APPLICATION

1	Name of County	Daviess		
2	High School Graduation Rate (most recent state NCLB reporting)	83.0625%	List Source/Method: i.e. summer 2011 AFGR method	Source: http://www.education.ky.gov/NR/rdonlyres/07B860B3-9056-408B-8F09-A45D7E1E5379/0/NCLB_AFGR.pdf Graduation Rates 2010 Averaged Freshman Graduation Rate (AFGR) for NCLB Weighted average of Daviess County and Owensboro Independent High Schools.
	Would you like to include high schools that are not in the traditionally reported graduation rate shown above?	No		
	If so, please enter revised graduation rate here. Please **attach** a list of schools included and your calculations.	--		
3	Educational Attainment Rate (ages 18-64)	32%	(Source: US Census, most recent American Community Survey five-year estimates)	

4	Community Commitment	(check off)	Name of Organization
	Economic Development	☒	Greater Owensboro Economic Development Corporation
	Elected Official(s)	☒	City of Owensboro and Daviess County Fiscal Court
	Education	☒	Brescia University, Kentucky Wesleyan College, Owensboro Community & Technical College, Western Kentucky University - Owensboro Campus
	Workforce Development	☒	Owensboro Community & Technical College, Green River Area Development District, OET
	Business and Industry	☒	American Patriot Getaways, Ameriprise Financial, Atmos Energy, AT&T, BB&T, Century 21 Partners, Comfort

APPLICATION

	Keepters, Envision Contractors, First Security Bank, Independence Bank, Kentucky BioProcessing LLC, Kamuf Pace & Kamuf, Kuegel Farms, Malcolm Bryant Corp., ODC Industrial Foundation, Ohio Valley Surgical Specialists, Owensbor Brick, Owensboro Medical Health System, Owensboro Music Center, Republic Bank, The Baker's Rack, UniFirst Corporation, United Way, Owensboro Riverport Authority, USBank, Wright Implement

Attach meeting minutes and meeting attendance sheets showing these signatures. Letters of Commitment from various organizations are helpful as well.

5	Percentage of Households with Broadband Internet Access Available	96.9%	(Source: broadband.gov)
	Rural or Urban County	Urban	
6	Are you including narrative(s) for supplemental criteria for GED or Occupational Credential Attainment?	Yes	(**Attach** optional narratives and list sources and calculations)

		name	phone	email	address
7	Your Contact Information (primary contact for your county application)				

National Career Readiness Certificate Attainment

Narrative 2: National Career Readiness Certificate Attainment: Present a plan to raise the National Career Readiness Certificate rate to 15 percent of working age (18-64) adults within three years. Plan should include **promotional strategies, training availability, and encouraging employer recognition of the certificate** (three pages maximum).

Overview

A total of 1,476 National Career Readiness Certificates (NCRC) were awarded in Daviess County in 2010-11 according to the Kentucky Community and Technical College System. During that same time period, Owensboro Community and Technical College (OCTC)launched an NCRC pilot project funded through the Kentucky Breaking Through Initiative. This pilot projectpromoted ACT'sWorkKeys® assessments and targeted instruction (Reading, Math and Locating Information) as aneffective strategy to identify, remediate, and certify the foundational skill readiness of job seekers, as well as targeted career and technical program students. The NCRC pilot featured: on-site assessment and counseling; responsive scoring services; instructional support and WorkKeys® remediation for advanced technology center and high school students; and facilitated instruction at college learning sites.

The successful strategies of the NCRC pilot (accessible instructional and assessment support services) will provide the framework for our community as we work toraise the NCRC rate to 15 percent of working age (18-64) adults within three years. In addition, the promotional and training strategies highlighted below will strengthen our efforts to reach both employers and individuals.

NCRC Promotional Strategies

Prior to theofficial launch of Kentucky'sNational Career Readiness Certificate in June 2011, our community had created theinfrastructure to provide full-service delivery of assessment services, remediation/instructional support, and certificate attainment.According to a state level NCRC coordinator with the Office of Employment and Training, Daviess County provides four times the number of WorkKeys® assessments compared to all other Kentucky counties. The e3.ky.gov website shows that 5,004 NCRCs have been issued to Daviess County to date, which includes previous Kentucky Employability Certificate holders who received an NCRC. With Daviess County's success with WorkKeys® assessments, our primary focus now is outreach and engagement with employers to build the value of the NCRC as an economic and workforce development tool.

To articulate the vision of what the NCRC is and what it can do for both employers and career seekers,a three-minute video was produced in September 2011. This videofeatures endorsements from Kentucky Governor Steve Beshear and Kentucky Chamber President David Adkisson. In addition, a thirty second public service announcement (PSA) was developed. The NCRC video and PSA will be distributed to local employers, management teams, and human resource staff membersto provide a greater understanding of how the WorkKeys® system, paired with the NCRC, gives their organization a competitive workforce advantage. We will alsomarket the

NCRCthrough One Stop partners, industry partner events, Career Centers and KYAE locations, public access channels, and web-based promotion such as web site hyperlinks, You Tube, etc. Daviess County provides aworkforce tool called *Owensboro Works* that links job seekers and employers through an easy-to-usedatabase system. *Owensboro Works* is free to participantsand providesconfirmation of demonstrated skills and training of job applicants. All job seekers are required to possess at least an Associate's Degree, professional certification or complete the WorkKeys® assessment in order to be approved in the database. Only job seekers who update their profiles or have current WorkKeys® scores (scores are good for five years) are kept in the database.*Owensboro Works* is a partnership of the City of Owensboro, Daviess County Fiscal Court, Owensboro Community and Technical College, and Greater Owensboro Economic Development Corporation who believe the future of our community depends on its well-prepared workforce.

Currently, there are 832 job applicants in the *Owensboro Works* database who live and/or work in Daviess County and who are eligible for a gold level NCRC. In addition, 2,098job applicants in theOwensboro Works database, who live and/or work in Daviess County, are eligible for a silver level NCRC. These individuals will be targeted for an NCRC, as well as any new job applicants in the *Owensboro Works* database, as part of an ongoing promotional strategy.

Training Availability:

SkillTrain, our community's adult education provider, offers services (at no charge) to help individuals prepare to take WorkKeys® assessments for the first time or to retake the assessmentsto improve their NCRC scores.Depending on the assessment outcome, individuals canenhance their skills through one-on-one and small group instruction options and/or self-study options through established programs such as KeyTrain™. Each targeted instruction option offers individuals the chance toreview topics in theWorkKeys® skill areasand practice problems similar to those on an actual WorkKeys® assessment.

SkillTrain is located at Owensboro Community and Technical College within the college's Workforce Solutions division. OCTC has worked to counteract any negative perceptions or stigmas attached to entering an adult education program by branding it with a positive title designed to encourage participation and successand by providing both a professional and supportiveatmosphere. So, those who are pursuing an NCRC canfeel as if they are "in college" and not a remedial environment whenevertheyvisit SkillTrain.

Employer Recognition:

Local employer support of WorkKeys® is strong.For example, Owensboro Medical Health Systems (OMHS), our community's largest employer, launched an on-site WorkKeys® learning lab onsite in 2001.This assessment and educational training center served more than 1,000 OMHS employees. The initiative was highly successful in improving the essential skills and learning potential of their workforce. Housed at the worksite and operated by OCTC staff, program services were available to employees from all OMHS shifts through a twenty-four hour, open-access lab. In addition, small-group and individualized lab instruction sessions were also available to OMHS employees.In addition, OMHS paid a $250 stipend to any employee who attained a Kentucky Employability Certificate based on their WorkKeys® scores.Twice recognized as a national ACT WorkKeys® "Best Practice" model, OMHS has been prominently featured at state and national conferences as an innovative "first step" to address critical shortages of skilled workers in the healthcare industry. As well, OMHS was profiled in the

Council for Advancement of Adult Literacy's (CAAL) 2005 report entitled *To Reach the First Rung and Higher: Building Healthcare Career Ladder Opportunities for Low-Skilled, Disadvantaged Adults* (Chisman and Spangenberg).

Prior to National Career Readiness Certificate, Daviess County was the site for the official kickoff of the Kentucky Employability Certificate (KEC). InMay 2003, local leaders and representatives from the Kentucky Cabinet for Workforce Development, Kentucky Workforce Investment Board, and Kentucky Community and Technical College, hosted a press conferencein Owensboro to launch the KEC. In October 2003, Owensboro Community and Technical College began a KEC community awareness pilot project that created WorkKeys® champions whoinspired action and commitment to the KEC.Employer and job seeker testimonials were utilizedin a KEC video and newspaper, radio, and television advertisements to demonstrate thereturn on investment for utilizing WorkKeys® and the KEC for developing the workforce.

Our plan, going forward, to encourage and secure employer recognition of the NCRC builds on the aforementioned activities and includes the following:

- The Kentucky Community and Technical College System (KCTCS) will provide OCTC with an in-house certified WorkKeys® Profiler in 2012 who will work closely with local business and industry to promote assessment and certification opportunities, as well as NCRC attainment,to support workforce development efforts.

- We will seek endorsement from business and industry associations through presentations to association boards and/or committees, i.e. business associations, labor organizations, human resource manager groups, and industry associations.

- We will secure a definite commitment from employers that they will actively support the NCRC effort and promote this commitment.

- We will work with employer focus groups to identify core employability skills needs of business and industry and demonstrate how the NCRC will meet identified skills needs.

- We will hold public events, such as an informational breakfast, to provide an overview of theWorkKeys® system and the NCRC.

Educational Attainment

Based on calculations using data from the 2005-2009 American Community Survey Estimates of the U.S. Census Bureau, Daviess County has a 32% rate of working-aged (18-64) adults who hold at least an associate's degree. Our region, through the efforts of multiple partners including the Greater Owensboro Economic Development Corporation and the Regional Alliance for Education, have made improving educational attainment at all levels a goal for programming for more than a decade. Working in concert with the local public and private school districts, the Owensboro Community and Technical College (OCTC), Brescia University (BU), Kentucky Wesleyan College (KWC), and Western Kentucky University at Owensboro (WKU-O), the groups have supported several initiatives to promote college readiness, postsecondary attendance, and degree attainment.

The Regional Alliance for Education is an umbrella organization which brings together in partnership all of the regional public and private school districts, the four postsecondary institutions, workforce and economic development professionals, early childhood and adult education providers, business and labor representatives, elected officials and foundation executives.

Many different circumstances may prevent a student from achieving a college degree. Some high school students and their families do not see themselves as "college material." They never matriculate. Lack of adequate preparation causes many first-year college students to drop out. And a lack of financial support leads other students to shelve their college careers. In response to these barriers, a three-pronged strategy has emerged. The first involves college readiness. The second addresses the challenges of successfully transitioning to college. The third identifies various forms of financial assistance which can help students stay in school and persist toward a degree. Many of these efforts are the result of several years of collaboration and are based on research into best practices for improving degree persistence.

Readiness

- Discover College is a state and national model which encourages students to explore college courses at OCTC before graduating from high school. Currently 2790students are taking technical courses, earning college credit and/or exploring advanced areas of interest through this endeavor. Some learn they are capable of college work after all, while others get a jumpstart on the college credits they will need for a four-year degree. The program has helped to improve the on-to-college rate for the region. Owensboro leads the state in the number of high school students dually enrolled in college classes.
- Math readiness courses, developed by high schools in partnership with the local colleges, allow students to take classes in the college transitional sequence as their fourth math credit in high school when their ACT scores indicate they are not prepared for college algebra. This allows them to go directly into credit-bearing classes when they enter college.

- Accelerated and contextualized readiness courses ae available through the SkillTrain (Adult Learning) Center in OCTC's Workforce Solutions Division..
- Workforce Solutions, through a community partnership initiative called Training HQ, embeds college readiness skills in several high-demand postsecondary certificate programs designed to allow entry into the labor market and/or further college progression.
- OCTC has recently added a full-time College Readiness Counselor to its staff.

Successful Transition

- Each of the local postsecondary institutions which offer associate's degrees offer orientation for all new students to assist their understanding of both the challenges of college life and the supports available to them should they need help.
- Tutoring and supplemental instruction are widely available.
- OCTC, BU and KWC are all looking at ways to make the transitional courses, taken by students who are not well prepared for college work, more effective and more cost efficient. OCTC has recently been awarded a grant to implement the Emporium Math model which emphasizes mastery learning and saves transitional students time and money.
- The local colleges offer symposia and classes on study habits and introduction to college sessions.

Financial Assistance

- In addition to financial aid (scholarships and loans) on-campus jobs and internships are available at each of the postsecondary institutions.
- Convenient and affordable child care is available on most campuses.
- Off-campus, evening and weekend courses are offered to meet the needs of working adults who are seeking college degrees.
- All the colleges are offering more on-line and hybrid classes to meet the learning styles and time considerations of students so that they can work while earning a credential.
- Some courses, like the Business Administration Fastrack at OCTC, are specifically designed for accelerated delivery.
- The Learning Villa, operated by Audubon Area Community Services, provides affordable housing for qualified college students that offer a variety of financial aid options.
- OCTC will launch Workforce and Accelerated Options Initiatives in January. These will target underskilled, displaced and incumbent workers for industry-driven postsecondary credential pathways.
- More companies are being encouraged to follow the lead of Owensboro Medical Health System in providing tuition remission for their employees to complete degrees.
- OCTC is a finalist for a grant which would enable it to assist the students to receive all the various forms of public assistance for which they might qualify.

Next Steps

- OCTC has initiated the Foundations of Excellence First Year Experience and Transfer Self Study to identify practices to retain and complete students. Representatives of WKU-O and the Regional Alliance for Education are a part of this effort.
- The Regional Alliance for Education will present information to its partners on the many different types of financial support which are available to help students stay in college.
- The Alliance will also provide information to business and industry on the benefits of providing tuition remission for their employees.

With these strategies in place and with the colleges and universities all committed to finding creative ways to help students achieve their degrees, we are confident that Daviess County will meet the national percentage of adults who hold at least a two-year degree.

The postsecondary institutions will not have to assume the total responsibility for this effort. Five years ago the Greater Owensboro Economic Development Corporation, the Regional Alliance for Education and local government leaders identified affordable, public four-year education options as a key goal. As a result, the Daviess County Fiscal Court made resources available to acquire land and to erect the first building on a campus where Western Kentucky University could expand its offerings in Owensboro. The University signed a memorandum of Agreement with the county and the Greater Owensboro Economic Development Corporation which is reviewed annually to target the programming and courses needed for the local economy. The MOA has led Western to focus on local needs, increase the number of classes offered here, hire additional faculty, and create a master plan for campus expansion in Owensboro. Today WKU-O with its new building on a new campus is serving more students than ever before and is partnering with OCTC to ensure successful transition of associate degree holders into baccalaureate programs. This is one example of our community's commitment to improve the lives of our citizens through making higher education available to them. We look forward to creating many more opportunities!

Soft Skills Certification Program

Over the years Daviess County has used a variety of programs to focus on student acquisition of the soft skills necessary for success in the workplace. Unfortunately, most have lost steam or changed direction over time. As we approached this application for Work Ready Community status, it was with the sense that creating pathways for students to become work ready in the soft skills was even more relevant and essential now than it was in the past. As the Partnership for Twenty-first Century Skills report states, "Even if every student in the country met our traditional education standards, they would still be woefully underprepared for success beyond high school." We know that new core competencies in the areas of analysis, reasoning, communications, responsibility, teamwork, leadership and critical thinking are needed in the workplace. At the same time, we are very much aware that simply informing schools that they must offer additional classes or assume sole responsibility for this work would be counter-productive.. We seek to offer several ways for students to demonstrate their proficiency in the soft skills, but we also seek to make those skills meaningful to employers by requiring that students meet challenging performance goals. This effort must draw on the expertise of both educators and employers if it is to be successful.

A subcommittee of the Work Ready Community group was organized to examine the whole area of "work ethic seals" or "soft skills certifications". It was composed of representatives of public and private P-12 education, postsecondary education, workforce and economic development, OET, the local WIB, business and labor. Although all members were not able to attend all meetings, everyone was kept informed of the discussions via e-mail and asked to review, comment upon and revise the plan which resulted. Business representatives included Angie Dennis of Owensboro Medical Health System, Dayna Reid of US Bank, (OMHS and US Bank are our two largest employers apart from the school systems), Janice Tomblinson of MPD Inc., Mike Baker, former plant manager at Aleris Rolling Mill, Mark Maddox of Unilever, and Larry Boswell, business manager of IBEW 1701. Additionally, input was gathered from Ryan Ison, Richard Basham, and Steve Henry of Domtar, Jason Curry of Century, and Lou Jane Miller of Dal-Tile in conjunction with sessions between them and educators on the topic of industry needs. There was unanimity among the employers that job applicants need to exhibit soft skills and that they would value a certification process and would use it to inform the hiring process.

The plan for soft skills certification programs in Daviess County contains multiple measures. In Part I, all high school students seeking the certification will submit verifiable data as objective measures of responsibility, persistence toward goals, teamwork and leadership. Requirements for the senior year include:

- No more than two unexcused absences from school
- No more than two unexcused tardies
- No disciplinary referrals for fighting, vandalism, possession of firearms or illegal substances, or theft
- Grade point average of at least 2.5 with no failures

- Involvement in at least two extracurricular activities including part-time employment and community volunteer projects

Through Part II activities, students will obtain communication skills, an introduction to business concepts, problem solving skills, and critical thinking skills from a menu of approved opportunities. These will include successful completion of a term with a Jr. Achievement company, successful completion of a senior project which involves a structured internship, successful completion of a sequence of Project Lead the Way courses, successful completion of a series of five (5) sessions on soft skills which will be modeled on the EK CEP program for Youth and offered as an extracurricular activity by both the local WIB (for qualifying disadvantaged youth) and the Greater Owensboro Regional Alliance for Education, or through programs emphasizing the Part II skills as developed by schools districts and approved by the Work Ready Community committee. This approach will allow Daviess County to implement the soft skills certification program immediately by reliance on existing measures (JA, PLTW, senior projects) while new pathways are being developed and initiated.

At the postsecondary level, verifiable evidence of on track persistence toward a four (4)-year degree within six (6) years, toward a two (2)-year degree within four (4) years or toward an industry recognized certificate within two (2) years will be accepted as demonstration of responsibility and ability to focus on and reach goals. The colleges have a variety of programs already in place which require a demonstration of communication skills, teamwork, leadership, critical thinking and problem solving. These include the Dynamic Leadership Institute offered by WKU-O to both its students and those of OCTC. This four (4) part program (see summary in the addendum to this application) fully meets the required elements for a soft skills certificate. Currently one hundred eighty-eight (188) WKU-O and OCTC students are enrolled in Institute courses. A variety of activities are offered through the Career Center at Kentucky Wesleyan College which could be easily adapted to meet program requirements. Likewise, Brescia University offers leadership programs through their business administration division. Successful completion of any of these programs would fulfill the Daviess County Soft Skills Certificate requirements once they have been reviewed and approved by the Work Ready Community committee.

During the spring of 2012, the Work Ready Community team will initiate the new soft skills certificates at the high schools level through information sessions with school counselors and through providing materials to introduce parents and students to the program. Qualifying students will be urged to apply for the certification. The first recipients will graduate in May, but they will necessarily be limited to students currently participating in existing programs like JA, PLTW and senior projects. The goal is to present at least thirty (30) high school soft skills certificates this first year.

Teachers in the Work Place, a professional development experience sponsored by the Greater Owensboro Regional Alliance for Education which provides groups of educators the opportunity to visit in cutting edge industries and discuss skill requirements with their managers, will continue. The cadre of educators typically includes high school

teachers, adult education instructors, and college professors. The visits have proved to be eye-opening for the participants as they see first hand the complexities of entry-level job skills and hear directly from the employers about the soft skills they seek in employees. A companion program from industry executives to visit in high schools and colleges will be initiated in the fall of 2012. These programs are designed to promote dialog about all the requirements of the workplace as schools endeavor to concentrate their efforts on ensuring that all graduates are college and career ready.

At the postsecondary level, information about the new soft skills certification will be provided to students and advisors in anticipation that the first certificates will be awarded in the spring of 2013. To facilitate this implementation, the Greater Owensboro Regional Alliance for Education will host a luncheon meeting in the spring of 2012 for the four college academic deans with representatives of business and labor to offer an opportunity for a frank discussion about workplace expectations. Additionally, those registering with the *Owensboro Works* database, who already must present Work Keys scores and/or college degree information, will be given the opportunity to indicated their Soft Skills Certificate attainment, or progress toward it, as a part of their profile. *Owensboro Works* links job seekers and employers through an easy-to-use database system. It is free to participants and provides confirmation of demonstrated skills and training of job applicants. Owensboro Works is a partnership of the City of Owensboro, Daviess County Fiscal Court, Owensboro Community and Technical College, and Greater Owensboro Economic Development Corporation.

The Soft Skills Certification program will be presented in information sessions to a variety of stakeholders, including the boards of the Greater Owensboro Economic Development Corp., the Chamber of Commerce, the Owensboro Council of Labor, and the Owensboro SHRM during 2012. The goal is to enlist at least ten (10) new employers, in addition to those who have already signed on, as partners who will recognize the soft skills certificate as a part of the hiring process.

During the 2012-2013 school year new or revised school-based programs for high school students (as approved by the Work Ready Community committee) and the extracurricular offerings by the Greater Owensboro Regional Alliance for Education will be initiated. And the first opportunities for disadvantaged youth to access the new program through the summer work program hopefully will occur in the summer of 2012. The Part 2 skills in communication, business concepts, problem solving and critical thinking will also be incorporated into the courses offered to students who choose to participate in the new Technical Academy which will open in 2012. (The Academy, a part of the Community Campus Initiative, will draw students from the Daviess County, Owensboro, Hancock County high schools.)The goal is to increase the number of high school certificates awarded to seventy-five (75) and to award at least thirty (30) postsecondary certificates in the spring of 2013. At least ten (10) additional supportive employers who will accept the Soft Skills Certificate as evidence of employability skills will be added during this school year.

In future years, the goal is to increase the number of certificates awarded by 10% each year until we award at least two hundred (200) high school and seventy-five (75) postsecondary certificates annually. Additional employers who recognize the value of the certification process and agree to give it weight in hiring decisions will be added annually. Employers will be able to rely on the quality of the certificate program, as well as its continuation, because of its affiliation with the Greater Owensboro Regional Alliance for Education which includes all four (4) of the college presidents in the county, six (6) school superintendents, business and labor representatives, workforce and economic development specialists, elected officials and education advocates. A standing committee of the Alliance will focus exclusively on the soft skills certification programs to ensure that they continue to meet the needs of both regional employers and local students. Gary Keller, a retired high school principal who recently worked as a consultant in the career and technical education branch of the Southern Regional Education Board, will serve as committee chair.

Industry Recognized Credentials

Overview

A total of 6,046 individuals age 18-64,who live and/or work in Daviess County, have earned 11,155 industry-recognized credentials from OwensboroCommunity and Technical College since 2000. (Source: OCTC Institutional Research Office -- PeopleSoft Student Data Tracking Records.) This represents the following breakdown:

- 1,457 Associate of Arts Degrees
- 1,958 Associate of Applied Science Degrees
- 22 Associate of Applied Technology Degrees
- 535 Associate of Science Degrees
- 6,163 Certificates
- 1,020 Diplomas

Credential	Individuals
Associate of Arts Degree	**1,457**
Accounting	20
Art Teacher Education	12
Art/Art History/ Fine Art	1
Associate in Arts	1033
Business Admin./Management	15
Business Marketing/Marketing Management	4
Business, General	8
Communications	1
Communications, General	10
Computer and Information Science	3
Elementary Education	9
Elementary Teacher Education	113
English and Applied Language Art	5
English Language and Literature	7
Finance, General	3
Fine/Studio Arts	8
General Studies	10
General, Social Behavioral Science	1
Graphic Design, Commercial Art	9
History	20
Human Sciences (Consolidated)	1
Journalism	3
Jr. High/Middle School Teacher Education	25
Landscape Architecture	1
Linguistics	1
Management Science	3
Middle School Education	1
Music Teacher Education	4
Music, General	1
Music-General Performance	2
Physical Ed Teach and Coach	2
Political Science and Government	2
Pre-Elem./Early Child Teacher Education	1
Psychology	1
Psychology, General	52
Public Relations and Organizational Comm.	2
Radio and TV Broadcast	1
Religion/Religious Studies	1
Sign Language Interpreter	2
Social Work	36
Sociology	2
Special Education	2
Special Education, General	11
Speech Pathology and Audiology	4
Visual and Performing Arts	4
Associate of Applied Science Degree	**1,958**
Agricultural Technology	31
Biotechnology	14
Bus Tech: Management Info. Systems Option	14
Bus Tech: Accounting Option	31
Bus Tech: Management Option	62
Business Administration	126
Computer Info. Systems Micro Option	15
Computer Info. Systems Program Option	9
Criminal Justice/Law Enforcement Option	1
Criminal Justice	127
Diagnostic Medical Sonography	12
Early Childhood Education	13
Electrical Technology	89
Engineering Tech Electrical Option	15
Engineering and Electronics Tech	60
Fire Science Technology	17
General Occupational Tech Studies	322
Human Services	92
IET Electrical Option	27
Information Technology	62
Interdisc. Early Childhood Education	67
Law Enforcement Technology	27
Machine Tool Technology	39
Nursing	421
Office Systems	24
Office Systems Tech: Admin. Option	31
Office Systems Tech: Medical Option	45
Office Systems Technology	28
Paramedic Technology	6
Radiography	131
Associate of Applied Technology Degree	**22**
Machine Tool Technology	22
Associate of Science Degree	**535**
Agriculture/Agriculture Science	1
Animal Sciences	1
Associate in Science	471

Biology	8
Chemical Engineering	1
Chemistry	3
Civil Engineering, General	2
Dental Hygienist	1
Engineering, General	1
Exercise Science/Physiology and Movement	1
Foods and Nutrition Science	1
Forensic Technology/Technician	1
General, Allied Health	1
Health and Medical Prep. Program	12
Industrial/Manufacturing Engineering	1
Math and Physical Science Teacher Education	2
Mathematics	2
Mechanical Engineering	2
Microbiology/Bacteriology	2
Nursing	3
Occupational Therapy	3
Physician Assistant	1
Pre-Dental	1
Pre-Nursing	1
Pre-Physical Therapy	5
Veterinarian Assistant/Animal Health	5
Wildlife and Wildlands Management	2
Certificates	**6,163**
A+ Certification	58
Accounting	12
Administrative	15
Advanced Food and Beverage Management	2
Advanced Business Administration	22
Advanced Catering	3
Advanced Culinary Arts	6
Advanced Firefighter	17
Agricultural Technician	3
Agriculture Equipment Mechanic Helper	7
ARC Cutter	64
ARC Welder	70
Auto Body Helper	50
Auto Body Painter Helper	21
Automatic Transmission/Transaxle Tech	14
Automation Technician I	1
Automotive Air Condition Mechanic	81
Automotive Electrician	36
Automotive Painter	10
Automotive Transmission Mechanic	6
AWS National Skill Standards Level I	132
Basic Business Administration	23
Basic Carpenter	25
Basic Firefighter	27
Brake Repairer	79
Business Transfer	2
Carpenter Helper	24
Catering	18
Child Care Assistant	153
Child Development Associate	1
Cisco Networking Basic	17
Cisco Networking Enhanced	1
CNC Machine Specialist	1
Communications Technician	4
Computer Assisted Drafter	30
Computer Maintenance Tech	11
Computer Programming	12
Computer Technician	21
Construction Equip. Mechanic Helper	7

Construction Forms Helper	17
Cosmetologist	86
Cosmetologist (6 Hr)	9
Culinary Arts (Integrated)	7
Data Entry Operator	30
Detailer	29
Diesel Air Conditioning Mechanic	13
Diesel Engine Mechanic	22
Diesel Front End Mechanic	4
Diesel Mechanics Assistant	3
Diesel Steering/Suspension Mechanic	8
Domestic Air Cond and Furnace	21
Drafter Assistant	33
Early Childhood Administrator	18
Electrical Mechanic Apprentice (INT)	4
Electrical Motor Controls Level II	41
Electrical Motor Controls Level I	41
Electrician Construction	89
Electrician Trainee Level I	221
Electrician Trainee Level II	139
Electronic Tech Apprentice (INT)	4
Electronic Technician Apprentice	3
Electronics Mechanic Apprentice	4
Electronics Technician I	98
Electronics Technician II	49
Electronics Tester	106
Electronics Tester (INT)	4
Emergency Medical Technician	208
Engine Repairer	39
Environment System Repair Helper	20
Environmental Control Systems Service	23
Environmental Systems Repair Helper	10
Exploratory Machining	40
Exploratory Machining I	45
Financial Assistant Clerk	12
Financial Assistant Trainee	12
Financial Perspectives	11
Fire Officer	4
Fluid Power Mechanic	10
Food and Beverage Management	2
Front End Mechanic	72
Fundamentals of Culinary Arts	14
Gas Welder	44
General Business	23
Heavy Duty Brake Mechanic	17
Heavy Duty Drive Train Mechanic	18
Hospital Admissions Clerk	34
I&ET Fundamentals	22
Industrial Maintenance Machinists Mechanic	56
Industrial Electronics Tech I	51
Industrial Electronics Tech II	38
Industrial Maint. Electrical Helper (INT)	1
Industrial Maint. Mechanic Level I	68
Industrial Maint. Mech Level II	64
Industrial Maintenance Electrical Mechanic	76
Information Tech Fundamentals	55
Instrumentation Technician	6
Integrated Office Skills	30
Interdisc Early Childhood Tech	44
Kentucky Early Childhood	43
Kentucky Medication Aide	128
KY Child Care Provider	221
Leadership	10
Lubrication Technician	13

Machine Operator I	4
Machine Operator II	2
Machine Tool Operator I	36
Machine Tool Operator II	33
Maintenance Technician I	21
Maintenance Technician II	18
Management	11
Manual Transmission Drive Train Tech	36
Mechatronic Operator Tech Level I	21
Medicaid Nurse Aide	1116
Medical Administrative	36
Medical Admissions Clerk	17
Medical Coding	33
Medical Insurance Clerk	1
Medical Office Trainee	48
Medical Receptionist	49
Medical Unit Coordinator	30
Medium/Heavy Truck Mechanic Helper	4
Microsoft Networking MCSA	18
Microsoft Networking MCSE	16
Mobile Air Condition Mechanic	7
Networking Microsoft 2K Basic	14
Networking Microsoft 2KEnhance	16
OST Medical Office	9
Pipeline Welder	2
Pre-Licensing Real Estate	16
Preventive Maintenance Mech	6
Production Line Welder	172
Receptionist	37
Refrigeration Mechanic	4
Residential Carpenter	9
Residential Electricity I	152
Residential Electricity II	123
Residential Real Estate	2
Residential Roofer	30
Residential Site Layout Assist	17
Robotics & Automation Tech	1
Rough Carpenter	14
Small Business Management	5
Supervisory Management	7
Surgical Technology Bridge	3
Tack Welder	38
Team Leadership	2
Tune Up Mechanic	14
Undercarriage Mechanic	9
Used Car Renovator	3
Web Administrator	3
Welder Helper	125
Diplomas	**1,020**
Administrative Assistant	2
Agriculture Equipment Tech	5
Architectural Drafter	4
Automotive Technician	12
Catering and Personal Chef	4
CNC Machinist	41
CNC Machinist Apprentice	11
Collision Repair Technician	7
Combination Welder	38
Communications	3
Computer Aided Drafting	5
Computer Aided Drafting/Design	7
Computer Maintenance	1
Construction Carpenter	8
Construction Electrician	32

Construction Equipment Tech	5
Consumer Electronics Tech	1
Cosmetologist	72
Culinary Arts	6
Electrical Technology	88
Electronic Communications Tech	12
Electronics	36
Electronics Computer Tech	9
Electronics Technician	4
Fire Chief	2
Food and Beverage Management	1
General Maintenance Technician	3
Heat Ventilation Air Cond. Mechanic	19
Industrial Electrician	75
Industrial Electronics	27
Industrial Electronics Tech	8
Industrial Maintenance Tech (INT)	3
Industrial Maintenance Tech	59
Interdisc. Early Childhood Education	15
Machine Shop Apprentice	1
Machinist	41
Mechanical Drafter	8
Medical Insurance Technician	4
Medical Transcriptionist	3
Medium and Heavy Truck Tech	5
Organizational Leadership	3
Practical Nurse	122
Practical Nursing Integrated	57
Preschool Director	5
Preschool Teacher	7
Robotics Technician	1
Surgical Technologist	138

GED Attainment in Daviess County

Owensboro Community and Technical College (OCTC) is the designated Kentucky Adult Education (KYAE) provider for adult basic education (ABE) services in Daviess County. As the county's grant-funded provider, OCTC offers free, community-wide, adult education services (including GED and college readiness activities) through SkillTrain, a cornerstone program within the college's Workforce Solutions division.

One critical accountability measure for all KYAE service providers is GED attainment. SkillTrain has exceeded the performance indicator for GED attainment in 9 out of the 10 years it has served as the designated service contractor for Daviess County. In 2010, SkillTrain fell 10 GEDs short of its goal of 172. In 2011, the GED goal for Daviess County was raised to 179; SkillTrain exceeded that goal with 196 GEDs earned. SkillTrain is currently on track to meet or exceed the GED goal for the 2012 year.

RESOLUTION OF
GREATER OWENSBORO ECONOMIC DEVELOPMENT CORPORATION
BOARD OF DIRECTORS

AND

GREATER OWENSBORO CHAMBER OF COMMERCE
BOARD OF DIRECTORS

The undersigned, all being a member of the board of directors for either the Greater Owensboro Economic Development Corporation or the Greater Owensboro Chamber of Commerce, hereby adopt the following resolutions, by unanimous written consent and in lieu of holding a meeting of the members, and do hereby consent to the board's action contemplated thereby as of this the 9th day of December, 2011.

BE IT RESOLVED: That we are in full support of the application submitted on behalf of Daviess County, Kentucky, requesting to be granted Work Ready Community status;

BE IT FURTHER RESOLVED: That we have a county-wide high school graduation rate of at least 82.32% and that we have a plan to achieve National Career Readiness Certification for 15% of the working age adults (18-64) within three years;

BE IT FURTHER RESOLVED: That we have at least 25% of working age adults (18-64) holding at least an associate degree and we have a plan to raise this to 32% within three years and to 39% within five years;

BE IT FURTHER RESOLVED: That we have a program in place to address work ethic/soft skills development and credentialing for both the secondary and postsecondary populations;

BE IT FURTHER RESOLVED: That we recognize the benefits of using National Career Readiness Certification and Soft Skills Certification in hiring practices;

BE IT FURTHER RESOLVED: That we provide the availability of broadband internet (4Mbs speeds) to at least 90% of housing units; and

BE IT FURTHER RESOLVED: That we are willing to accept the National Career Readiness Certificate as a valid work readiness credential in our hiring and/or promotions process when and where applicable.

Executed as of this the 9th day of December, 2011, by the undersigned board of directors of the Greater Owensboro Economic Development Corporation and the Greater Owensboro Chamber of Commerce.

B. DEAN STANLEY
B. Dean Stanley
Sign and Print Name

Owensboro - Daviess Co. Industrial Foundation
Affiliation

Title

ROD KUEGEL
Sign and Print Name

Agriculture
Affiliation

Chair GOEDC
Title

Stephen H. Loyal - Stephen Loyal
Sign and Print Name

Atmos Energy Corp.
Affiliation

V.P. Government Affairs
Title

Suzanne Northern Blazar
Suzanne Northern Blazar
Sign and Print Name

UniFirst Corp
Affiliation

General Manager
Title

Sim Davenport - Sim DAVENPORT
Sign and Print Name

AT&T
Affiliation

REGIONAL DIRECTOR
Title

K. Wayne Foster
K. Wayne Foster
Sign and Print Name

American Patriot Gateway
Affiliation

CEO
Title

M. LYNN COOPER

Sign and Print Name

FIRST SECURITY BANK

Affiliation

PRESIDENT CEO

Title

T. Francine Moore

Sign and Print Name

US BANK

Affiliation

Community President

Title

Scott H. McCain

SCOTT H. MCCAIN

Sign and Print Name

BB+T

Affiliation

City Executive

Title

Gordon W. Tche

Sign and Print Name

Chamber Board Member

Owensboro Music Center

Affiliation

Sr. Partner

Title

Shirley Cecil

Shirley Cecil

Sign and Print Name

Republic Bank

Affiliation

CMO

Title

George Wathen

George Wathen

Sign and Print Name

Daviess Co Government

Affiliation

Commissioner

Title

Stephen H Loyal - Stephen Loyal
Sign and Print Name

Atmos Energy Corp.
Affiliation

V. P. Government Affairs
Title

Kenneth V. Lassiter Kenneth V. Lassiter
Sign and Print Name

Greenwell Chiabotti
Affiliation

Marketing Executive
Title

Laura Alexander Laura Alexander
Sign and Print Name

Fox Run Tailoring
Affiliation

Owner
Title

L. Steve Castlen L. Steve Castlen
Sign and Print Name

L. Steve Castlen, REALTORS
Affiliation

owner / president
Title

Sign and Print Name

Affiliation

Title

Sign and Print Name

Affiliation

Title

Sign and Print Name

Affiliation

Title

Sign and Print Name

Affiliation

Title

Michael Beckwith
Sign and Print Name

First Security Bank
Affiliation

CFO
Title

Darrell W. Higginbotham
Sign and Print Name

Independence Bank
Affiliation

President
Title

Sign and Print Name

Envision Contractors LLC
Affiliation

President
Title

Suzanne Northern Bazar
Sign and Print Name

UniFirst Corp
Affiliation

General Manager
Title

Sign and Print Name

Comfort Keepers
Affiliation

Owner
Title

Sign and Print Name

Ohio Valley Surgical Specialists
Affiliation

Executive Director
Title

Sign and Print Name

Affiliation

Title

Sign and Print Name

Affiliation

Title

Charles J Komuf II

Sign and Print Name

Sign and Print Name

Owensboro Chamber of Commerce

Affiliation

Affiliation

Vice Chair Legal Counsel

Title

Title

Kathy A. Olivier

Sign and Print Name

KATHY A. Olivier

Sign and Print Name

United Way of the Ohio Valley

Affiliation

Affiliation

Director of Community Services

Title

Title

Sign and Print Name

Sign and Print Name

Affiliation

Affiliation

Title

Title

Sign and Print Name

Sign and Print Name

Affiliation

Affiliation

Title

Title

Mayor
RON PAYNE
Mayor Pro Tem
PAMELA L. SMITH-WRIGHT
Commissioners
ROGER STACY
DAVID L. JOHNSON
JEFF SANFORD

City of Owensboro
Kentucky

P.O. BOX 10003
OWENSBORO, KENTUCKY 42302-9003

Kentucky
UNBRIDLED SPIRIT

December 7, 2011

Dear Work Ready Community Steering Committee:

This letter is documentation of my commitment to the Kentucky Work Ready Community Program for Daviess County. As Mayor of Owensboro I will support the program and help to spread the word about its importance. I will encourage others to become actively involved.

A well-educated, well-trained workforce is key to economic development. Improving our high school graduation and postsecondary degree attainment rates must be at the heart of our efforts if we are to be successful. And measures such as the National Career Readiness Certificate and Soft Skills Certificate can be very useful tools to assist employers in evaluating potential workers and hiring those who will add to their success.

I commend and support the work of the Greater Owensboro Economic Development Corporation and the Regional Alliance for Education in developing our Work Ready Community plan.

Sincerely,

Ron Payne
Mayor

OFFICE OF
Daviess County Judge/Executive
Al Mattingly
Daviess County Courthouse
P. O. Box 1716
Owensboro, Kentucky 42302-1716
Telephone: (270) 685-8424

COMMISSIONERS
Charlie Castlen - Central Division
Jim Lambert - Eastern Division
George Wathen - Western Division

COUNTY ATTORNEY
Claud Porter

Dear Work Ready Community Steering Committee:

As Judge Executive of Daviess County, I am pleased to support Daviess County's application for consideration as a Kentucky Work Ready Community. I believe that the qualifications outlined for status as a Work Ready Community align well with our region's ongoing workforce priorities.

Please consider this letter documentation of our commitment to the Kentucky Work Ready Community Program for our community and the commitment to participate in the program, support the program and work to spread the word and to gain participation from others in our community.

In addition to the above, we are willing to participate by:

- Sending a representative to an annual strategic planning retreat for our Work Ready Community effort,

- Attending periodic community meetings to discuss the program with others, and

- Accepting the National Career Readiness Certificate as a valid work readiness credential in our hiring and/or promotions processes (for employers).

Organization: Daviess County Fiscal Court

Key Contact Name: Al Mattingly

Key Contact Title/Role: Judge Executive

Key Contact Phone Number: (270) 685-8424

Key Contact Email Address: Amattingly@daviessky.org

Address: PO Box 1716

City: Owensboro County: Daviess

Signature

BRESCIA
UNIVERSITY

OFFICE OF THE PRESIDENT

December 7, 2011

Dear Work Ready Community Steering Committee:

As President of Brescia University, I am pleased to support Daviess County's application for consideration as a Kentucky Work Ready Community. Brescia University believes that the qualifications outlined for status as a Work Ready Community align well with our region's ongoing workforce priorities.

Please consider this letter documentation of our commitment to the Kentucky Work Ready Community Program for Daviess County. Brescia University commits to participate in the program, support the program and work to spread the word and to gain participation from others in our community.

In addition to the above, we are willing to participate by:

- Sending a representative to an annual strategic planning retreat for our Work Ready Community effort.
- Attending periodic community meetings to discuss the program with others, and
- Accepting the National Career Readiness Certificate as a valid work readiness credential in our hiring and/or promotions processes (for employers).

Organization:	Brescia University
Key Contact name:	Rev. Larry Hostetter
Key Contact Title:	President
Key Contact email:	larry.hostetter@brescia.edu
Address:	717 Frederica Street Owensboro KY 42301

Signature

717 Frederica Street Owensboro, Kentucky 42301-3023 (270) 686-4236 FAX (270) 686-4201

KBP
KENTUCKY BIOPROCESSING

Dear Work Ready Community Steering Committee:

As Chairman of the Kentucky BioProcessing, LLC, I am pleased to support Daviess County's application for consideration as a Kentucky Work Ready Community. KBP believes that the qualifications outlined for status as a Work Ready Community align well with our region's ongoing workforce priorities.

Please consider this letter documentation of our commitment to the Kentucky Work Ready Community Program for Daviess County. KBP, LLC commits to participate in the program, support the program and work to spread the word and to gain participation from others in our community.

In addition to the above, we are willing to participate by:

- Sending a representative to an annual strategic planning retreat for our Work Ready Community effort,

- Attending periodic community meetings to discuss the program with others, and

- Recognizing the National Career Readiness Certificate as a valid work readiness credential in our hiring and/or promotions processes (for employers).

Organization: Kentucky BioProcessing, LLC

Key Contact Name: Hugh Haydon

Key Contact Title/Role: Chairman

Key Contact Phone Number: 270 689-2570

Key Contact Email Address: HHaydon@kbpllc.com

Address: 3700 Airpark Drive

City: Owensboro County: Daviess

Signature Hugh Haydon

Office: 270.689.2570 | Fax: 270.689.2571
3700 Airpark Drive, Owensboro, KY 42301 USA
www.kbpllc.com

Owensboro
Medical Health System.

Dear Work Ready Community Steering Committee:

Please consider this letter documentation of our commitment to the Kentucky Work Ready Community Program for Daviess County. Owensboro Medical Health System commits to participate in the program, support the program and work to spread the word and to gain participation from others in our community.

In addition to the above, we are willing to participate by:

Sending a representative to an annual strategic planning retreat for our WorkReady Community effort,

Attending periodic community meetings to discuss the program with others, and

Accepting the National Career Readiness Certificate as a valid work readiness credential in our hiring and/or promotions processes (for employers).

Organization: Owensboro Medical Health System
Key Contact Name: Teresa Rascoe
Key Contact Title/Role: Director, Human Resource Development
Key Contact Phone Number: 270-685-7714
Key Contact Email Address: teresa.rascoe@omhs.org
Address: 811 East Parrish Avenue
City: Owensboro County: Daviess

Signature: Stacy Collucci, Executive Director
Human Resource Development
12/5/2011

P.O. Box 20007 • 811 E. Parrish Avenue • Owensboro, KY 42304-0007 • (270) 688-2000

usbank
Five Star Service Guaranteed

T. Frederic May
Community President
700 Frederica Street
Owensboro, KY 42301
270 926-5301
270 926-5303 fax

Dear Work Ready Community Steering Committee:

Please consider this letter documentation of our commitment to the Kentucky Work Ready Community Program for Daviess County. USBANK commits to participate in the program, support the program and work to spread the word and to gain participation from others in our community.

In addition to the above, we are willing to participate by:

- Sending a representative to an annual strategic planning retreat for our Work Ready Community effort,

- Attending periodic community meetings to discuss the program with others, and

- Accepting the National Career Readiness Certificate as a valid work readiness credential in our hiring and/or promotions processes (for employers).

Organization: USBANK

Key Contact Name: Fred May

Key Contact Title/Role: Community President

Key Contact Phone Number: 270-926-5301

Key Contact Email Address: t.frederic.may@usbank.com

Address: 700 Frederica Street

City: Owensboro County: Daviess

Signature_____

Office of the President
4800 New Hartford Road
Owensboro, KY 42303
Telephone: (270) 686-4508
Fax: (270) 686-4496
owensboro.kctcs.edu

November 21, 2011

Dear Work Ready Community Committee Members:

As President of Owensboro Community & Technical College, I am pleased to support Daviess County's application for consideration as a Kentucky Work Ready Community. OCTC is a key stakeholder in this region's workforce development system. The college works closely with government and economic development officials, as well as business and industry, to ensure that our programs and services support an economically competitive workforce. I believe that the qualifications outlined for status as a Work Ready Community align extremely well with our region's ongoing workforce priorities and that participation will further enhance our collaborative efforts.

The college has played an active role in the development and documentation of Daviess County's Kentucky Work Ready Community application. It is fully committed to serving as a core member of program, as well as providing leadership through designation of its chief Workforce Solutions officer as its primary point of contact for the effort. OCTC will participate fully in supporting the goals outlined in the county's application including: criteria related to graduation and educational attainment rates and promotion of the National Career Readiness Certificate to students, job seekers, and the greater business community.

In addition to the above, Owensboro Community & Technical College will participate by:

- Sending a representative to an annual strategic planning retreat for the Daviess County Kentucky Work Ready Community effort and
- Attending periodic community meetings to discuss the program with others.

Organization: Owensboro Community & Technical College
Key Contact Name: Cindy Fiorella
Key Contact Title/Role: Vice-President of Workforce & Economic Development
Key Contact Phone Number: 270-686-4445
Key Contact Email Address: Cindy.fiorella@kctcs.edu
Address: 1501 Frederica Street, Owensboro, KY 42301
City: Owensboro County: Daviess

Yours truly,

James S. Klauber, Ph.D.
President

Kentucky Wesleyan College

3000 Frederica Street
Owensboro, Kentucky 42301-6057

Phone: 270-926-3111
Fax: 270-852-3189

Dear Work Ready Community Steering Committee:

We at Kentucky Wesleyan College are committed to the Kentucky Work Ready Community Program for Daviess County. We commit to participate in the program, support the program and work to spread the word and to gain participation from others in our community.

We are also willing to be involved by:

- Sending a representative to an annual strategic planning retreat for our Work Ready Community effort,

- Attending periodic community meetings to discuss the program with others, and

- Accepting the National Career Readiness Certificate as a valid work readiness credential in our hiring and/or promotions processes (for employers).

Organization: ___Kentucky Wesleyan College_____

Key Contact Name: _____Dr. Craig Turner_____

Key Contact Title/Role: _____President_____

Key Contact Phone Number: _____270 852-3104_____

Key Contact Email Address: _____cturner@kwc.edu_____

Address: _____3000 Frederica Street_____

_____

City: __Owensboro_____ County: _Daviess_____

Signature Craig Turner

WKU

A LEADING AMERICAN UNIVERSITY WITH INTERNATIONAL REACH
OWENSBORO

November 16, 2011

Dear Work Ready Community Steering Committee:

Please consider this letter documentation of our commitment to the Kentucky Work Ready Community Program for Daviess County. Western Kentucky University – Owensboro Campus commits to participate in the program, support the program and work to spread the word and to gain participation from others in our community.

In addition to the above, we are willing to participate by:

- Sending a representative to an annual strategic planning retreat for our Work Ready Community effort,
- Attending periodic community meetings to discuss the program with others, and
- Accepting the National Career Readiness Certificate as a valid work readiness credential in our hiring and/or promotions processes (for employers).

Organization: Western Kentucky University – Owensboro Campus
Key Contact Name: Dr. Gene Tice
Key Contact Title/Role: Director, WKU-O
Key Contact Phone Number: 270-684-9797
Key Contact Email Address: gene.tice@wku.edu
Address: 4821 New Hartford Road
City: Owensboro
County: Daviess

Sincerely,

Gerald E. Tice, Ph.D., Director
WKU Owensboro

Greater Owensboro Education Alliance

Meeting Summary

The Greater Owensboro Education Alliance met on Wednesday, Oct. 5, 2011, at 7:30 am in the board room at GRADD. Present were members: Rodney Berry, Vicki Boyd, Marcia Carpenter, Michelle Drake, Mike Gray, Fr. Larry Hostetter, Gary Keller, Jim Klauber, Tonya Logsdon, Al Mattingly, Soretta Ralph, Ken Rasp, Keith Sanders, Madison Silvert, Glenn Skeens, Gene Tice, and Larry Vick; guests: Joy Campbell, Sara Hemingway, Sheri Plain, and Vicki Quisenberry; staff: Helen Mountjoy.

Co-Chairman Al Mattingly called the meeting to order and offered some observations about the importance of education in the health of the community. He emphasized that education is the "value added" ingredient which can transform hard work into success.

Co-Chairman Fr. Larry Hostetter welcomed everyone to the meeting and reminded those present of the ways the Alliance brings us all together in a collaborative way to provide opportunities for our students.

After introductions of all those present, Helen Mountjoy reminded the group of the challenges the Alliance was organized to address. These include the significant changes in the skills required of workers, the less-than-ideal communication between educators and business/labor, the duplication of efforts and the lack of collaboration between sites of education, the renewed emphasis on college and career readiness. She reported that in 1950 33% of all jobs were in manufacturing. By 2003 only 10.7% were and these required much more complex skills than those needed just a few years before. Employers are seeking workers who can do analysis, reason, communicate, collaborate, access information, and think critically. They also want employees who are self-directed, adaptable, responsible, ethical, and able to work as part of a team. They are looking for people who have the same level of skills and knowledge as those who pursue baccalaureate degrees.

These new emphases are not always apparent to educators. In a national survey conducted by the Public Agenda Foundation 67% of the parents of high school students and 78% of high school teachers believed that public

high school graduates have the skills needed to be successful in the workplace. Unfortunately, only 41% of employers agreed. The Alliance will work to broaden the conversation between the world of work and the world of education. Government and business must be valued partners in the effort to prepare all our students for success at the next level.

Helen introduced the Kentucky Workforce Investment Board's (KWIB) Work Ready Community designation as an opportunity for government, business, labor, educators, workforce and economic development personnel, along with education advocates to work together for the community's benefit. In the past, utility rates, tax breaks, transportation systems, and the availability of warm bodies to fill positions were the keys to landing new jobs in a community. Increasingly today the quality of life and the quality of the workforce are the deciding factors. The Work Ready Community process should help us focus on those things which will help provide opportunities for our students in the workforce. We would need to demonstrate that we meet certain education, workforce development, and collaborative goals which will assist in aligning economic development, workforce development, and education strategies to be granted this designation.

The KWIB has set these criteria:

1. Community-wide graduation rate of at least 82.32%
2. Plans to raise to 15% within three years the proportion of working-age adults (18-64 years) who hold National Career Readiness Certificates (NCRC) and plans to encourage employer recognition of this certification. NCRC is awarded based on scores from three WorkKeys assessments: reading for information, applied mathematics, locating information. It is accepted across the nation by many employers as a measure of workforce readiness.
3. At least 25% of working-age adults with at least a two-year college degree. Plan to raise this proportion to 32% (KY's average) within three years and to 39% (national average) within five years.
4. Demonstration of broad community support for the Work Ready effort
5. Development of a program or programs to address work ethic and soft skills for students at secondary and postsecondary levels. These must include employer engagement in the development, employer recognition of attainment in hiring decisions, measurable goals for increasing the number of students attaining these skills, sustainability,

and emphasis on attendance/punctuality, communications, teamwork, leadership, and critical thinking.

6. Broadband availability.

The group agreed by consensus that the Alliance should serve with the EDC board as the application committee for this initiative.

Next steps – Bring together a group to work on soft skills plans and develop a survey to see what's in place to foster an increase in the percentage of degree holders. We need volunteers to work in these areas. Our community already meets the other criteria. We should like to submit our application to be named a Work Ready Community by the middle of December.

Marcia Carpenter gave a brief update on the status of the Community Campus programs. This effort involves students from six local high schools who participate in academies designed to offer high level learning experiences in specialized areas. The Engineering Academy started off with a boot camp which was over subscribed last summer. It continues with Project Lead the Way coursework at Apollo High School. The Arts Academy is underway at Owensboro High School. Its offerings include all aspects of theater and opportunities in dance, as well as visual arts and music. Next year the Biomedical, Entrepreneurial, and Technical Academies will get off the ground.

Fr. Larry Hostetter invited members to share information about new programs. This led to the identification of new collaborative opportunities.

Gratitude was expressed to Tonya Logsdon and GRADD for hosting the meeting. The Alliance will next convene on Thursday, January 19, at 7:30 am at Brescia University. Future meetings are scheduled for April 19 and for July 19.

The meeting was adjourned at 8:50 am.

SIGN-IN SHEET

MEETING: Regional Alliance
DATE & TIME: Wednesday, October 5, 2011 7:30am

NAME:	REPRESENTING:
1. Tonya Logsdon	GRADD
2. Madison Silvert	CCE
3. Ken Rasp	OCS
4. Marcia Carpenter	DCPS
5. Larry Hostetter	Brescia
6. Soretta Ralph	Ohio Co.
7. Vicki Quisenberry	Foundation For DCPS
8. Gary Kelley	
9. [illegible]	Daviess Co Fiscal CT
10. Gene Sie	WKU-O
11. Keith Sorder	Hazen Edu Found.
12. Glenn [illegible]	City of Owensboro
13. Michele Drake ?	Michelle Drake GRADD
14. Mike Bray	Daviess Co Schools
15. Rodney Berry	Public Life Foundation
16. Sheri Plain	OCTC
17. Larry Vick	OPS
18. Vicki Boyd	Adult Basic Education
19. Jim Klauber	OCTC
20. Helen Mountz	
21. Sara Hemingway	Wm. & Marilyn Young Foundation
22. Joy Campbell	Messenger-Inquirer
23.	
24.	
25.	

Soft Skills Certificate Work Group
Meeting Notes
Oct. 27, 2011, Commerce Center

Present:
Mike Baker (Hancock EDC and former plant manager at Aleris), Nick Brake (GO-EDC), Marcia Carpenter (DCPS), Karen Dueker (OET), Cindy Fiorella (OCTC), Gary Keller, Becky McCubbins (GO-EDC), Ken Rasp (Owensboro Catholic Schools), Jamie Rhoads (WIB), Gene Tice (WKU-O), Helen Mountjoy

Mike drew on his experience as a plant manager at Aleris to discuss the importance of conveying soft skills to students. Attendance is a huge issue, especially in shift work where every person has a designated task. People need to understand why they need to be present every day they are scheduled to work and the cost of their absence. Critical thinking, leadership and teamwork are also critical. There seem to be several things we have "assumed" that workers will understand and practice which have become rare commodities.

Cindy reiterated the needs she hears from employers. She mentioned the need for intermittent, as well as capstone, recognition/reward for students. Industries must buy in to ant program that is developed. Otherwise it is useless. The attitude needs to be, "If you don't earn this 'golden ticket' don't bother applying here." The HR people, plant managers, SHRM as a group should be the primary audience as the program evolves.

Gene introduced the group to WKU-O's Dynamic Leadership Institute. Many students at OCTC are also participating in Phase I of this program. Thus far, however, the program has not been marketed to businesses.

Gary reviewed with the group the concept of the Career Passport for high school students. Originally it contained a Work Ethics Index, but this was dropped because it became something that was essentially useless as some teachers did not take it seriously/ Today the Career Passport is a folder into which students pkace a resume and two letters of recommendation.

Karen informed the group that she is chairing the Operation Preparation effort with KDE. She will keep us informed of its work.

Marcia mentioned that DCPS is talking about implementing a standards-based report card which could include measures for soft skills. Jessamine and Fayette County Schools and Eminence Independent currently use something like this.

Mike said that hiring practices have changed. He lamented that there is still no strong connection between business and education. He believes business is not doing its part to let education know what it needs. Also, students need to know what to expect in an interview.

Gary felt that if industry would put more pressure on schools, things would get done. Some things students need to hear directly from business if it's going to sink in (i.e., "If you show up for an interview dressed like that you will not get a job.")

Nick mentioned that the Wall Street Journal had a piece on Monday which covered the dilemma we're in. Industry wants a lot and it's increasingly reluctant to invest a lot to get it.

Becky said she's finding that some plants are pretty "insular". They don't participate in community activities and often have no idea of what programs are available to help them.

Ken mentioned that any plan we develop needs to be explained to parents and that they need to see why it's important for their students to participate.

Marcia reminded everyone that high school graduates must have ½ credit in economics. Could this be a venue for some of what we envision?

Nick suggested that perhaps *Owensboro Works* could include recognition of soft skills attainment. He also stated that the big employers need to be brought into the process of planning.

Ken said we need to lay out a plan for how we will proceed and when we talk about college and career skills we're really talking about skills needed for life! Students of all ages need to acquire these traits.

The next meeting was scheduled for Nov. 1 at 3 pm at the Commerce Center. Participants volunteered to make contacts as follows:

Gene – Chamber of Commerce in Bowling Green to learn about their Work Ethic Seal
Karen – Darryl McGaha – program in Pulaski County
Ken – Paducah Catholic Schools to see how they fit into their recognition program
Nick – Dan Douglas at JA
Marcia – Eminence Schools about their standards-based report card
Gary – review lesson plans that could be applicable
Helen – develop draft plan of action

Dynamic Leadership Institute...its more than just a phase!

The Dynamic Leadership Institute, known to many as simply DLI, is designed to teach students the interpersonal skills and knowledge needed to engage in various leadership roles on campus, within the community, and in their futures. Each of the **four phases** allows the student to view leadership from different perspectives and provides opportunities to examine and enhance their skills.

Phase I - LEADERSHIP INITIATIVE
DLI Phase I is designed to enhance participants' basic leadership skills and abilities. The participants represent diverse ages, interests, and levels of leaership abilities. The Institute's program includes leadership seminars designed to address a wide array of topics such as *problem solving, diversity, leadership styles, team-building, personality,* and *vision.*

Phase II - LEADERSHIP EXPLORATION & DISCOVERY
DLI Phase II focuses on each individual's self-exploration as a leader. During this phase, each participant will have the opportunity to discover their strengths and areas for improvement in regards to their personal leadership styles. Topics for this phase include *situational leadership, consensus building, global diversity, conflict resolution*, and *emotional intelligence.* Participants will begin to better understand themselves as leaders and how they work with others.

Phase III - LEADERSHIP IN ACTION
DLI Phase III gives participants the opportunity to use the knowledge and skills learned in the first two phases and put them into action. In a team environment, participants will be challenged to use their leadership skills and abilities to address a different case study each week. In addition, **StrengthsQuest** and **The Leadership Challenge** assessments are used to continue the study of participant's personal leadership styles.

Phase IV - LEADERSHIP IN THE REAL WORLD
DLI Phase IV addresses leadership in the "real world". Topics and activities will focus on *professionalism, career preparation, networking, transitioning, etiquette alumni opportunities* and *philanthropy*. After completion of this phase students will be better prepared to make the transition from campus leader to new professional/community leader.

Soft Skills Certificate Work Group
Meeting Notes
November 1, 2011, Commerce Center

Present:
Mike Baker, Nick Brake, Marcia Carpenter Angie Dennis (Owensboro Medical Health System), Michelle Drake (WIB), Karen Dueker, Cindy Fiorella, Gary Keller, Ken Rasp, Gene Tice, Helen Mountjoy

Angie led off the discussion by mentioning some common traits that complicate successful transition into the work place. Included was the phenomenon of "job hopping" and the accompanying sense among some new hires that "two months in a job is a long time." Angie also brought up the problem of helicopter parents and its companion, lack of personal responsibility. She indicated that any soft skills or work ethic seal shouls represent real accomplishment for it to have meaning in the business community.

The group reiterated its sense that the soft skills we're talking about are common sense. Skills level vary widely and skill requirements do as well, but soft skills/work ethic are universal neds.

Mike repeated his view that we need to create partnerships that will put business people into the classrooms talking with students. He stated that they needed to be able to translate specific job requirements into language students will understand.

Angie raised again the issue of attendance. Cindy mentioned that internships and co-op placements for students can be highly effective in this area as well as in others. The senior projects in Owensboro and Hancock County are very effective, especially if students understand that they are essentially "being interviewed for a job every day." Angie added that her staff voluntarily does mock interviews with groups of students to help them prepare.

Reports from work group members yielded some surprising results:

- Although the work ethic seal is highly touted, the Bowling Green Chamber board member who was contacted had no knowledge of it

- The person contacted in Pulaski/Somerset area said the work ethic seal program was still in place, but that it wasn't much
- It was noted that there did not seem to be much participation in the Paducah program
- There are some excellent materials in use by EK CEP which should be reviewed

Gary pointed out that we cannot solve all the real problems of generational culture differences, but that many kids seem to "get" the soft skills we're talking about.

Mike presented a diagram of the soft skills work as he envisions it. (See attached.) He thinks that voluntary participation by students would be a good thing. He also pointed out that the other programs seem to be pretty "low bar" in their expectations. His main interests would be in components which would focus on effective communication, business methods, and critical thinking.

Gary said he thought the advisement program at Daviess County High Schools would provide a structure for what we're talking about. Marcia added that with the current emphasis on twenty-first century skills there might be a possibility of moving in that direction.

Michelle said we need to make sure any work ethic seal or soft skills certificate is available to displaced workers as well as to more traditional students.

Gene expressed an interest in creating a "leadership certificate" at the postsecondary level. Other group members responded very favorably to this idea.

Helen discussed a draft wok plan. The group felt that Project Lead the Way, with its use of industry mentors, could be included as a pathway to the skills that have been identified.

Next steps :
Helen will revise the plan outline and also do a first draft of the soft skills portion of the Work Read Community application and circulate it for further comment and revision.

Soft Skills Program
Draft Plan Outline

Year I (school year 2011-2012)

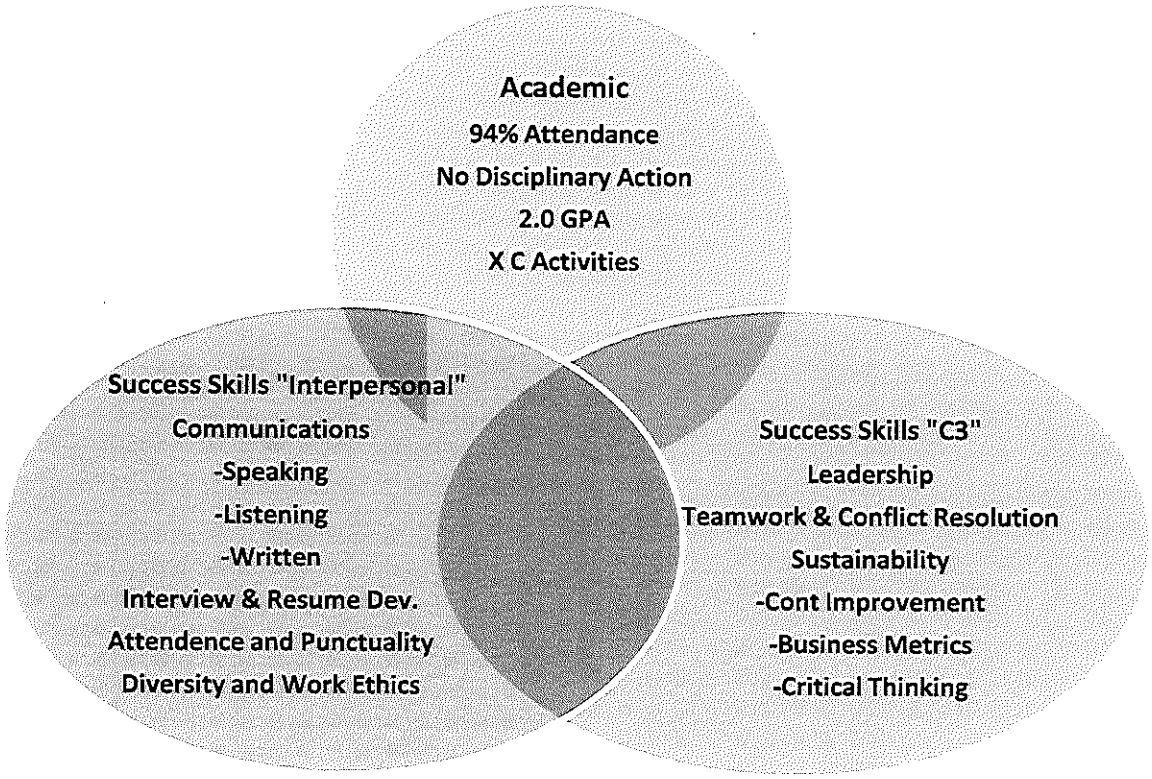
- Identify valued skills and traits
- Explore ways to teach and measure the skills and traits
- Develop program parameters
- Acquire partners
- Recruit champions from business, labor, education
- Obtain commitment from at least 1 school district to engage in the program at implementation
- Obtain commitment from at least 3 business/labor groups to recognize the "seal" as a part of the hiring process
- Consider ways to include soft skills on the OwensboroWorks.com questionnaire
- Embed work of Operation Preparation into program
- Hold "listening" sessions for academic deans with business/labor representatives
- Continue Teachers in the Workplace initiative
- Develop a companion program to get business/labor into the classroom
- Finalize the high school soft skills program
- Present the program to a variety of stakeholders (i.e., EDC board, C of C board, Council of Labor, SHRM, parent groups)

Year II (schools year 2012-2013)

- Full implementation in at least one school district
- Recognition by at least 3 business/labor groups of the postsecondary programs which include soft skills
- Continue presentations to community groups and recruit at least 3 more business/labor site which will recognize the high school program
- Add an additional school district for implementation in 2012-2013
- Continue Teachers in the Workplace and new business in the classroom programs

Regional Work Ethics Seal Program

- ✓ Use Existing Programs as Core Model (Pulaski County w/ 10 yrs data)
- ✓ Voluntary program for Jrs. – Srs.
- ✓ Consists of 3 Criteria Groups – (1)Academic, (2) Success Skills "Interpersonal", (3) Success Skills "C3" (Creativity, Capability, Contribution)
- ✓ Recognition through Diploma Seal and Certificate
- ✓ Academic Criteria throughout Jr. – Sr. Yrs
- ✓ Success Skills "Interpersonal" taught Jr. Yr. – "C3" taught Sr. Yr. (Combined Educators/Bus-Ind Partners)



11/8/11

Hancock County Carbon Workforce Meeting

Name		Signature
Mike Baker		
Scott Williams	OCTC	
Keith Boarman	OCTC	Keith Boarman
Dean Autry	OCTC	Dean Autry
Scott Lewis	Hancock Co	
Allen E. Kennedy	Hancock Co.	Allen E. Kennedy
RYAN ISON	DOMTAR	
Richard A. Bassham	Domtar	
Jason Curry	Century	
Stacy Edds-Ellis	OCTC	Stacy Edds-Ellis
Lou Jane Miller	Dal-Tile	Lou Jane Miller
Steve Henry	Domtar	

helen mountjoy <helen.mountjoy@gmail.com>

FW: Follow-up

1 message

Fiorella, Cynthia E (Owensboro) <cindy.fiorella@kctcs.edu> **Tue, Nov 15, 2011 at 12:49 PM**
To: helen mountjoy <helen.mountjoy@gmail.com>

FYI

From: Edds-Ellis, Stacy (Owensboro)
Sent: Thursday, November 10, 2011 9:20 AM
To: Lewis, Scott; mtb316@tds.net
Cc: Williams, Scott (Owensboro); Autry, Dean (Owensboro); Boarman, Keith (Owensboro); Fiorella, Cynthia E (Owensboro)
Subject: Follow-up

All,

Here is the web link to the Jr. Coal Academy. I have emailed to find out more detail about the seven components of the curriculum. I will send this information your way as I receive it.

http://coalacademy.kctcs.edu/coalacademyhome/Jr%20Coal%20Academy.aspx

Stewing on our discussion...I am wondering, Scott L., if you could create 2 courses the junior year and 1 the senior year and make a package for a Work Ready Manufacturing Academy. Does the high school have funds to hire a person that can teach this curriculum and organize the supports (tours, guest speakers, etc).

For the junior year and senior year the WorkKeys Components would provide a curriculum basis and assessment. Something like this...

- Junior Year Course A—Soft Skills/Work Ethic Skills (based on industry feedback and WorkKeys described below); sprinkled with industry tours, guest speakers, etc.

- Junior Year Course B-Success Skills-Interpersonal and Contribution (based on industry feedback and WorkKeys described below)

- Senior Year Course C (year-long blocks)- Technical Curriculum already established via dual credit in the high school, at the Hancock County Center, and on OCTC's Main Campus (courses in circuits, welding, electrical, machine tool, etc.), sprinkled with industry tours, guest speakers, etc.

- Senior Year Course D (Spring semester) course on resume building, interviewing, safety, etc.

Possible Work Keys components that you could build curriculum on include:

- Applied Mathematics – applying mathematical reasoning to work-related problems
- Applied Technology – understanding technical principles as they apply to the workplace
- Business Writing – composing clear, well-developed messages relating to on-the-job situations
- Listening – being able to listen to and understand work-related messages
- Locating Information – using information from sources such as diagrams, floor plans, tables, forms, graphs, and charts
- Workplace Observation – paying attention to details in instructions and demonstrations
- Reading for Information – comprehending work-related reading materials such as memos, bulletins, policy manuals, and governmental regulations
- Teamwork – choosing behavior that furthers workplace relationships and accomplishes work tasks
- Writing - measures the skills individuals use when they write messages that relay workplace information between people
- Performance – related to attitudes toward work and the person's tendency to engage in unsafe work behaviors
- Talent – includes dependability, assertiveness, and emotional stability
- Fit – how interests and values correspond to a particular career

Sincerely,

Stacy Edds-Ellis, Ph.D.

Associate Dean of Academic Affairs

Owensboro Community & Technical College

4800 New Hartford Road

Owensboro, KY 42303

MINUTES
Greater Owensboro Economic Development Corporation
BOARD OF DIRECTORS
September 13, 2011

The meeting of the GOEDC Board of Directors was held Tuesday, September 13, 2011, at the Commerce Center, 200 E. Third Street. The meeting was called to order by Chairman Rod Kuegel at approximately 7:30 a.m.

EDC Members Present:

Wayne Foster	Rod Kuegel	Fred May	Ed Riney
John Hackbarth	Steve Loyal	Scott McCain	Dean Stanley
Jim Klauber	Al Mattingly	Suzanne Northern-Blazer	

EDC Members Absent:

John Burns	Hugh Haydon	Ron Payne
Lynn Cooper	Darrell Higginbotham	
Sim Davenport	Bob Morris	

Staff Present:

Mike Baker	Nick Brake
Joe Berry	Becky McCubbins
Jessica Boarman	Madison Silvert

Special Guests:

Marcia Carpenter
Julie Clark

Consent Items: A motion was brought before the board to approve the August regular board minutes and financials by Ed Riney and seconded by John Hackbarth. They were approved unanimously.

Old Business: Rod asked the board to review the by-law change once again to add an additional member to our board (GORA representative). This constituted the second reading. Fred May moved the board for approval of the by-law change and it was seconded by Ed Riney. The board approved it unanimously.

New Business: Nick presented an idea that was being discussed by the Executive Board. This idea was an Investment 2020 Trustee program. This would allow more representatives from the local industries to serve on the board in return for a trustee level contribution to the organization. This thought is very preliminary and would result in a by-law to add more seats to the board. This would get more private dollars invested in the EDC.

Nick explained the "Work Ready Community Certification". This is a certification to designate counties as being "work ready" and Nick believes this will give our community a competitive edge when being considered for projects. We are currently working on an application and hope to be the first certification in Kentucky. Dr. Klauber brought forth a motion to the board to support the EDC's involvement in the application process of becoming a work ready community and Steve Loyal seconded that motion. The board approved unanimously.

Nick introduced Marcia Carpenter and Julie Clark from the Daviess County Public Schools who were to give a special presentation on the progress of the Community Campus project. She reported that everything seemed to be moving along very smoothly. They have hired a director for the Life Science Academy which will launch in the 2012-2013 school year. They are currently recruiting for this academy. The other academy that has yet to be launched is the Business/Entrepreneurship Academy that will also be launched in the 2012-2013 school year. The curriculum has been identified and each class taken will be counted as a college credit. The students will have to pay tuition for these classes. The STEM (Science, Technology, Engineering, and Math) Academy,

Theatre Arts Academy, and Construction Trades Academy are up and running. The Construction Trades Academy suffered a bit because the students enrolling couldn't get the ACT score required to enter. Julie Clark and Marcia offered a "boot camp" course during the summer to help them prepare to retake the ACT and had a very good response.

Economic Development Activity Report: Nick told the board about his upcoming Kentucky United trip to California to meet with companies that are interested in Kentucky. He said that there were 8 folks from the Kentucky Cabinet for Economic Development in town today, as well as Finn Weiss, our European representative. Nick was working on 3 different projects this day as well. It was a very busy but good day for the EDC.

EDC got word that Kentron had gone on strike and Nick made note we were monitoring this situation as well as some things going on at Johnson Controls. We are still on the table with the turkey processing plant and they were still exploring options for a site in Owensboro.

Madison said the labs at the Centre for Business and Research total is now up to four. Two are being leased and the other two are being looked at. Madison attended the Angel Investing Seminar in Lexington and said there was a good turnout. He also reported that he will be facilitating the classes for the next Kaufmann Fasttrac class.

Joe reported that the park will be opening next June and the street improvements will be happening concurrently. Riverfront Crossings will be opening in October. The RFP's are back and are now being evaluated. Veteran's Boulevard will be the next big project. He also introduced the new Tumblr site Laura Miller started up during her internship which Joe will manage. He said after being online for two week it was viewed on four different continents. Some of the new business prospects mentioned were Bill's Restaurant (in the old Barney's Restaurant), Kizer Arts (located adjacent to Studio Slant), and Coldstone Creamery (looking at putting a kiosk in the lobby of the Owensboro Museum of Science and History). Joe also reported they've been in contact with some folks in the possibility of luring a Mast General Store, which is a retailer in North Carolina, to downtown Owensboro. They currently do not have a location in Kentucky, but their square footage needs are comparable to what is available in downtown locations.

Adjourn

With no further business to discuss the meeting was adjourned at 8:45 a.m.

Rod Kuegel, Chair

Greater Owensboro Economic Development Corporation
BOARD OF DIRECTORS
2011/2012

Suzanne Northern-Blazer
Unifirst Corporation
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Dr. Jim Klauber
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Owensboro KY 42301

Ed Riney
Owensboro Riverport Authority
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Owensboro, KY 42304

AGENDA
Greater Owensboro Economic Development Corporation
Board of Directors
Tuesday, September 13, 2011

I. **Call to order** ..... **Rod Kuegel**

II. **Chairman's Remarks** ..... **Rod Kuegel**

III. **Consent Items**
   A. Consider August regular board financials and minutes

IV. **Old Business**
   A. Consider By-Law Change for GORA Board Representative (Second Reading)

V. **New Business** ..... **Rod Kuegel**
   A. Investment 2020 Trustee Program
   B. Work Ready Community Certification

VI. **Discussion Items** ..... **Marcia Carpenter**
   A. Update on Community Campus

VII. **Economic Development Activity Report** ..... **Nick Brake**
   A. New and Existing Business Project Updates
   B. Emerging Ventures/Centre for Business and Research Update
   C. Downtown Development Projects

VIII. **Adjourn**

Announcements:

Next GOEDC Board of Directors meeting will be held Tuesday, October 11, 2011, at 7:30 a.m. in the Commerce Center Board Room.