobs
- Manage Recruitment
- Market Services
- Create an image in the community
- Help with economic development
- Assist with community growth
- Helping businesses grow
- Helping laid off employees

Business Services (continued)

Focus Area 2: Attitude
- The employer is our number one customer
- The job seeker is our number one client

Focus Area 3: Relationships
- Identify employer needs
- Solve employer problems
- Prepare for the future
- Meet your organization and personnel goals
- Increase performance
- Strengthening community relationships
- Create more jobs

Focus Area 4: Professionalism
- You are the face of the organization
- Use your social interaction skills
- Become the go to person in the community
- Become the subject matter expert
- Follow-through with all activities

Business Services (continued)

Community Employers

Who Are They?

Employer	Industry	Location	Product/Service	Contact Person	Notes

What are you to this employer?

- Job developer
- Facilitator
- Gather information
- Partner
- Recruiter

Meeting Your Community Employers
- Make appointments
- Cold call
- Attend Chamber of Commerce meetings
- Attend HR Association meetings
- Attend economic development meetings
- Attend industry driven meetings
- When you meet with a new employer what do you say?
- What do you sell?
- What do you leave?
- What results are you looking for?

Business Services (continued)

PHILOSOPHY

What Do You Offer?

We can help your business grow!
- On-the-Job Training (OJT)
- Special presentations
- Provide recruitment
- Provide special assessments
- Mass recruitment
- Rapid Response services

ATTITUDE

Why do we consider an employer our number one customer?

- Without information from employers we cannot properly train job seekers for the jobs in demand
- Without information from employers we cannot determine the future training needs of the workforce

An example:

A local employer advises us that next they will be using robotics.
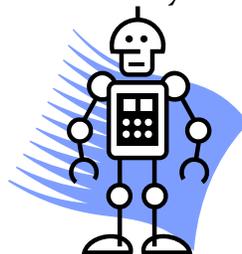
This is information both educators and the workforce system must know to prepare our job seekers for the future.

Employers as the number one customer, you can now direct your job seekers towards jobs that actually exist today and ones that will exist tomorrow and you can develop relationships that will create additional job opportunities for your job seekers.

Business Services (continued)

RELATIONSHIPS

Consider:
- Who do you need to build a relationship with?
- Why do you need to build relationships?
- Who or what do you sell first?

Serve the employer in:
- Being the " go to" person
- Becoming a consultant to:
  - Become a resource to assist in identifying solutions
  - conduct presentations:
  - share information
  - sell services
  - train employers
  - develop relationships
- Use sponsors and charge to break even or make money
- Provide Labor Market Information
  - Salaries
  - Census Data
  - Area Profiles
  - Occupational Data
  - Population
  - Trends
  - Turnover
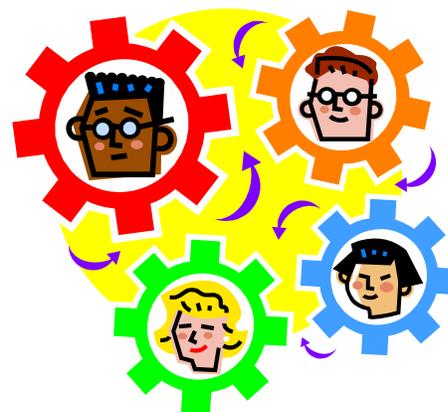
Additional Team Resources:

REACT (Reemployment and Emergency Assistance Coordination Team)

REACT is a team of staff who plan and coordinate assistance for employers and workers affected by temporary and permanent business layoffs. The team provides resources such as funds, technical assistance and expertise, labor market statistics, and job relocation information. Assistance is available to the regional workforce investment boards, local government officials, employers and workers.

Business Services (continued)

Veterans Services

Veterans Services teams work exclusively with military veterans and certain spouses of military veterans. Sponsored by the Department of Labor, Veterans' Services staff and all associates provide "priority" services in the areas of employment and training to our military.

PROFESSIONALISM

- Dressing appropriately
- Acting appropriately
- Thinking like a professional
- Making the employer look good
- Taking the lead
- Provide the employer the right person for the right job, right now, using Work Certified™
- Following through

We are pleased and excited to have you as a customer!

We wish you much success in offering the program and serving as a resource to strengthen your community employer relationship and increase the potential of your community workforce.

This is your program and you have the flexibility to utilize it to accomplish your goals and reveal successes for your community!

We are available to assist you at any and every milestone of your program!

Workforce Development Board Of The Treasure Coast