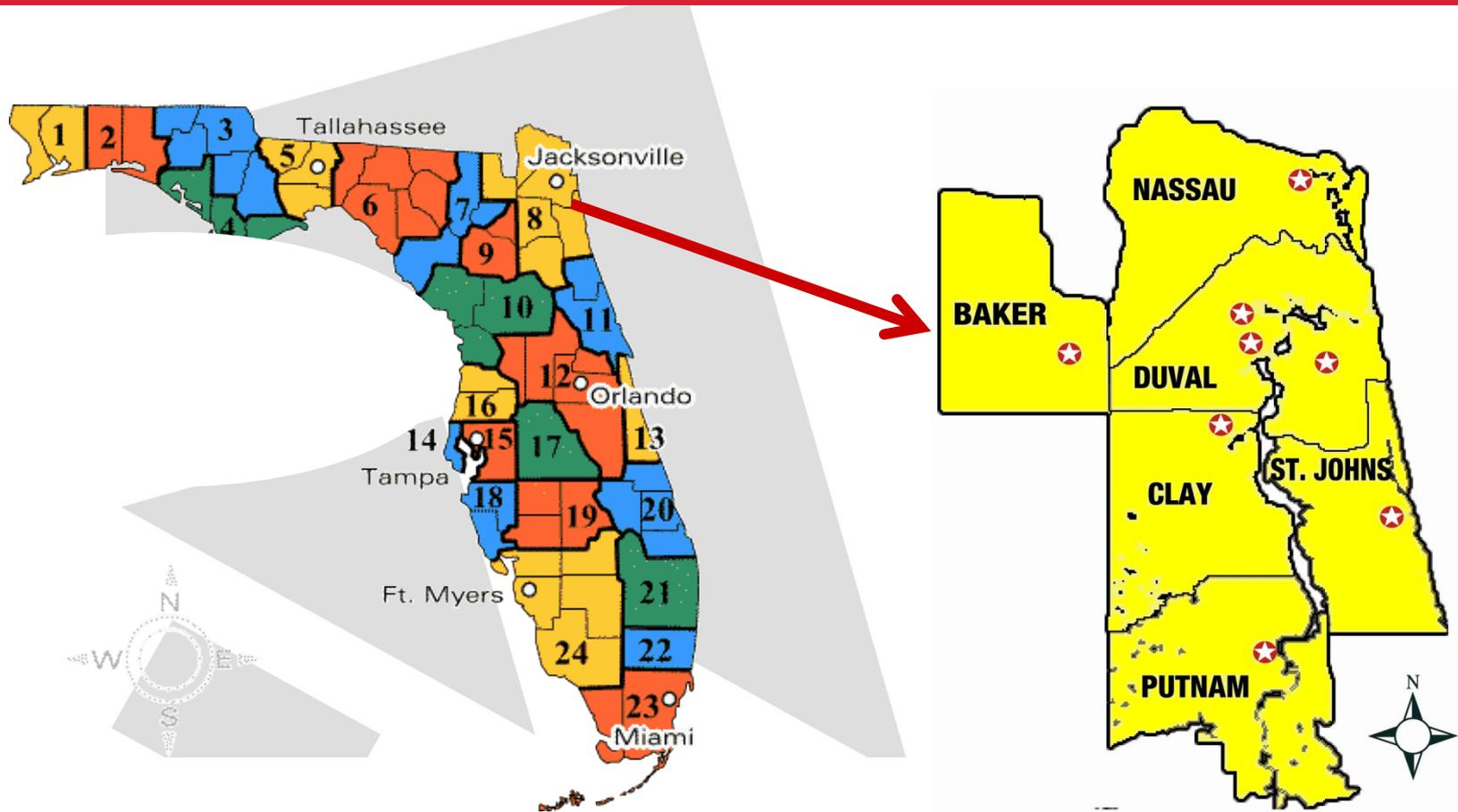


Adding Value to Your Business Services:

Lessons from WorkSource in Jacksonville, FL

Bryan Stone
November, 2011

Serving Florida's First Coast Since 1996



Mission

Connecting Workers to Jobs.

WorkSource provides innovative services that exceed employers' requirements for the jobs of today and the future.

Why Do We Exist?

- To serve as the workforce development component of economic development
- To link business with the workforce
- To convene partners in education, training, transportation, etc.
- To recruit and retain a qualified workforce
- Job training, welfare transition & placement
- To build workforce skills

Ticket to Work Project

Connecting employers to
motivated jobseekers adds value
and a revenue stream

Objective

1. To ascertain the number of potential Ticket holders who applied and registered for employment services through the WorkSource Career Center System in the 2006 calendar year;
2. Of those Ticket holders, to identify how many obtained employment and had earnings in one or more of the 2006 calendar quarters; and,
3. To compute the potential financial impact on milestone payments WorkSource would have received if the proposed regulations were operative in calendar year 2006.

Summary of the Results

Of the **42,637** Ticket holders in our region included on the MAXIMUS report, **3,660** registered and received employment services through WorkSource.

Furthermore, of the 3,660 individuals, **1,009** found employment and had wages in one or more quarters in the calendar year of 2006.

WorkSource milestone payments would have been:

\$1,679,770

State College Data Project

Providing value for a partner

The Challenge

- FSCJ produces 5,000 graduates yearly
- Tracking data lagged by 3 years
- Depth of data was insufficient
- Data delay made strategic action or policy changes impossible to assess

The Solution Existed

- WorkSource had data available
 - DOR report on new hires
 - OSMIS
 - OSST
- Had customer contact center in place to reach out to customers / graduates

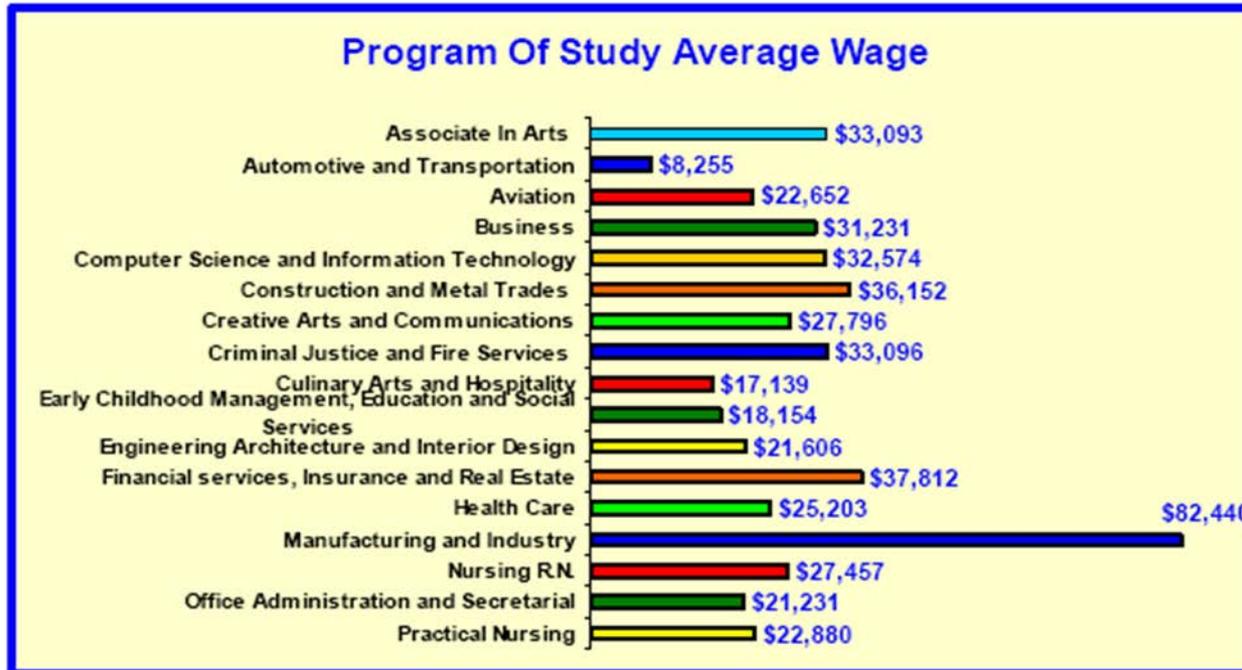
The Proposal

- Florida Department of Education authorized use of Perkins funding
- WorkSource qualified as a sole source
- Partnership facilitated open communication and streamlined processes

WorkSource Mines Data

- Monthly reports track graduates
 - Provide composite student placement data within 30 days of hire reported through the FL Department of Revenue tracking system
 - Identify the companies hiring FSCJ students
- The Customer Sets the Criteria
 - Reports conform to all data reporting requirements set by FSCJ
 - WorkSource provides trend analysis in an easily understood format

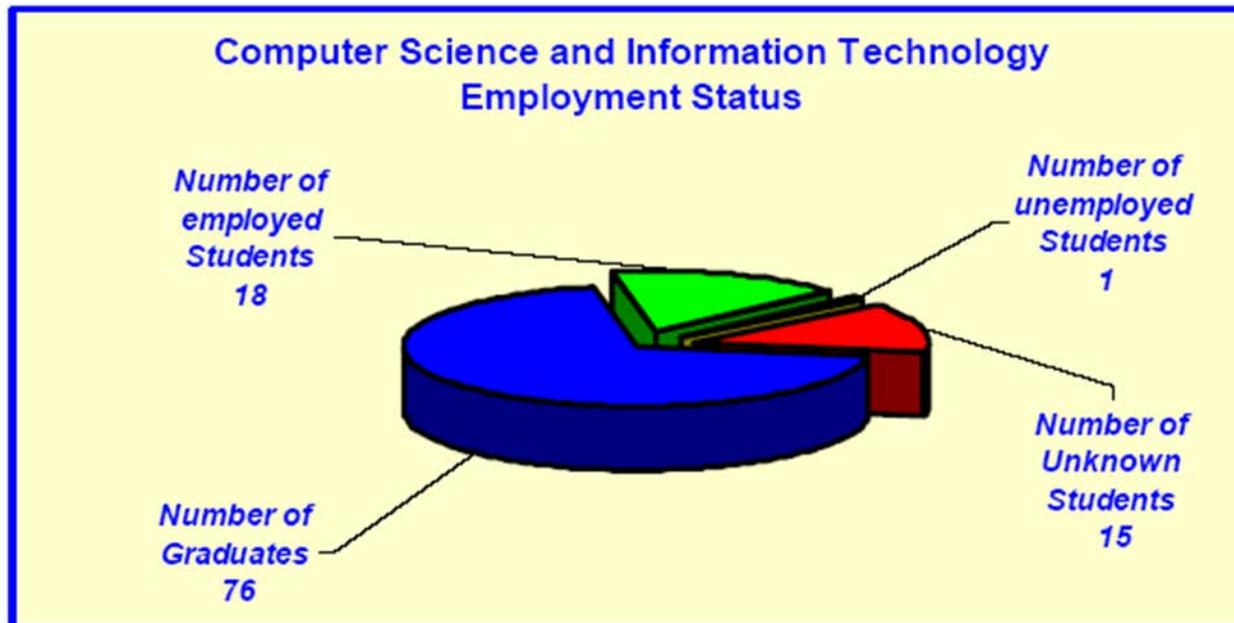
Report Data Elements



Average Wage for All Programs of Study: \$29,339

Report Data Elements

Computer Science and Information Technology



Report Data Elements

Employers for Financial Services, Insurance and Real Estate

Employers	Number of Employees	Employers	Number of Employees
A & B Marketing Inc	1	Carsmetics Inc	1
A Newton Insurance Corporation	1	Carter Insurance Agency Inc	1
A Shun Murphy & Associates Inc	1	Cecil W Powell & Company	1
AAA Auto Club South Inc	1	Checks & Balances Inc	1
ADP Totalsource CO XXIII Inc	2	Cingular Wireless LLC	1
ADT Security Services Inc	1	Citicorp Credit Services Inc USA	4
Aetna Life Insurance Company	6	Citizens Property Insurance Corporation	5
All Lines Insurance Agency Inc	1	City Of Jacksonville	1
Alliance Mortgage Company	1	Clay County Property	1
Allstate Insurance Company	3	Coggin Cars LLC	2
Alvin M Towns Jr.	1	Comcast Cablevision Corporation	1
Ameri Force Labor Services Inc	1	Community Connections Of Jacksonville Inc	1
America Online Inc	1	Compass Bank	4
American Association Of Clinical	1	Complete Claims Services Inc	1

Resources for the Project

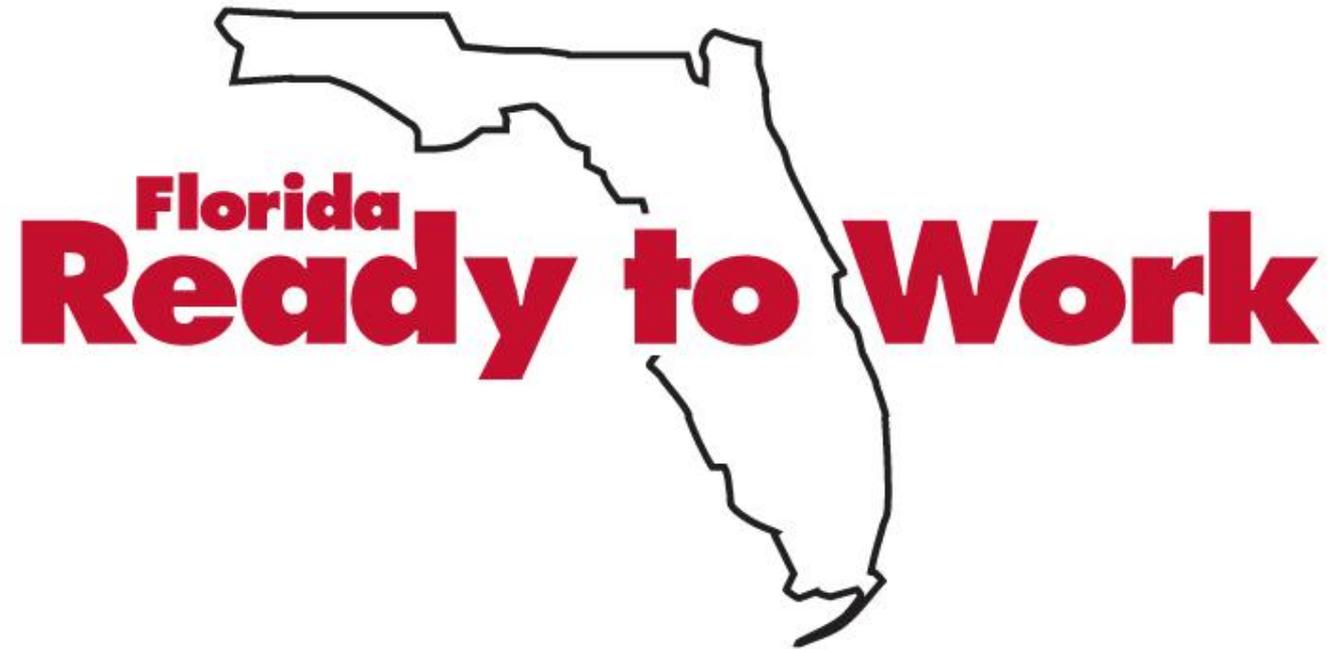
- In-house skills
- Customer contact center staff
- Focus group budgets
 - Focus Group facilitator
 - Transcriber for focus groups
- Special Projects Team
 - 2 Data analysts
 - Report editor

The Value for FSCJ

- Unknown employment status and unemployed students identified
- Identified program areas with less than 85% placement rate
- Data on firms hiring our graduates
- Advisory Committee Crosswalk
- Focus Groups Qualitative Data

Lessons Learned

- Getting students into career development centers to register in system
- Implementing industry workshops as an incentive
- Advisory Group participation level



Florida Ready to Work

- Job skills testing and credentialing program
- Sponsored and funded by the State of Florida
- Measures student/jobseeker abilities in three key skill areas:
 - Applied Mathematics
 - Reading For Information
 - Locating Information
- Research shows basis for 85 percent of all jobs today
- Online tutorials aligned with assessments
- Available to any student or resident of state of Florida
- No cost to employers or jobseekers



Program Purpose



Connects employers, students/jobseekers and workforce development and education partners in building the skilled workforce necessary to attract high-wage jobs and grow Florida's economy.

Students/Jobseekers

- Paves the way to better-paying, more-rewarding jobs
- Identifies available careers and skills needed to get the job
- Pinpoints skill gaps
- Training to improve job skills
- Provides a standard credential, proof of required skills and ability to succeed on the job
- Gives credential holders a competitive edge



Employers

- Increases productivity and profitability
- Takes guesswork out of the hiring process
- Provides objective, standardized assessments of employee skills
- Reduces employee turnover
- Reduces employee recruitment and training costs
- Tool to improve skills of current employees and evaluate employee skills for promotion
- Equal Employment Opportunity Commission (EEOC) compliant



The Credential Process

- Jobseekers sign up at a participating testing center
- Take online pre-test
- Use online, self-paced tutorial training
- Take proctored assessments
- Earn a minimum of 3 on each test
- Receive Florida Ready to Work credential



The Assessments

- Voluntary Credential program
- Complements other degrees, credentials, certifications and tests
- Measures ability to apply skills on the job

Applied Math — Workplace math ie: calculating percentage discounts and markups

Reading for Information — Using memos, letters, directions, signs, notices, bulletins, policies and regulations

Locating Information — Working with charts, graphs, tables, forms, flowcharts, diagrams, floor plans, maps and instrument gauges



The Florida Credential



Ready for 30% of jobs



Ready for 65% of jobs



Ready for 90% of jobs



GOLD CREDENTIAL

The State of Florida recognizes

First Name MI Last Name

for having demonstrated career readiness in
Applied Mathematics, Locating Information and Reading for Information.

January 4, 2011



Florida Department of Education

Rick Scott, Governor
State of Florida

Gold Florida Ready to Work Credential

ly to Work is based on WorkKeys® a national workforce development system that provides a direct comparison of the skills an individual has to the skills needed to perform a job. The holder of this credential has a **Gold** Credential which indicates the achievement of career skills at a level required by **90%** of all jobs profiled nationally through the WorkKeys® system. The holder of this credential has mastered skills leading up to and including

Applied Mathematics

Skills for Level 5

It is not assessed in the
credential.

Reading for Information

Skills for Level 5

- It is not assessed in the
credential.

Locating Information

Skills for Level 5

- It is not assessed in the
credential.

Work Habits Certified: Work Habits tests foundation workplace skills, behavior and ethics. Work Habits Certified indicates that the holder of this credential has the ability to demonstrate initiative, dependability, integrity and poise on the job and to adapt to change in the workplace.

For more information please visit www.floridareadytowork.com



Results since Inception

- 32,738 assessments taken
- 10,147 credentials issued
- \$114,915 in revenue



Keys to Success for your Organization

- Determine local strengths and capabilities
- Make sure project is a good fit for your infrastructure and local market
- Don't compete with partners or local industries – communicate your intentions often and well

For More Information

Bryan Stone
bstone@worksourcefl.com

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