

Kentucky Work Ready Communities

APPLICATION

| | | | | |
|---|--|----------------------|--|--------------------------------------|
| 1 | Name of County | Warren County | | |
| 2 | High School Graduation Rate (most recent state NCLB reporting) | 88.57% | List Source/Method: i.e. summer 2011 AFGR method | Most recent AFGR (2009 Warren Total) |
| | 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) | 42.33% | (Source: US Census, most recent American Community Survey five-year estimates) | |
| 4 | Community Commitment (check off) | Name of Organization | | |
| | Economic Development | Yes | BGA Econ Devel. Auth. | |
| | Elected Official(s) | Yes | Warren County Judge | |
| | Education | Yes | WKU & BGTC | |
| | Workforce Development | Yes | Local KY WIB | |
| | Business and Industry | Yes | BGA Chamber of Commerce | |

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 | 97.8% | (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) | | |
| 7 | Your Contact Information (primary contact for your county application) | name | phone | email | address |
| | | | | | |

Ron Bunch
 (270) 901-4602
 Ron@bgchamber.com
 710 College Street, P.O. Box 51
 Bowling Green, KY 42102

Kentucky Work Ready Communities

Narrative 2: National Career Readiness Certificate

To remain competitive in the economic development arena, it is paramount that Kentucky, including counties like Warren County, raises its percentage of work ready job candidates. With 349¹ National Career Readiness Certificate (NCRC) awards presented thus far in 2011, Warren County must raise awareness about the NCRC program, thereby encouraging jobseekers to pursue the certification and urging employers to embrace the program as well.

Warren County has established an infrastructure to begin such certification initiatives through the Bowling Green Technical College's Adult Learning Center, whose NCRC certification service is provided to the community free of charge and includes several different venues by which students can prepare for the NCRC, including online courses, instructor-led courses, and a self-study program. With its own dedicated staff, this NCRC initiative has already led to much success throughout the area.

Additionally, the local Office of Employment Training has established a partnership with Kentucky Adult Education and the Kentucky Community and Technical College to offer NCRC testing on an even greater scale. The joint efforts of these three organizations aim to recruit local businesses as partners so that each employer can certify their entire employee base in 2012. Prospective partners are evaluated by the Kentucky WINS program, and when approved, may receive no-cost NCRC testing for its employees.

The Barren River Workforce Investment Board (WIB) has promoted and will continue to promote the importance of the NCRC. The WIA intake specialist at the Kentucky Career Center in Warren County encourages all potential customers to obtain an NCRC and stresses the benefits of doing so. Customers will be referred to the Warren County Adult Education Program for instruction and testing. If the WIA customer is not eligible for Adult Education Funding, then the cost of the NCRC testing will be incurred by the WIA program per the availability of funds. The local WIA Intake Specialist has been certified to give the NCRC test and is also a Gold-Level certificate holder.

Furthermore, the Barren River WIB is partnering with Junior Achievement in 2011-2012 to conduct the *JA Success Skills* and the *Economics for Success* at the Warren County Alternative Schools and the Warren Co. Regional Juvenile Detention Center. The JA staff will also be emphasizing the value of the National Career Readiness Certificate to these participants.

A key component to increasing the number of NCRC workers in Warren County is to promote the importance of the program on a continual basis. The promotional efforts, coordinated through the Work Ready Steering Committee, should reach the unemployed and underemployed, secondary and post-secondary education students, secondary and post-secondary educational institutions, and employers, particularly in the targeted business sectors of

¹ As of December 8, 2011

- Advanced manufacturing
- Automotive parts and suppliers
- Fabricated metals, industrial machinery, plastics,
- Food processing (products, equipment, packaging and distribution)
- Green-building products (wood)
- Logistics and distribution
- Long-term niche sectors: cellulosic bio-fuel, cyber defense and medical devices

These promotional strategies will have several objectives: 1) to emphasize the value of the NCRC to prospective employees, 2) to heighten educational institutions' involvement in the NCRC program and 3) to encourage employers to recognize the NCRC program in their hiring and employee relations. The Work Ready Steering Committee is comprised of educational, workforce and economic development, and public leaders, and each member is ideally qualified to assist with these promotional strategies.

The educational leaders of Bowling Green Independent Schools, the Warren County Public School District, Bowling Green Technical College and Western Kentucky University will communicate the NCRC opportunity to their students, as well as opportunities to receive training. The Bowling Green Area Chamber of Commerce, the Barren River Area Development District, the City of Bowling Green and the County of Warren will also assist in promoting the program to employers, particularly through the Chamber's relationships with existing targeted businesses. The Chamber's economic development staff meets with Warren County businesses regularly to discuss those businesses' growth, employees and needs. Those discussions are opportunities to share firsthand knowledge about the NCRC, answering questions and providing additional information in follow-up conversations.

With a partnership of more than 1,200 businesses and organizations, the Chamber has access to a strong network of Warren County employers. Through regular communications with this network—print, online and in-person—the Chamber can emphasize the importance of the NCRC as well. The Chamber's workforce development and targeted existing business programs, activities and events are also opportunities to promote the NCRC.

Kentucky Work Ready Communities

Narrative 2b: National Career Readiness Certificate Plan

Adopted by Governor Beshear in June of 2011, the National Career Readiness Certificate (NCRC) is a positive investment for Kentucky as it supports the development of the state's workforce, including the under-employed and unemployed. The current recorded number of NCRC holders stands at a county total of 351 NCRC holders¹ or 0.4% of the total civilian workforce of 75,440 people.² Increasing the number of Warren County's NCRC holders is tantamount to providing a workforce that meets the needs of employers in the area; therefore, the Warren County Work Ready Steering Committee plans to augment the current percentage of NCRC holders to 15% of the civilian workforce by 2017.

Supply and Available Resources

It is necessary to have readily available resources to reach the 15% goal. All state agencies involved in the NCRC program must be able to provide these resources, which include funding, training facilities and classes, and supplies. Warren County currently supports an infrastructure that can foster the growth of the number of NCRC holders throughout the county, with the three most notable NCRC certification entities being the Bowling Green Technical College, the local Office of Employment and Training, and Kentucky Adult Education. Maintaining such an infrastructure is imperative to our percentage growth.

The Bowling Green Technical College's Adult Learning Center offers an NCRC certification service to the community free of charge. This service includes online courses, instructor-led courses, and a self-study program. Funded through the state, this office's dedicated staff has administered NCRC examinations to 42 students since their inception in 2010³.

The local Office of Employment and Training (OET) also offers NCRC testing to local businesses and aims to recruit new partnering companies over the next five years to grow the number of NCRC holders. To fund this initiative, the OET offers two forms of financial assistance:

- Prospective business partners are evaluated by Bowling Green Technical College for the Kentucky WINS program to receive reduced cost NCRC testing for their employees if approved.
- The OET currently offers buy-one-get-one-free NCRC certification tests throughout Warren County.

With the commitment from local employers to support the NCRC certification in their hiring practices, the OET, KCTCs and WIA will be able to partner and test more than 300 potential NCRC holders per month.

Kentucky Adult Education, in partnership with Kentucky Community and Technical College, is also a vital component to growing the number of NCRC certifications in Warren County. This program targets community members who score below the high school diploma level on the Test of Basic Adult Education (TABE). Individuals meeting both criteria are then offered free NCRC courses, testing, and certification.

Ensuring that funds remain available to these three entities is integral for the Warren County Work Ready Steering Committee to reach its goal of increasing its number of NCRC holders to 15% of the general population by 2017.

¹ As of January 4, 2012

² U.S. Census, 2010 American Community Survey 1-year estimate

³ As of January 5, 2012, estimate by BGTC Adult Learning Center

Generating Local Demand

In order to increase the importance of the NCRC in Warren County, it is necessary that a local demand for NCRC holders be generated among business and industry partners. The Bowling Green Area Chamber of Commerce, the Barren River Area Development District, the City of Bowling Green and the County of Warren will assist in promoting the program to employers, particularly through the Chamber's relationships with its partners and existing targeted businesses.

The Chamber is a 5-Star Accredited Chamber by the United States Chamber of Commerce, the 2009 Chamber of the Year by the American Chamber of Commerce Executives, and the fourth-largest chamber in Kentucky. With a partnership of more than 1,200 businesses and organizations, which represent more than 40,000 business owners, managers and full- and part-time employees, the Chamber has proven success in reaching these partner representatives through programs, networking events and communications.

The NCRC message can easily be incorporated into Chamber's messaging platform, thereby seamlessly promoting the importance of in online and print communications, workforce development and targeted existing business programs, activities and events. The Chamber can emphasize the importance of the NCRC to Warren County businesses. Furthermore, the Chamber's economic development staff meets with Warren County existing targeted businesses regularly to discuss those businesses' growth, employees and needs, and can emphasize the value of the NCRC for hiring decisions and workforce productivity.

The Warren County Steering Committee will also initiate the *Work Ready Champion* program⁴ to build a pool of companies that consider the NCRC, aiming to secure businesses' commitment to recognizing the NCRC as a tool in hiring and training practices, similar to the commitment already made by Shiloh Industries, Inc. This promotional effort will aim to specifically reach the targeted business sectors of

- Advanced manufacturing
- Automotive parts and suppliers
- Fabricated metals, industrial machinery, plastics,
- Food processing (products, equipment, packaging and distribution)
- Green-building products (wood)
- Logistics and distribution
- Long-term niche sectors: cellulosic bio-fuel, cyber defense and medical devices

The promotional strategies of this initiative will highlight the following benefits of the NCRC to employers, including

- Improved quality of new hires
- Reducing training time and costs
- Reduced employee turnover
- Increased productivity

Soliciting these commitments will complement the Chamber's current work with existing targeted businesses and its efforts to promote and increase workforce development through programs like the Warren County Industrial Training Consortium, the Work Ethic Seal Program and additional training opportunities.⁵

⁴ See Appendix 1

⁵ See Narrative 5 of this application

Marketing and Communications

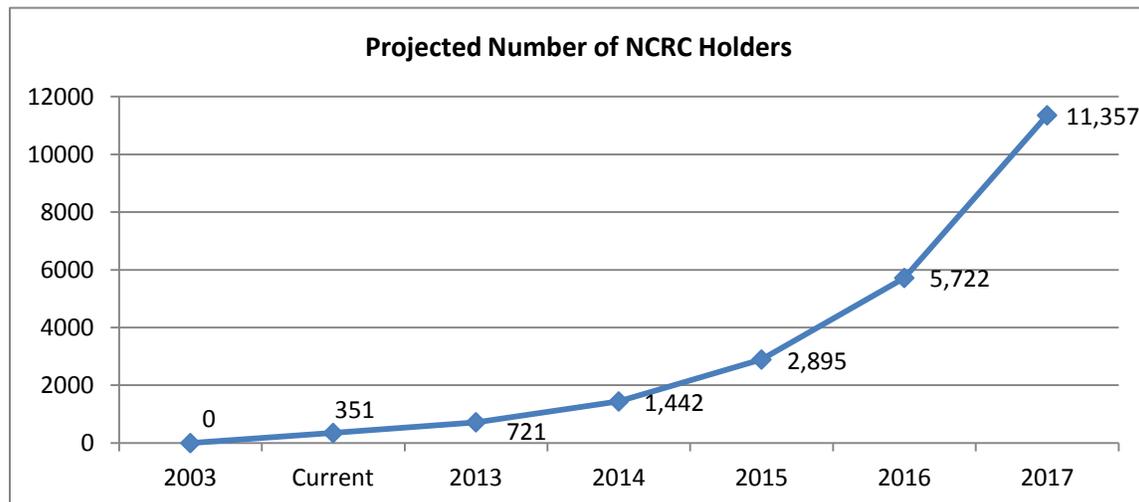
Marketing of the NCRC includes both top-down and bottom-up marketing communication strategies and will be presented as meeting the core employability skills needs of world-class business and industries. Suggested elements for marketing the NCRC may include, but are not limited to

- Recording and disseminating NCRC testimonials from local prominent businesses to recruit new businesses⁶
- Include NCRC information and resource availability at workforce development presentations and events, such as a booth at the South Central Kentucky Job fair
- Providing NCRC information in discussions with existing targeted business meetings as part of the programs that can heighten these businesses' workforce hiring processes and productivity
- Display Chamber endorsement by promoting statewide NCRC website in newsletters and including a NCRC link/segment on the Chamber website (www.bgchamber.com)
- Creating a NCRC pamphlet for use at Chamber promotional events
- Including NCRC information at Work Ethic Seal student events

Coupling the Work Ready Champion program with other Chamber efforts, the Warren County Steering Committee plans to both market committed Work Ready Champion companies for branding efforts, but also to record and evaluate the progress of generating such demand in Warren County Business and Industries.

Goals and Evaluation

In order to track the progress of creating a work ready labor force, the Warren County Steering Committee has developed the following timeline to serve as benchmarks and yearly goals in a five-year plan to increase the number of NCRC holders to 15% of the civilian labor force. Based on the current NCRC number of 351, the Steering Committee has established a five-year timeline that projects there will be 11,357 NCRC holders in 2017. This projected number will equal 15.05% of the current workforce in Warren County, meeting the 15% goal.



The Warren County Work Ready Steering Committee has developed the above plan to change the status quo among business and industry by generating demand, promoting, and increasing the number of NCRC holders to 15% of the civilian work force in order to establish a Work Ready Community that meets the needs of tomorrow's business arena.

⁶ See Appendix 2

Kentucky Work Ready Communities

Narrative 5: Soft Skills Program

It is critical for any county that is augmented to the status of Work Ready Community to offer its workforce an educational program geared toward improving the soft skills of its local employee workforce. Therefore, in order to distinguish Warren County as a Work Ready Community it is important to highlight the soft-skills education initiatives known as; the Work Ethic Seal program, the Warren County Industrial Training Consortium, WKU REAL, WKU Finish, and the efforts of the Barren River Workforce Investment Board (WIB), which meet the needs of a Work Ready Community.

Work Ethic Seal

The Bowling Green Area Chamber of Commerce's Work Ethic seal program continues to grow throughout Bowling Green and Warren County High Schools since its inception over nine years ago. The program prepares senior high school students for the transition from school to work and life beyond the classroom. Ensuring that high schools students are acquiring the needed work ethic in order to obtain and secure successful employment is one of the missions of the program.

The Bowling Green Area Chamber of Commerce, working with local businesses, industries and school systems, has developed the Work Ethic Seal program with its own set of specific criteria to identify these very special students whose hard work, attendance and extracurricular activities distinguish them from the norm. In the 2009-2010 educational year, 87 students graduated from the program, as did 69 students during the 2010-2011 school year. Currently, 215 students are enrolled to obtain a Work Ethic Seal. Such growth demonstrates the sustainability of this program and provides the proper foundation to continue growing this program in efforts to meet the needs of local employers.

Students receiving the Work Ethic Seal should have an advantage when seeking employment as it easily identifies potential employees with a demonstrated work ethic. Listed on college applications it shows that the student has learned the value of active participation in school, and identifies the student as one who will regularly attend class and work hard at their education.

In order to participate, students must achieve the following by the third quarter of their senior year in high school:

- Maintain regular attendance that complies with School Board policy
- Receive only two unexcused absences and/or tardies
- Have no disciplinary referrals
- Maintain a 2.5 GPA
- Be involved in at least two of the following:
 - An organized or unorganized team sport
 - An extracurricular program
 - A part-time job
 - Community service

Student's participation in the Work Ethic Seal program is voluntary. Participants must complete an application to express their interest in the program. Then they will be enrolled in the Junior

Achievement Success Skills class. The class is based on a variety of valuable life and employment lessons. The students must successfully complete the seven session Success Skill seminar in order to complete the Work Ethic Seal program in its entirety. Some of the basic concepts taught in the classroom include attitude, business careers, ethics, interviews, job applications and resumes and cover letters.

Upon completion of the program students are eligible to apply for a \$1,000 scholarship to Western Kentucky University, Bowling Green Technical College or Daymar College. Students earning Work Ethic Seals will wear a special cord at graduation and have the Work Ethic Seal affixed to their diplomas.

Warren County Industrial Training Consortium

The Consortium itself was formed by three local companies in 2004; BANDO, DESA, and NASCO, and is managed by a board of directors that includes three industry representatives along with educational and civic leaders. The Bowling Green Area Chamber of Commerce is also intricately involved in this process through its fiscal oversight and marketing responsibilities. These combined efforts ensure the Consortium's success in the latest training and development of the soft skills of the workforce of Warren County.

Since 2004 over 4,000 employees have enrolled in the Consortium, over 1,500 hours of training have been offered, and the Consortium has grown to 33 companies listed below:

| | |
|---------------------------------------|--|
| AEP Industries, Inc. | Holley Performance Products |
| Bando USA, Inc. | Kiriu USA Corporation |
| Bendix | Kobe Aluminum Automotive Products |
| Berry Plastics | Lord Corporation |
| Cannon Automotive Solutions | NASCO |
| Casco Products Corp | Pan-Oston |
| Commonwealth Brands | RC Components |
| Community Action of Southern Kentucky | SCA Personal Care |
| Country Oven Bakery | Southern Foods |
| Delta Faucet | Stewart Richey Construction, Inc. |
| Fort Dearborn Company | Stoody |
| Friends of L&N Depot | Sumitomo Electric Wiring Systems, Inc. |
| Fruit of the Loom Headquarters | Sun Products Corporation |
| General Motors Assembly Plant | Topura America Fastener, Inc. |
| HeathCo LLC | Ventra Plastics |
| Hennessy/Bada Division | Woodcraft Industries |

The Consortium's curriculum includes soft skills training such as

- Attendance and punctuality
- Communication
- Teamwork
- Leadership

Furthermore, as the board strives to continue to meet business and industry needs, over 100 online course offerings were added to Consortium options in 2008 and a webinar in 2011. Topics covered include work ethics, performance, management, and cross-generational productivity.

In partnership with several of the above listed businesses, Western Kentucky University's Center for Training & Development, Bowling Green Technical College, the KY Cabinet for Economic Development, and the Bowling Green Area Chamber of Commerce, the Consortium launched the Supervisor Certificate Program as an effort to demonstrate engagement from local business and industry.

The program was designed to teach mastery of soft skills including basic business practices, time management, problem solving and customer service. Moreover, the program is continually growing with a high demand from various companies for more cohorts in 2012.

As a goal, the WCITC anticipates an increase in enrollment of 10% in the Consortium membership, or 100 new participants. This increased goal will both meet the advancement needs of local employers, and raise the level of talent in Warren County.

One of the founding companies, BANDO USA, also considers training through the consortium a pivotal part of their team management. BANDO Training Coordinator Rita Berry explained that the Consortium's training is used to equip employees who have been promoted to positions like team leader or assistant manager, with the necessary skills needed for their new advancement.

Moreover, the Consortium is not just recognized locally as an important strategic training initiative but as a model program across the United States. WKU received the Distinguished Non-Credit Program Award for the Consortium from the Association of Continuing Higher Education (ACHE). Also, the University Professional Continuing Education Association awarded WKU with the UPCEA South Program of Excellence only further demonstrating the Consortium's world-class standing.

WKU Center for Training & Development

Western Kentucky University (WKU) Center for Training & Development (CTD) provides a wide range of employee training programs for businesses and industries in South Central Kentucky. Over the last 15 years, the Center has conducted approximately 10,000 training sessions for over 100,000 employees. This includes training on over 200 soft skills topics including program development, the Society for Human Resource Management (SHRM) "Essentials of Human Resource Management" certificate, the SHRM Learning System professional designation preparation program and the creation of partnerships.

WKU Finish

WKU's Finish is a program driven by the Council on Post Secondary Education's Project Graduate initiative. WKU Finish maintains a strong mission to assist students who previously attended WKU and left before obtaining their degree. WKU Finish counselors reach out to students who have attended college and run into various challenges that prohibited them from earning their degree. The program promotes stronger institutionalized support to assist students in coordinating the resources, degree programs, and departmental support to achieve degree attainment. By forging these components into one clearinghouse, WKU Finish develops the Warren County workforce by ensuring that each student completes the education necessary to capitalizing on their skills in the workplace.

WKU REAL

WKU's Reaching Each Adult Learner (REAL) promotes educational access for adults in the WKU area by incorporating outreach to promote education among Kentucky adults and communities, counseling to connect career interests with degree opportunities, and advocacy to access services beneficial to adult students. The program currently serves approximately 3,800 adult students enrolled in WKU. In

establishing an outreach and support group, WKU in Warren County trains a workforce with soft skills that will satisfy the needs of local employers and support the county's economy.

BGTC AMTEC

Bowling Green Technical College (BGTC)'s Automotive Manufacturing Technical Education Collaborative (AMTEC) is a national collaborative effort between automotive manufacturing businesses and BGTC with the vision of preparing a skilled automotive manufacturing labor force with an emphasis in Lean Manufacturing. This training offered by BGTC produces a workforce prepared to adapt to fluctuating customer demands, green environmental initiatives, and rapidly improving technology.

Barren River Workforce Investment Board

The Barren River WIB has partnered with Junior Achievement this year to conduct the *JA Success Skills* and the *Economics for Success* at Warren County Alternative Schools and the Warren County Regional Juvenile Detention Center. The primary goal of the JA program is to equip youth with employable job-ready skills, raise awareness of the importance of staying in school, encourage entrepreneurship, and show youth how their talent and abilities can create better lives for themselves and those around them.

WIA Summer Youth Program

The Barren River WIB funded the WIA Summer Youth Program for its fourth year in 2011. This program provides eligible youth participants, ages 16 to 21 year olds, with career readiness and work experience. A main objective of this program is to provide youth with work experience opportunities over the summer. Summer employment opportunities shall include paid work experience, as well as workshops and training in employability skills, work readiness, and general workplace requirements.

Job's for Kentucky Graduates Program

The Barren River WIB also maintains the Jobs for Kentucky's Graduates (JKG) program through Warren Central High School. JKG is a state-based national non-profit organization dedicated to preventing dropouts among young people who are most at-risk. Program participants receive work readiness skills, leadership development, and job shadowing/mentoring services. JKG has delivered consistent results by helping young people stay in school through graduation, pursue postsecondary education and secure quality entry-level jobs leading to career advancement opportunities.

WCPS Leader in Me

Inspired by Stephen Covey's book, *The Seven Habits of Highly Effective Students* Warren County Public Schools (WCPS) have begun a series known as the "Leader in Me" program. This strategic initiative aims to equip students with leadership skills and encourages them to take initiative in their communities.

Kentucky Area Career Center Workshops

The Kentucky Area Career Center, Bowling Green office offers many in house workshops as well as virtual workshops online to increase availability and attendance. In either setting, the topics covered are general job search tips, resume writing, cover letters, completing applications, interviews, thank you letters, interest and ability assessments, and refining of spelling, math and grammar skills.

Ultimately, any community that expects to achieve the high distinguishment of Work Ready Community must meet the needs of its workforce by offering a series of soft skills training programs that promote world-class work ethic and a well-rounded workforce—programs like the Work Ethic Seal, the Warren County Industrial Training Consortium, WKU REAL, WKU Finish, BGTC AMTEC and the efforts of the Barren River WIB.

Kentucky Work Ready Communities

Narrative 8: Supplemental Criteria; GED Attainment vs. Goals

Among the many factors that comprise a county worth the distinction of work ready status, it is integral that counties reach the GED attainment goals as set forth by the state. For that reason, Warren County has ensured that the GED set by Kentucky Adult Education—159 for the fiscal year of 2011-2012—will be met by the end of this education year May 2012. Rae Smith, GED chief examiner of Kentucky Adult Education, reported on November 18, 2011 that so far in 2011 Warren County has already awarded 152 GEDs, only seven short of the GED target. Warren County is in line to meet its goal for GED attainment. It has not remained complacent under these circumstances. Rather, it has continued to grow initiatives that increase GED attainment rates through programs such as the Even Start program and the Secondary Opportunity High School.

Even Start Family Literacy Program

The Even Start Family Literacy Program—led by the Bowling Green Independent School District—strives to improve educational opportunities of working parents by providing GED and language classes. Most notably, the program’s sustainable design builds on existing community resources to create a range of opportunities to meet the needs of each student enrolled.

Secondary Opportunity High School

These efforts are also supplemented by Bowling Green Independent School District’s Secondary Opportunity High School. Open to all Warren County residents, the Secondary Opportunity High School creates individually tailored programs to help non-traditional students graduate. By offering classes and guidance counseling to meet the needs of its students, this program graduates four to five students per year.

Day Treatment Center Alternative High School

Offered through Warren County Public Schools, the Day Treatment Center Alternative High School offers community based treatment, education, and GED attainment assistance for court adjudicated youth. These students may have experienced behavioral difficulties or may be transitioning back into the community from a more restrictive setting all with the help of Day Treatment’s dedicated staff.

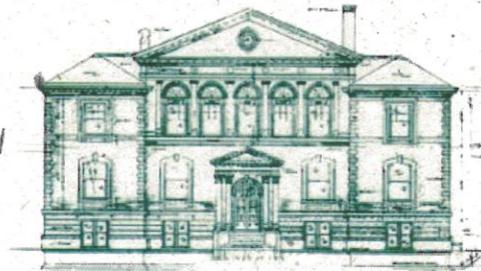
Barren River WIB Efforts

Additionally, the Barren River WIB has implemented a joint referral partnership between the Barren River Workforce Investment Area and the Warren County Kentucky Adult Education (KYAE) (provider effective November 1, 2011) to further increase the Adult and Youth GED Attainment Level. The WIA and the KYAE staff will work together to ensure resources and services are available to eligible adults and youth in order to obtain the GED credential. The WIB has approved for eligible WIA participants to receive incentives for Educational Functional Level (EFL) increases and Adult Basic Education (ABE) Level (performance) gains. In terms of funding, the WIB has approved the utilization of WIA funding to pay for eligible WIA customer GED testing.

With such community-driven programs, the goal set by the Kentucky Adult Education will easily be exceeded for this year as it has been in the past, only providing further evidence for Warren County’s worthiness of the distinction as a Work Ready Community.

COMMISSIONER
Melinda M. Hill

COMMISSIONER
Brian "Slim" Nash



COMMISSIONER
Bill Waltrip

COMMISSIONER
Joe W. Denning

CITY OF BOWLING GREEN

F O U N D E D 1 7 9 8

MAYOR
Bruce Wilkerson

November 16, 2011

Work Ready Community Steering Committee
Capital Plaza Tower, Third Floor
500 Mero Street
Frankfort, KY 40601

Re: Letter of Commitment from an Elected Official

Dear Steering Committee:

Please consider this letter documentation of my commitment to the Kentucky Work Ready Community Program for Warren County. The City of Bowling Green commits to participate in the program, support the program, and work to spread the word and 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: City of Bowling Green
Key Contact Name: Bruce Wilkerson
Key Contact Title/Role: Mayor
Key Contact Phone Number: (270) 393-3642
Key Contact Email Address: bruce.wilkerson@bgky.org
Address: 1001 College Street
City: Bowling Green County: Warren County

Signature Bruce Wilkerson



MICHAEL O. BUCHANON

TEL: (270) 843-4146

WARREN COUNTY JUDGE EXECUTIVE

FAX: (270) 781-2777

November 15, 2011

Work Ready Community Steering Committee
Capital Plaza Tower, Third Floor
500 Mero Street
Frankfort, Kentucky 40601

Re: Letter of Commitment for Community

Dear Steering Committee:

On behalf of Warren County, Kentucky please consider this letter of commitment to the Kentucky Work Ready Community Program for Warren County. Warren County will support the program, and work to spread the word and gain participation from others in our community.

A representative from Warren County will attend an annual strategic planning retreat for our Work Ready Community effort, attend periodic community meetings to discuss the program with others, and accept the National Career Readiness Certificate as a valid work readiness credential in our hiring and/or promotions processes (for employers).

Organization: Warren County Fiscal Court
Key Contact Name: Michael O. Buchanon
Key Contact Title/Role: Warren County Judge Executive
Key Contact Phone Number: 270-843-4146
Key Contact Email Address: mike.buchanon@ky.gov
Address: 429 East 10th Street, Suite 201
City and State: Bowling Green, Kentucky 42101

Signature


MICHAEL O. BUCHANON
WARREN COUNTY JUDGE EXECUTIVE





303 Lovers Lane • P. O. Box 51810
Bowling Green, KY 42102-6810
Phone: 270-781-5150 • Fax: 270-781-2392
Web: www.warren.kyschools.us

Tim Murley
Superintendent

November 18, 2011

Work Ready Community Steering Committee
Capital Plaza Tower, Third Floor
500 Mero Street
Frankfort, KY 40601

Re: Letter of Commitment for Education

Dear Steering Committee,

Please consider this letter documentation of my commitment to the Kentucky Work Ready Community Program for Warren County. Warren County Public Schools commits to participate in the program, support the program, and work to spread the word and 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: Warren County Schools
Key Contact Name: Mr. Tim Murley
Key Contact Title/Role: Superintendent
Key Contact Phone Number: (270) 781-5150
Key Contact Email Address: tim.murley@warren.kyschools.us
Address: 303 Lover's Lane, PO Box 51810
City: Bowling Green County: Warren County

Signature _____

Bowling Green Independent Schools

1211 CENTER STREET
BOWLING GREEN, KENTUCKY 42101
Phone: (270) 746-2200
Fax: (270) 746-2205

JOSEPH TINIUS, Superintendent

BOARD OF EDUCATION

MIKE BISHOP, Chair
DIANNE HOWERTON, Vice Chair
CHRISTINE DRESSLER, Member
FRANK H. MOORE, JR., Member
DEBORAH WILLIAMS, Member
JOSEPH TINIUS, Secretary to the Board

ADMINISTRATORS

Associate Superintendent, VICKI WRITSEL
Director of Finance/Treasurer, JEFF HERRON
Director of Pupil Personnel, JON LAWSON
Director of Elementary /Secondary Programs, JENNIFER DAVIS
Director of Transportation/Business Manager, MIKE MCLOUD
Director of Personnel, KEN MAY

October 3, 2011

Work Ready Community Steering Committee
Capital Plaza Tower, Third Floor
500 Mero Street
Frankfort, KY 40601

Re: Letter of Commitment for Education

Dear Steering Committee,

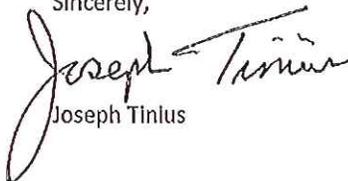
Please consider this letter documentation of my commitment to the Kentucky Work Ready Community Program for Warren County. The Bowling Green Independent School District commits to participate in the program, support the program, and work to spread the word and gain participation from others in our community.

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: Bowling Green Independent School District
Key Contact Name: Mr. Joe Tinius
Key Contact Title/Role: Superintendent
Key Contact Phone Number: (270) 746-2200
Key Contact Email Address: joe.tinius@bgreen.kyschools.us
Address: 1211 Center Street
City: Bowling Green County: Warren County

Sincerely,



Joseph Tinius

Dr. Nathan Hodges
President / CEO
1845 Loop Drive
Bowling Green, KY 42101
Telephone: (270) 901-1111
Fax: (270) 901-1147

November 7, 2011

Work Ready Community Steering Committee
Capital Plaza Tower, Third Floor
500 Mero Street
Frankfort, KY 40601

Re: Letter of Commitment for Education

Dear Steering Committee,

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

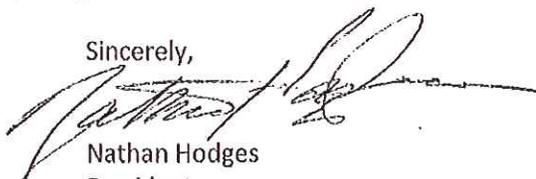
In addition to the above, we are willing to participate by:

- 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).

Below is the College's contact information:

Organization: Bowling Green Technical College
Key Contact Name: Dr. Nathan Hodges
Key Contact Title/Role: President & CEO
Key Contact Phone Number: (270) 901-1111
Key Contact Email Address: nathan.hodges@kctcs.edu
Address: 1845 Loop Drive
City: Bowling Green County: Warren County

Sincerely,



Nathan Hodges
President





A LEADING AMERICAN UNIVERSITY WITH INTERNATIONAL REACH
OFFICE OF THE PRESIDENT

December 1, 2011

Work Ready Community Steering Committee
Capital Plaza Tower, Third Floor
500 Mero Street
Frankfort, KY 40601

Re: Letter of Commitment for Education

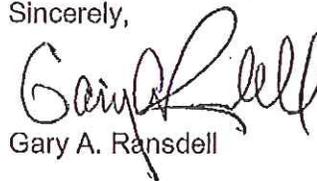
Dear Steering Committee:

I am pleased to support the Kentucky Work Ready Community Program for Warren County and pledge Western Kentucky University's participation in the program. As a full partner in this initiative, a WKU representative will attend an annual strategic planning retreat for our Work Ready Community effort and will participate in periodic community meetings to discuss the program, its progress, and our mutual goals to ensure success.

At this time, I designate Ms. Robbin Taylor, Vice President for Public Affairs, to serve on the Work Ready Community Program task force. Appropriate contact information is as follows: Ms. Robbin Taylor, Vice President for Public Affairs, Western Kentucky University, 1906 College Heights Blvd. #11004, Bowling Green, KY 42101-1004, 270-745-4586, robbin.taylor@wku.edu.

It is critical that our community partners work together and that we do all we can to meet the needs of employers in terms of workforce preparation, and I applaud the effort to initiate the Work Ready Community Program in our community and throughout Kentucky.

Sincerely,



Gary A. Ransdell

GAR:sh

xc: Ms. Robbin Taylor, Vice President for Public Affairs
Mr. Ron Bunch, President/CEO, Bowling Green Area Chamber of Commerce

The Spirit Makes the Master

Western Kentucky University | 1906 College Heights Blvd. #11001 | Bowling Green, KY 42101-1001
phone: 270.745.4346 | fax: 270.745.4492 | web: www.wku.edu

Equal Education and Employment Opportunities • Printing paid from state funds, KRS 57.375 • Hearing Impaired Only: 270.745.5389



JIM HENDERSON, Chair
DELL HALL, Vice Chair
DAVID LYONS, Secretary
GREG WILSON, Treasurer
RODNEY KIRTLEY, Executive Director

Barren River Workforce Investment Board

November 22, 2011

Work Ready Community Steering Committee
Capital Plaza Tower, Third Floor
500 Mero Street
Frankfort, KY 40601

Re: Letter of Commitment for Workforce Development

Dear Steering Committee,

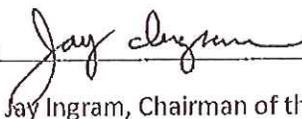
Please consider this letter documentation of our commitment to the Kentucky Work Ready Community Program for Warren County. The Barren River Workforce Investment Board commits to participate in the program, support the program, and work to spread the word and gain participation from others in our community.

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: Barren River Workforce Investment Board
Key Contact Name: Debbie McCarty
Key Contact Title/Role: WIA Director, Barren River LWIB Representative
Key Contact Phone Number: (270) 781-2381
Key Contact Email Address: debbie.mccarty@bradd.org
Address: 177 Graham Ave.
City: Bowling Green County: Warren

Signature


Jay Ingram, Chairman of the Barren River Workforce Investment Board



South Central Kentucky
Central For Business. Southern For Living.

October 3, 2011

Work Ready Community Steering Committee
Capital Plaza Tower, Third Floor
500 Mero Street
Frankfort, KY 40601

Re: Letter of Commitment for Economic Development

Dear Steering Committee,

Please consider this letter documentation of our commitment to the Kentucky Work Ready Community Program for Warren County. The Bowling Green Area Economic Development Authority commits to participate in the program, support the program, and work to spread the word and 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: Bowling Green Area Economic Development Authority

Key Contact Name: Ron Bunch

Key Contact Title/Role: President & CEO, CEcD

Key Contact Phone Number: (270) 901-4602

Key Contact Email Address: Ron@bgchamber.com

Address: 710 College Street

City: Bowling Green County: Warren

Signature _____





Bowling Green Area Chamber of Commerce

October 3, 2011

Work Ready Community Steering Committee
Capital Plaza Tower, Third Floor
500 Mero Street
Frankfort, KY 40601

Re: Letter of Commitment for Business and Industry

Dear Steering Committee,

Please consider this letter documentation of our commitment to the Kentucky Work Ready Community Program for Warren County. The Bowling Green Area Chamber of Commerce commits to participate in the program, support the program, and work to spread the word and 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: Bowling Green Area Chamber of Commerce
Key Contact Name: Ron Bunch
Key Contact Title/Role: President & CEO, CEcD
Key Contact Phone Number: (270) 901-4602
Key Contact Email Address: Ron@bgchamber.com
Address: 710 College Street
City: Bowling Green County: Warren

Signature _____





Since 1897

Sample Company
Letter of Support

May 19, 2011

Ms. Rita Pierce
Operations Administrator
445 North Green Street
Glasgow KY 42141

Dear Rita:

About five years ago, we (the J.M. Smucker Scottsville plant) began using the Work Keys tests as pre-interview screening for all applicants. By utilizing these tests, we “raised the bar” on our new hire process and at the same time enabled most applicants to receive the National Career Readiness Certificate.

By using this tool and screening our applicants closely, we have developed a very skilled workforce – one that has the ability to adapt to the changing demands of our workplace. It’s a great tool that accesses skills objectively and is nationally recognized.

The NCRC has produced excellent employees for our Company and we look forward to working with the Allen County Adult Education Office to continue staffing our plant by utilizing the National Career Readiness Certification.

I recommend the NCRC testing to any employer whose desires a highly skilled workforce – it is definitely a valued screening tool.

Sincerely,

Dana Russell

Dana Russell
Human Resources

UNITED STATES CHAMBER OF COMMERCE

ACCREDITED



WARREN COUNTY

A Work Ready Community

January 11, 2011



SouthCentralKentucky
Central For Business. Southern For Living.



Introductions

- Ron Bunch, President & CEO, BGACC
- Kevin Defebbo, City of Bowling Green
- Rodney Kirtley, BRADD
- Dr. Nathan Hodges' Team, BGTC

Warren County Work Ready Goals

1. Grow talent, skills, and knowledge
2. Develop and deliver solutions for talent recruitment and retention
3. Increase collaboration between workforce, education, and economic development
4. Broaden to all BRADD counties over time

Graduation Rate

Must be at least 82.32%

Warren County: 88.57% ✓

- Bowling Green High School ranked in top 10% in Kentucky
College and Career Readiness Report
- Bowling Green Junior High School met **all** 22 goals set by the No Child Left Behind Act, accomplishing more goals than any school in the state.
- Gatton Academy of Math and Science (WKU) ranked #5 America's Best High Schools 2011, *Newsweek*



National Career Readiness Certificate

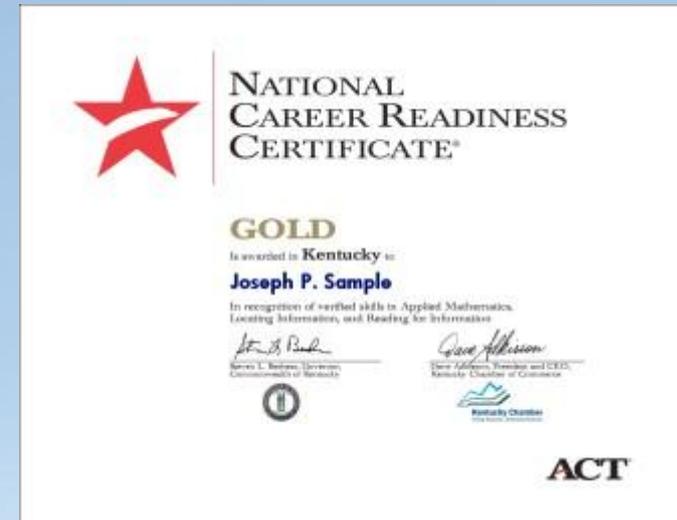
Goal: 15% of labor force with NCRC

Current: 351 NCRC Holders (0.59%)

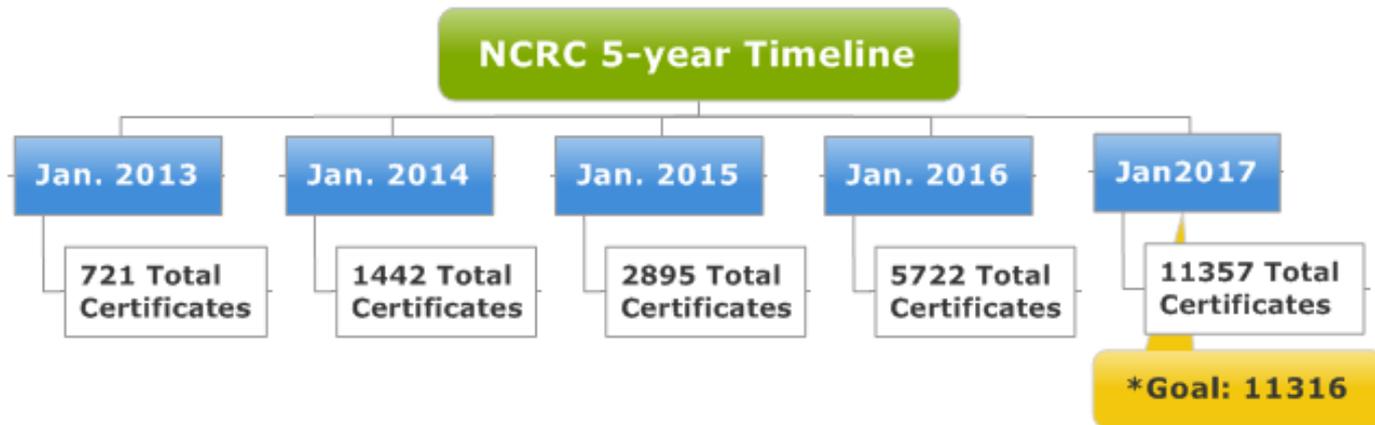
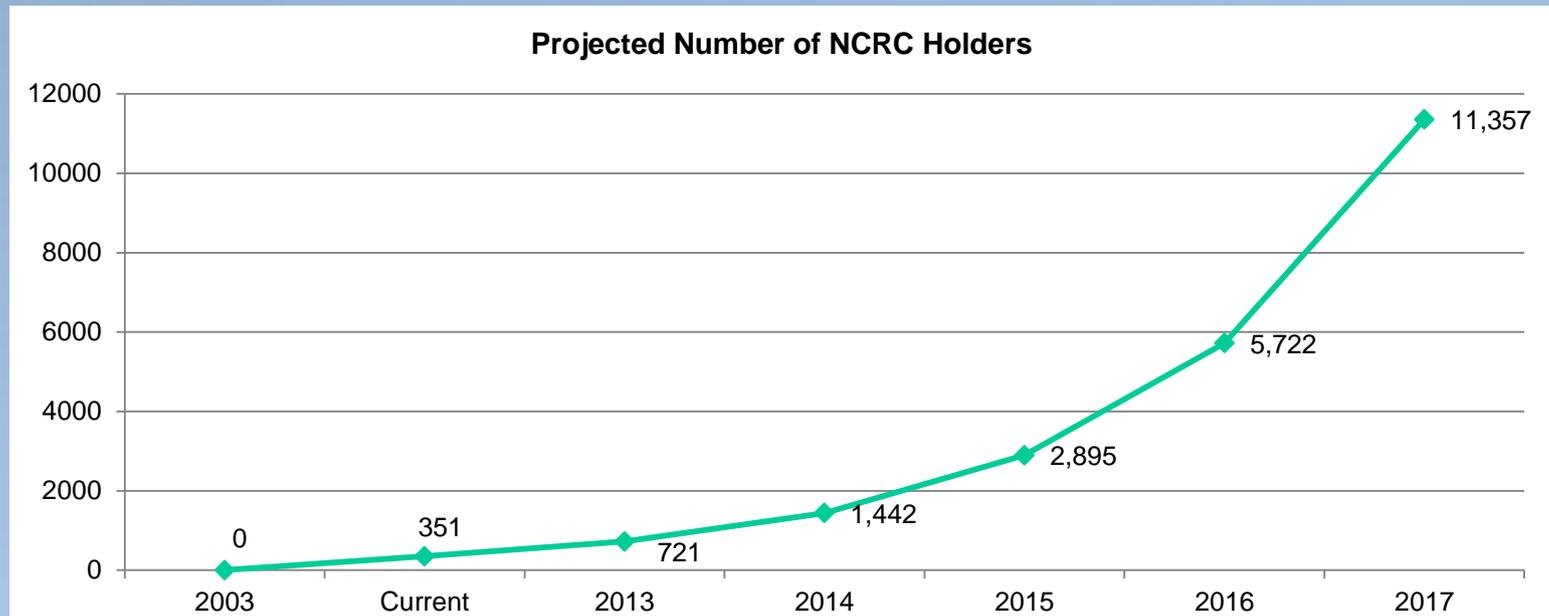
Supply & Available resources:

- BGTC Adult Learning Center
- OET “Buy-one-get-one-free”
- Kentucky Adult Education & KCTCS

All state-funded entities



NCRC Five-Year Expansion Plan



Generating Demand

- Marketing & Communications to highlight
 - Improved quality of new hires
 - Reducing training time and costs
 - Reduced employee turnover
 - Increased productivity
- 1,200 Chamber partners
 - Representing 2,000+ business owners, managers, employees
 - Networking events
 - Programs
 - Communications
 - Existing targeted businesses
- Model Company: Shiloh Industries Inc.

Generating Demand: Work Ready Champion Program

Targeted Industries:

- Advanced manufacturing
- Automotive parts and suppliers
- Fabricated metals, industrial machinery, plastics,
- Food processing (products, equipment, packaging and distribution)
- Green-building products (wood)
- Logistics and distribution
- Long-term niche sectors
 - Cellulosic bio-fuel
 - Cyber defense
 - Medical devices



Work Ready Champion

In becoming a Work Ready Champion, the undersigning business and its human resource staff agrees to recognize the National Career Readiness Certificate (NCRC) as one tool in the hiring, promotion and training practices of its respective company. This document also grants permission for the Bowling Green Area Chamber of Commerce to use the name of the undersigned business in public awareness efforts (including presentations, print and electronic media) for NCRC related initiatives.

Please check where appropriate:

We will recognize the NCRC as one aspect of hiring, promotion and training practices.

We give the Bowling Green Area Chamber of Commerce permission to use our name for public awareness efforts.

Signature _____ Date _____

Please print the following information:

Your name and title _____

Name of company _____

Street Address and/or P.O. Box _____

City, State, Zip Code _____

Phone Number _____ Fax Number _____

E-mail _____

Fax or Mail this form to:
Bowling Green Area Chamber of Commerce
Attn: Work Ready Community
710 College Street, P.O. Box 51
Bowling Green, KY 42101
Phone: 270.781.3200
Fax: 270.843.0458

Marketing & Communication Plan

- Business-to-business testimonials
- NCRC information and resources (collateral)
 - Workforce development presentations and events
 - Existing targeted business meetings
 - Work Ethic Seal events
 - Warren County Industrial Training Consortium events
- Display Chamber endorsement and promotion of statewide NCRC website
 - Newsletters
 - NCRC link/segment on the Chamber, economic development and other websites (www.bgchamber.com and www.southcentralky.com)

Community Commitment

Warren County supports this project

- Dr. Gary Ransdell, WKU ✓
- Dr. Nathan Hodges, BGTC ✓
- Mayor Bruce Wilkinson ✓
- Tim Murley, WCPS ✓
- Joe Tinius, BGISD ✓
- Rodney Kirtley, BRADD ✓
- Kevin Defebbo, City Manager ✓
- Gaines Penn, ELPO ✓
- Judge Michael Buchanon ✓



Education Attainment

Must maintain 39% of working age adults with at least a 2-year degree

Warren County: 42.33% ✓

- Bowling Green Technical College
 - Fastest growing 2-year college in U.S., 2008; 29th in 2010
 - #1 in Kentucky Fire Rescue Training, 2009-2010
 - #2 in Kentucky Workforce Training, 2009-2010; #3 in 2010-2011
 - Top 5 colleges in KY for required licensure pass rates, 2010
 - National recognition in creating “High Expectations” in students, 2009
- Western Kentucky University
 - 2nd largest University in KY
 - Forbes 2009 2nd highest ranked public college in KY
 - 80 degree programs



Soft Skills

Secondary & post-secondary work ethic/soft skills programs

Warren County Programs

- Chamber Work Ethic Seal Program ✓
- Warren County Training Consortium ✓



Broadband Internet Access

90% of urban county must have 3Mbps internet

Warren County: 97.8% ✓



Thank You!

Questions?