


WISE Pathways

Women in Sustainable Employment

Building awareness of careers in construction, energy & utilities, public safety, and manufacturing for women.



A woman with dark hair, wearing a white lab coat and safety glasses, is holding a test tube in her right hand and a pipette in her left hand. She is looking towards the camera with a slight smile. The background is a laboratory setting with various pieces of equipment and a blue wall. The text "Welcome to WISE Pathways!" is overlaid on the image in a large, bold, black font.

Welcome to WISE Pathways!

Today's Agenda

- Introductions
 - Ice Breaker
 - Program Overview
 - COPS Assessment
 - General Industry Overview
 - Introduction to WorkKeys & NCRC
-



Introductions

- Students
- Oberlin Community Services
- HHW Ohio



Ice Breaker

- Pick a folded paper from the container
- Answer the unique question you picked
- Share a little bit about yourself

A woman wearing a white hard hat and safety glasses, smiling. The image is faded and serves as a background for the slide.

Program Objectives

- Learn about nontraditional career and training opportunities in a variety of industries
- Identify the core life skills essential to success in whichever field you choose
- Determine the steps needed to reach your goals
- Prepare for testing, application, and interviews

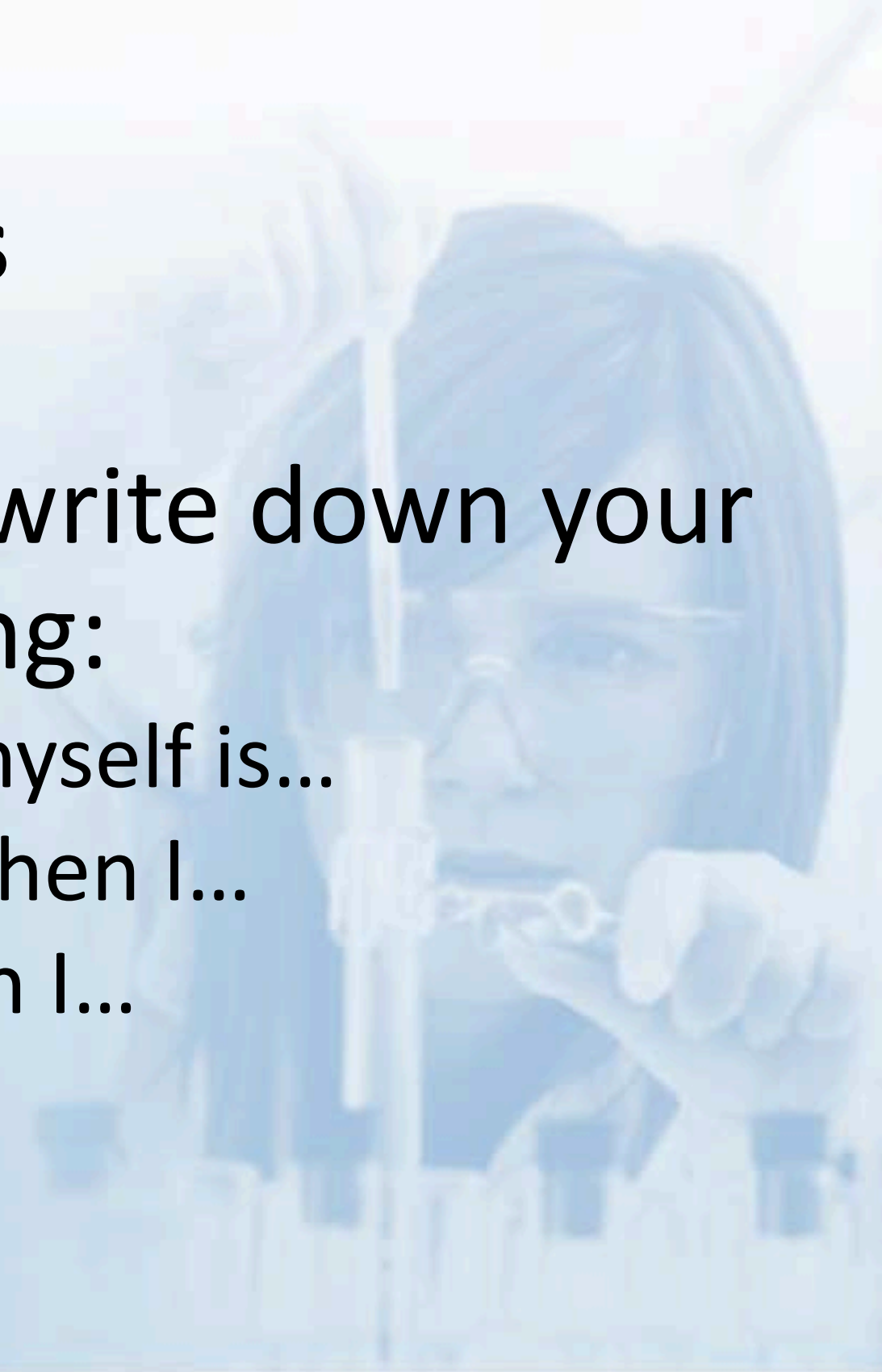


Program Overview

- Welcome
 - Work Habits & Safety
 - Team Building
 - Construction & Manufacturing
 - Public Safety
 - Resume Writing
 - Energy & Utilities
 - Sexual Harassment
 - Conflict Management
 - Financial Management
 - Technical Skills
 - Applications
 - Interviewing & Networking
 - Assessment Experience (WorkKeys)
-



Strengths

- Take a few minutes to write down your answers to the following:
 - What I like best about myself is...
 - I am helpful to others when I...
 - People respect me when I...
 - I feel proud when...
- 



Strengths

- What are your three greatest strengths?



Values

- Take a few moments to write down your answers to the following:
 - I like to spend my time...
 - I am happiest when...



Values

- What three (3) values are most important to you?
 - In work? In life?

Competence Appearance
Personal satisfaction Sense of humor Popularity Relationships
Physical health Knowledge Honesty Friendship Leisure Time
Fame Money Security Power Independence Happiness
Emotional health Family Ambition Equality Religion Creativity
Respect Challenge Education Success Environment Solitude Self-
esteem Others People Variety
Physical mobility Helpfulness
Understanding tasks



Interests

- Imagine your ideal job
- COPS Interest Inventory



General Industries Overview



CONSTRUCTION INDUSTRY





What is Construction?

Definition

- The construction sector comprises establishments primarily engaged in the construction of buildings or engineering projects (e.g., highways and utility systems) and includes new work, additions, alterations, or maintenance and repairs.



What is Construction?

Types of Construction

- Residential: single family homes
 - Commercial: any building that is not a single family home
 - Vertical (buildings)
 - Horizontal (highway/heavy - roads, bridges, transit, airport runways, tunnels, dams, etc.)
-

Facts About the Construction Industry

- Construction employs 7 million people nationwide, 9% of them women
- Each year the United States alone adds more than \$600 billion worth of new construction projects such as new hospitals, schools, highways, bridges, homes, office buildings, stores, etc. That's about 10% of America's Gross Domestic Product.*

*From constructmyfuture.com

Facts About the Construction Industry

According to the Bureau of Labor Statistics:

- The construction industry is expected to grow 19% through the year 2018
- Salaries for the trades average between \$18-\$22 per hour, more in construction management
- Many construction occupations have a significant number of self-employed workers, including approximately 60% of construction managers and 32% of carpenters

Build Your Future



www.byf.org/videos/

Did you know...

- The construction industry needs about 240,000 employees just to keep up with the demand for new roads, buildings, schools, airports, hospitals, power plants, and housing.
- Construction is the **SECOND LARGEST EMPLOYER** in the country (second only to the Federal Government). It remains consistently strong, which means good earnings.
- Construction offers more opportunities than most other industries for individuals who want to own and run their own business.



PUBLIC SAFETY INDUSTRY





What is Public Safety?

- The public safety industry's goal is to provide services and products that ensure the safety of people and property. The industry can be divided into two primary segments:
 - Government agencies (police force, sheriff's dept., fire dept., homeland security, FBI, etc.)
 - Commercial agencies (primarily specialized in security of individuals or businesses)

Facts About the Public Safety Industry

- The most prevalent jobs in public safety are related to the police force. Firefighters, EMT workers, and highway patrol officers are another large group of workers.
- The private public protection is estimated to be between \$100 billion and \$120 billion worldwide, with the United States claiming the majority of this revenue. The OECD estimates that this segment of the industry is growing somewhere between 7-8% per year.



Did you know...

- In the U.S., around 6,200 women currently work as full-time, career firefighters and officers. Several hundred hold the rank of lieutenant or captain, and about 150 are district chiefs, battalion chiefs, division chiefs, or assistant chiefs. It is estimated that 35-40,000 women are in the volunteer fire service in the U.S.
- As of 2010, women made up 11.9% of all sworn police positions in America.



ENERGY & UTILITIES INDUSTRY





What is Energy?

- Energy in our country comes from a variety of sources, some renewable and some non-renewable
 - Each state's portfolio of energy source use varies (see yours at www.getenergyactive.org)
 - This workshop will focus on jobs in utilities—electric and natural gas
-

Facts About the Energy Industry

- By 2015, 46 percent of the workforce (approximately 200,000 high-skill, high-wage workers) may need to be replaced due to retirement or attrition.*
- 150,000 new jobs would be needed to design and operate low-carbon power sources in the coming years in addition to those replacements.**

*According to the 2009 Workforce Survey by the Center for Energy Workforce Development

**From the 2009 report from the National Commission on Energy Policy, The Task Force on America's Future Energy Jobs

Get Into Energy!

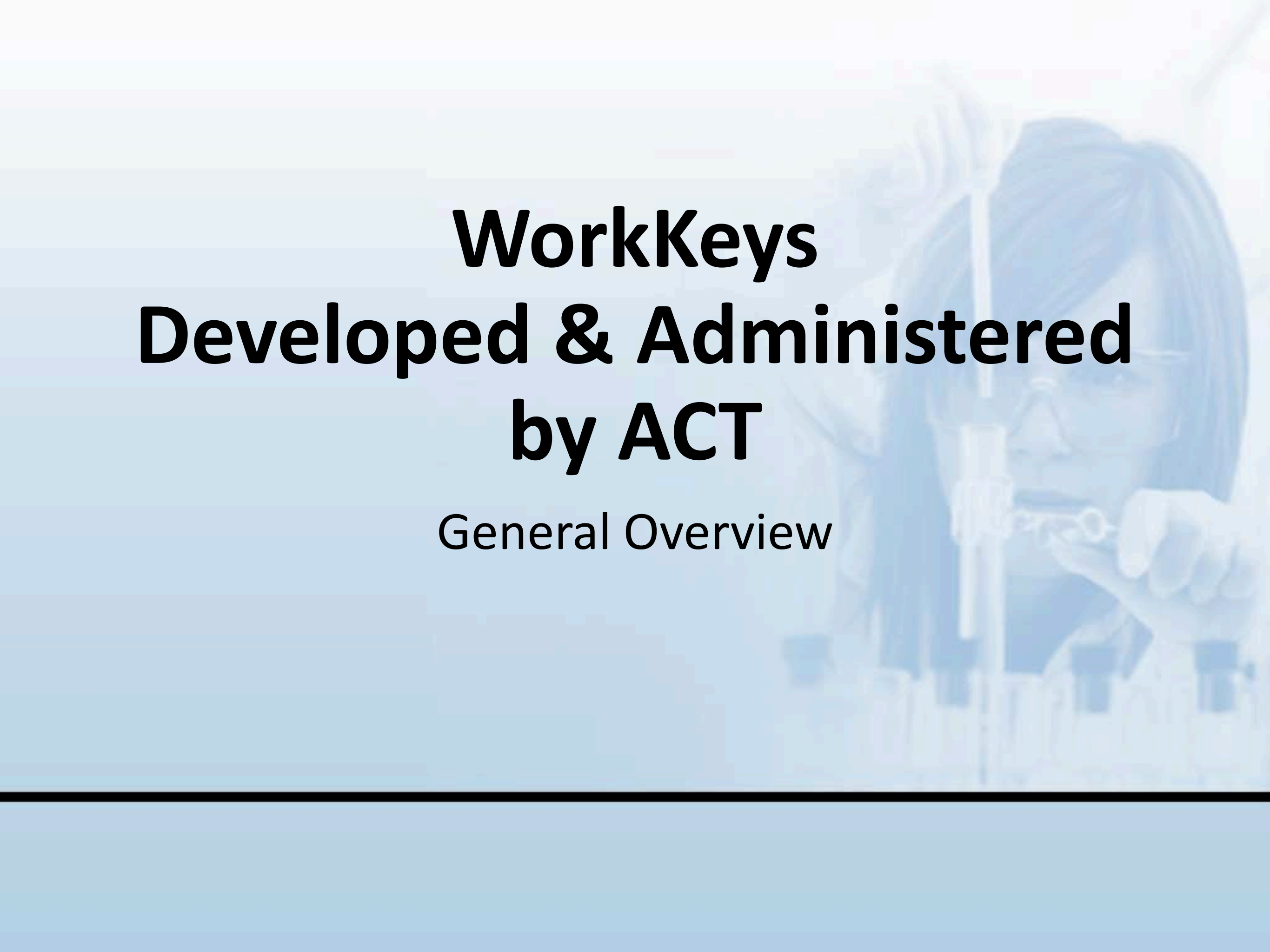


<http://getintoenergy.com/women/get-into-energy.php>



Did you know...

- Median salaries in the energy industry are over \$60,000? With overtime, some positions even pay close to \$100,000.
- Energy companies offer some of the best benefits available in the business world, including:
 - Medical, dental, and vision
 - Pension plan and 401(k)
 - Tuition reimbursement

A woman with dark hair, wearing a white lab coat and safety glasses, is shown in a laboratory setting. She is holding a pipette and appears to be transferring liquid into small vials. The background is slightly blurred, showing laboratory equipment and other vials.

WorkKeys **Developed & Administered** **by ACT**

General Overview

What are Competencies?

- A competency is the capability to apply or use a set of related knowledge, skills, and abilities required to successfully perform "critical work functions" or tasks in a defined work setting.
- A competency model is a collection of competencies that together define successful performance in a particular work setting.
- Manufacturing, Construction, Public Safety, and Energy all have competency models adopted by their industries and the Department of Labor.



About ACT

Expertise and Experience

- Recognized worldwide for large-scale assessment, research, information, and program management solutions
- Independent, non-profit organization committed to helping people achieve success in education and careers
- Engaged in credentialing occupational knowledge since 1972, began assessing essential skills related to work in 1991
- Launched the National Career Readiness Certificate (NCRC™) in 2006 to standardize credentials distributed by state/local initiatives
- July 2011: More than 1.2 million credentials registered with ACT
- NCRC adopted by manufacturing, construction, and energy sectors

What is the NCRC?

The National Career Readiness Certificate issued by ACT, is a

- portable, evidence-based credential of
- essential work competencies:
- Problem solving
- Critical thinking
- Reading and using work-related text
- Applying information from workplace documents to solve problems
- Applying mathematical reasoning to work-related problems
- Setting up and performing work-related mathematical calculations
- Locating, synthesizing, and applying information presented graphically
- Comparing, summarizing, and analyzing information in multiple graphics



NCRC: Qualifying for the Credential

- A multi-level credential
 - Requires scores of Level 3 or higher on three assessments:
 - *Applied Mathematics, Locating Information, Reading for Information*
 - Bronze: Level 3 or higher on each assessment
 - Silver: Level 4 or higher
 - Gold: Level 5 or higher
 - Platinum: Level 6 or higher

What is the NCRC Plus?

Combining measures of cognitive skills with measures of work-related behaviors—soft skills—increases accuracy of predictions about an individual's success in work or training.

The NCRC Plus documents skills described on the previous slide AND ranks individuals in these soft skills categories:

- **Work Discipline** — dependability and productivity
- **Teamwork** — tolerance, communication and attitude
- **Customer Service Orientation** — interpersonal skills and perseverance
- **Managerial Potential** — persuasion, enthusiasm and problem solving

Individuals who qualify for the National Career Readiness can earn the NCRC Plus by completing the WorkKeys Talent assessment

NCRC: Defining Features

- Based on criterion-referenced assessments
- Produce results that can be compared to job tasks, rather than to scores achieved by other individuals
- Level scores reflect skills needed to perform job tasks
- NCRC Plus provides measures of both foundational cognitive and soft skills

NCRC: Part of a Complete System

The NCRC is part of ACT's WorkReady System:

- Job Analysis
- Assessment
- Training & Curriculum
- Certification
- Research & Analytics





NCRC: Part of a Complete System

Grounded in skill standards – JobPro™ database

- Job analysis links foundational skills to task performance
- Data identify essential skills needed to perform tasks in widest range of jobs
- Skills are relevant to performing tasks in entry-level and highly complex jobs

Supported by curriculum – KeyTrain® system

- Based on the same metrics used by the WorkKeys assessment system
- Placement and mastery tests customize content, accelerate learning at all levels
- Learning management system tracks, monitors learner progress



NCRC: Benefits of the Credential

- Common skills metric serving job seekers and employers
- Applies to all industry sectors and multiple job levels
- Standardized, portable, registered, and verifiable credential
- Easy-to-understand representation of the most essential workplace skills
- Access point for additional WorkKeys assessments
- Available in at least 44 states, used statewide in 32 states
- Adopted by employers, educators, and industries nationwide

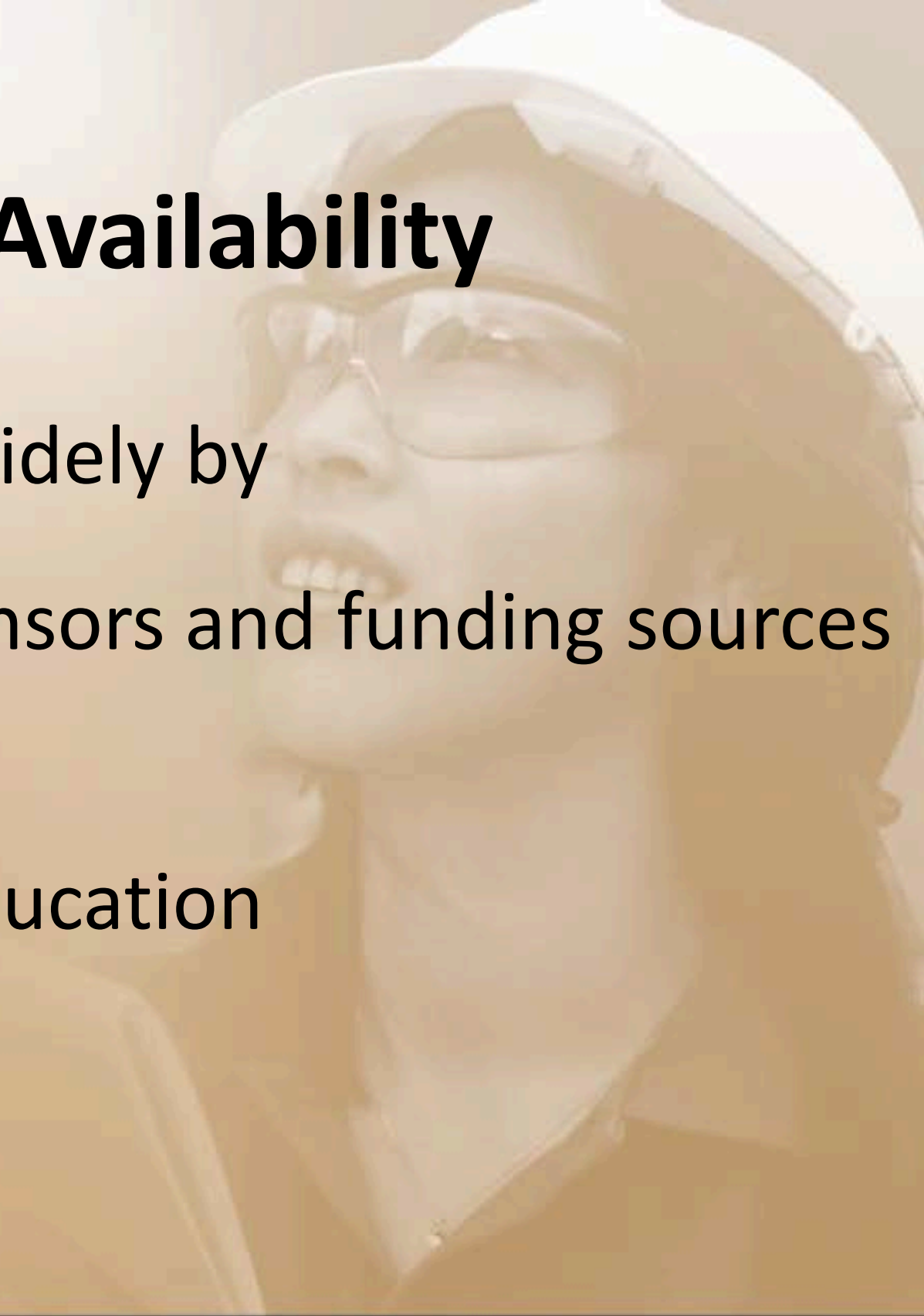


NCRC: Taking the Tests

- Proctored administration in secure environments
- Available at authorized test centers – community and technical colleges, workforce agencies, and ACT distribution partners
- Available as computerized or pencil-and-paper tests
- Cognitive tests: 33 – 38 items for each assessment; approximately 1 hour testing time per test
- Talent assessment: 165 survey-type items; approximately one-half hour
- The other WorkKeys assessments are commonly available where the NCRC is offered: Applied Technology, Business Writing, Listening for Understanding, Teamwork, and Workplace Observation; Fit and Performance

NCRC: Cost and Availability

- Cost and availability vary widely by state/region/community
- Supported by multiple sponsors and funding sources
- Public workforce system
- State agencies
- K-12 and postsecondary education
- Employers
- Private-public partnerships



Building awareness of careers in construction, manufacturing, public safety, and energy & utilities

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Attribution and Licensing

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