Governor's Workforce Credential

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West Virginia is poised to launch the greatest economic boon in West Virginia's history. The abundance of natural resources coupled with recent legislative work that resonates in a business friendly environment has attracted the interest of businesses and investors across the U.S. The one area that needs to be formally recognized and strengthened is West Virginia's workforce.

There are two workforce categories – the current workforce and the emerging workforce. Both groups are of great interest not only to businesses looking to locate in West Virginia but also for calculating WV’s future economic growth. Therefore, it is proposed that two distinct Governor’s Workforce Credentials (GWC) be developed.

An outline of the initiative and metrics which leads to the proposed Governor’s Workforce Credential follows:

I. Governor’s Emerging Workforce Credential (secondary and Postsecondary)
   a. Secondary:
      i. Industry Recognized Credential (different levels of credentials)
      ii. 90% or above score on the Capstone (no credential available - validated by business/industry panels)
      iii. CTE Completer
      iv. 95% attendance rate
      v. Meeting benchmarks (Level 3) on the WV Simulative Assessment
      vi. Drug free Certification
   b. Postsecondary:
      i. Industry Recognized Credential (different levels of credentials)
      ii. Drug Free Certification
      iii. Scoring at the Bronze or above level on a Workforce Readiness Assessment
      iv. High School Equivalency Diploma or High School Diploma

II. Administrative and Budgetary Needs
    a. Secondary
       i. Monitored and validated by WVDE.
       ii. Funding covered through state vocational dollars.
    b. Postsecondary
       i. Monitored and validated by WorkForce WV
       ii. Funding? (TBD)

III. Highlighted Stakeholders Benefits
    a. Employers – Pre-screening of potential employees, identification of quality workers, cost saving credentials for businesses, i.e. OSHA 10, NCCER, CNA, etc.
    b. School Leaders – Identification and validation of college and career ready skill sets
    c. Individual – A work ready credential that gives weight to work applications
IV. Develop a Coalition of Supporters  
   a. External – Local Chambers, business leaders, SHRM groups, etc.  
   b. Internal – State Agencies and local school systems  

V. Marketing Plan  
   a. State-wide awareness campaign, i.e., 30 sec PSAs, Billboards, Parent Outreach, etc.  
   b. Collaborate with My State, My Life for value added opportunities and purpose for students  
   c. Window decals for businesses honoring the Governor’s Workforce Credential  

VI. Timeline  
   a. April to December, 2015 – Form External and Internal Coalitions – meetings, input/validation into criteria of credential, determine roles and responsibilities  
   b. January – June, 2016 - Market the credential, Collaborate with My State, My Life initiative to connect credential to future WV jobs, Parent Outreach  
   c. August, 2016 – Credential available to workforce and students  

VII. Costs: Marketing Campaign – Governor’s Office  

Research shows that twenty-four (24) states have a formal Workforce Credential and other states have implemented Workforce Initiatives to promote the quality of their respective workforces. The states that have a formal Workforce Credential use a single metric – the passage of three ACT WorkKeys® Assessments at specific levels. The proposed West Virginia Governor’s Workforce Credential is a more comprehensive initiative that goes beyond a single metric. The WV Governor’s credential metrics cover five (5) criteria at the secondary level and four (4) criteria at the postsecondary level. Included are:  

1. Passage of an assessment equal to or above the WorkKeys® Assessment (postsecondary/secondary);  
2. Passage of a drug test (postsecondary/secondary)  
3. Attendance Rates (secondary)  
4. Industry Recognized Credential (Secondary/postsecondary)  
5. Career Technical Education Completer  
6. High School Equivalency Diploma or High School Diploma (postsecondary/secondary)  

The proposed Governor’s Workforce Credential is a value-added credential for individuals and businesses which supersedes current workforce readiness initiatives being implemented across the US.