

## Boyd County Work Seal

After the April 14<sup>th</sup> presentation of the Boyd County WorkReady Application our committee met to address how to move forward. It was decided that in order to gain certification we would dive to the process. What we found however was quite different than we started. We found that this one piece may be the most important part of our WorkReady Application.

Our first Work Seal meeting was a joint meeting held June 19<sup>th</sup>, 2015 with representation from Business and Industry, Workforce Development, and Education- both secondary and post-secondary. The epiphany was business and industry was excited at the opportunity to actually say....."This is what we need" and our educators were just as excited to confirm what they thought and have the buy in of the folks that were going to hire their graduates.

Early on there was buy in on the process. We have set up an opportunity for every senior in Boyd County to earn a Work Seal certificate this year. Boyd County, Ashland Paul Blazer and Fairview Independent Schools are in. Next year after a review of our process we may add juniors to the Work Seal Program as well. In addition, Ashland Community and Technical College is rolling out a Work Ethic Program in career and technical programs that will highlight, attendance/punctuality, teamwork, and critical thinking/communications.

Industry told us we need employees to "show up, not be late, and know how to talk and communicate with others and that are well rounded individuals. The attached brochure and tracking forms show what was created to meet their needs in these areas. Our group went one step further in developing our program. We are bringing business and industry into the schools during the school year to promote soft skills. Students will hear firsthand from the predominate employers in the area; AK Steel, Marathon, Kings Daughters Hospital what their work culture is and what the expectation level are for employment and advancement.

We have built relationships starting with our Superintendent's then our principals and final with councilors that are the boots on the ground to find not only the senior career days but, guidance hour, close the deal events, parent career night and other events currently on the school schedule that offer an opportunity to partner with business and industry.

Finally, the Ashland Alliance is proud to say that we held the baton in leading the creation of the Work Seal certificate. But, there has been the strong voice of business and industry both large and small along with education and workforce development as lead voices in the choir. After this was introduced ownership was taken by the joint committee not one voice or organization. In fact, our local hardware store said" this is the single best thing I have heard in a long time for my business. I actually hire 18 year olds. I don't have a large or any HR department, and, it means something to me that a young person.....shows up....keep their promise of no alcohol or drugs was active in their community...that is the person I want to hire".

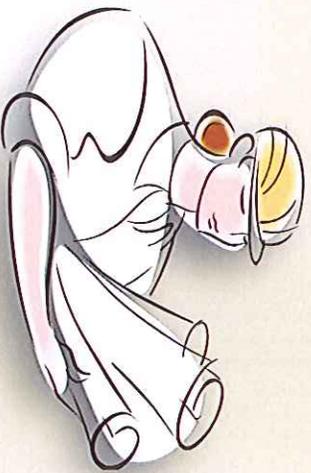
We know creating this is just the first step much like getting certified. We must build on this. We are creating a campaign to spread the word to our local business community what this is how it was created and how it can and should be a standard in skills required for employment.

Please find attached the marketing and tracking pieces of the program. Along with letters of Support from our three superintendents. ....The Boyd County Work Seal Program is in effect now.....

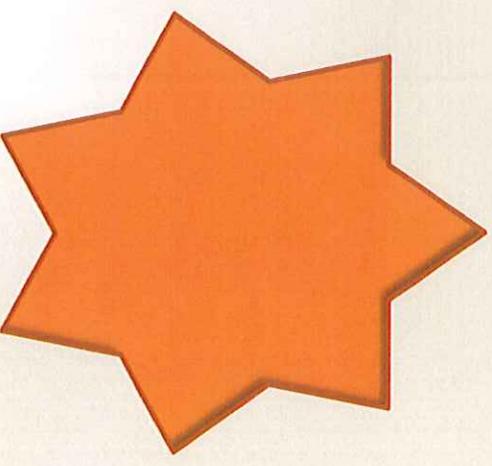
## Purpose of Work Ethics Seal

- Prepares students for the transition of school and work
- Gives students an advantage over others as they seek employment
- Strengthens college applications
- Encourages students to make better grades and attend school regularly
- Provides businesses with a larger pool of work-ready candidates.

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**Boyd County Work  
Ready Community  
Work Ethic Seal**



Boyd County Work Ethics Seal  
14375 Lions Ln, Ashland, KY  
41102  
Phone: (606) 928-7100



*Participation of the Boyd County Work Ready Community Work Ethics Seal Program is voluntary. Students must enroll at the beginning of their senior year to be eligible. Criteria must be met prior to the end of the school year with a completed application. Students that successfully earn this recognition will receive a special cord to wear at graduation in addition to the Boyd County Work Ethics Seal affixed to their diploma or certificate. For more information please contact your school or Guidance Counselor or see the back of the brochure.*

## BOYD COUNTY WORK READY COMMUNITY WORK ETHICS SEAL

- Completion of Soft Skills Program
- Maintain at least 94% average daily attendance.
- No major disciplinary referrals
- Special recommendation from a school educator
- No more than 4 instances of being late (excused or unexcused)
- Minimum 2.5 GPA with no failures of any subject
- Be involved in at least 2 of the following:
  - ❖ An Organized sport
  - ❖ Part-time employment
  - ❖ Extracurricular program (band, drama, school clubs, etc.)
  - ❖ Verifiable community service project
  - ❖ ROTC

**Boyd County Work Ready Work Ethics Seal**

**Work Ethic Tracking Form**

Boyd County Participant name: \_\_\_\_\_

<b>Standard</b>	<b>1<sup>st</sup> Nine Weeks</b>	<b>2<sup>nd</sup> Nine Weeks</b>	<b>3<sup>rd</sup> Nine Weeks</b>	<b>4<sup>th</sup> Nine Weeks</b>
<b>1. Attendance</b> 94-97%	___ %  ___ Days Absent			
<b>2. Tardy</b> Check box if student has no more than 4 or less instances of tardies either excused or unexcused. Add an X if student did not meet requirement.	Check or X here <input type="checkbox"/>			
<b>3. Discipline</b> Add a checkmark if there was no major disciplinary action, add an X for otherwise.	Check or X here <input type="checkbox"/>			
<b>4. Community Service and involvement</b> 6-12 hours	___ Hours	___ Hours	___ Hours	___ Hours
<b>5. Overall GPA</b> Student either has a GPA of 2.0-2.99 or a 3.0 or above.	___ GPA	___ GPA	___ GPA	___ GPA
<b>6. Work Ethic/Soft Skills</b> Student demonstrates strong work ethic and understanding of Soft Skills. <b>This area is pass or fail. Check area that applies to student.</b>	Student meets requirements _____			
	Student does not meet Requirements _____			
<b>7. Punctuality</b> Student demonstrates punctuality with assignments and in the classroom environment and/or with community involvement. <b>Same as above.</b>	Student meets requirements _____			
	Student does not meet Requirements _____			
<b>8. Respect</b> Student demonstrates respect within the classroom environment and/or with community involvement. <b>Same as above.</b>	Student meets requirements _____			
	Student does not meet Requirements _____			
<b>9. Group Cooperation</b> Often demonstrates group cooperation within the classroom environment and/or with community involvement. <b>Same as above.</b>	Student meets requirements _____			
	Student does not meet Requirements _____			

Teacher Verification: Name: \_\_\_\_\_ Date: \_\_\_\_\_

## Kentucky Work Ready Communities

County Fiscal Court has discussed funding NCRC scholarship fund for youth that may not have means to gain certification otherwise.

City of Ashland, Mayor Chuck Charles has been an active participant with Work Ready Community efforts in Boyd County and has seen it as a calling for the City. Developing talent and a workforce for tomorrow are building blocks for a great city. Ashland as well as Boyd County has in conversation spoken of a commitment of funding for the piece that needs support.

To support these endeavors to provide testing for workers who do not have the means to pay for NCRC testing themselves, The Ashland Alliance is committing \$3000.00 in the first year for testing scholarships. Additional funding resources will be identified for this effort, which may include local foundations and private sector support.

### Direct Strategies for NCRC Goals:

- Increase awareness of NCRC via Chamber of Commerce and economic development i.e. The Ashland Alliance.
- Investigate additional testing opportunities for job seekers by packaging services offered by local workforce center, drug test and NCRC to address the legacy employers with different systems of testing.
- Create a scholarship fund needed for individuals or schools to expand testing opportunities.
- Create a special recognition system for graduates with NCRC with tassels to signify the credential earned, paid for by The Ashland Alliance.
- Build upon the GED Students in Boyd County with NCRC as next step in their lifelong learning plan.

4. All applicants must complete Narrative 4.

**Narrative 4: Soft Skills Program:** Discuss your community program or programs to address work ethic/soft skills development and credentialing for both the secondary school and post secondary adult populations. The programs must meet the following minimum standards:

- Provide evidence of employer engagement in the program development process, including representation of the county's most prolific businesses and industries,
- Provide evidence that employers recognize achievement of work ethic or soft skills credential in their hiring/advancement processes,
- Programs must include measurable goals for annual improvement in the raw number and percentage of workforce credentialed.
- Plans must include a strategy to assure employers of the sustainability of the programs, and
- Programs must address, at a minimum, the following topical areas: attendance/punctuality, communication, teamwork, leadership, and critical thinking. (four pages maximum)

## Kentucky Work Ready Communities

### Narrative 4: Boyd County Soft Skills

Boyd County recognizes the vital importance of Soft Skills in the workplace. It is consistently in the top three issues identified by The Ashland Alliance as gaps or area for improvement for existing business and industry. Three of subgroups of the Boyd County Work Ready Community—Workforce, Education and Business and Industry-- partnered and discussed the soft skills component this with every member involved in development of the Boyd County Work Ready Community Plan. A cross section of ideas, methods, and strategies geared toward engaging the workforce of today in new and creative ways to meet the needs and opportunities in a new business climate was explored.

A second point which was strongly supported was that having the soft skills needed in the workplace is not just an issue of the “youth of today.” These issues of communication, work values and teamwork, coupled with the need for a highly competitive business climate all are forced to find common ground. Workgroup members used the terms matching expectation and workforce for a flexible productive economy in this discussion.

A review of current programs in work ethic and soft skills for both secondary and post-secondary as undertaken. In starting with secondary systems, several best practices were identified:

- Russell Area Technology Center (this ATC, while located in Greenup County, serves students from Fairview High School, which is in Boyd County) uses interviews for students to serve as Supervisors in electrical and HVAC classes. Supervisors in turn interview fellow students to form teams for learning. Teams manage workload and attendance. Teambuilding, attendance, punctuality, leadership and other soft skills are and taught and practiced daily by these students.
- Boyd County Technical Educational Center hires career professional accredited teacher for technical education courses. Syllabi and instruction are modeled on real work environment. Activity and pace are taught so students can expect what the work environment will be.
- Boyd County Adult Learning Center is operated by Ashland Community and Technical College. This Adult Education program seeks to create career pathways and give education and credentials needed to ensure success in the workplace. In addition, soft skills and interviews are developed to maximize the chance of success of the students.
- Neighbors Helping Neighbors is a multi-service center where families in need can receive basic human services. The center provides families with Interview skills and practice interview setting and helps provide clothing and resume building all geared toward clients gaining meaningful employment.
- TENCO Youth Services for Success Program, services eligible youth 17-21 in areas of: basic skill remediation, employment, citizenship, and soft skills. Topics include, resume, cover letters, dress, and grooming to position youth for transition to workforce.
- Kentucky Career Centers has programs to develops soft skills and work place edict: Personal Decisions Effect your Hire ability (PIE), Ways to Over Come Financial Limits (need based clothing boots, and vocational rehab), and Transportation help.

Boyd County post-secondary soft skills program also serve as a model of collaboration and opportunity. From our largest legacy employers to smaller business there are several models of current systems to address the needs of the workplace in soft skills.

## Kentucky Work Ready Communities

- Marathon Refinery once a month host Lunch and learn training with soft skills such as team work, leadership, attendance as corner stones. Over 450 employees each month are engaged in soft skills development. In addition pre-employment testing includes soft skill review.
- AK Steel works directly with hourly and salary personnel on soft skills not only in training but in evaluation and education activities.
- Kings Daughter Medical Center has soft skills units in pre-employment and post testing and training. Leadership, communication skills, and teamwork are core components of their plan to have highest customer satisfaction rating in their field.
- Kentucky Power Company has many initiatives involving workforce development and soft skills. KY Power uses "LEADS" Leads by example, Engages employees, Acts with responsibility, Develops employees, and Strives for Excellence. In addition, AEP, Kentucky Power teaches all employees the principals of human performance which is taught at quarterly meeting and weekly safety huddles.
- Kelly Services is also committed to personal and professional growth for all their associates. In order to take pace with the market demands Kelly has developed online professional development ranging from leadership to customer service. All employees as encouraged to take advantage of the development opportunities as part of their ongoing training.
- Ashland Community and Technical College – ACTC is a major provider of education and training for both the secondary and post-secondary population. ACTC has imbedded soft skills training in technical education programs, credit and non-course as well as specialized training:

*Ready to Work / Work and Learn (RTW)* participants receive soft skills training in various aspects of communication, hygiene and workplace appearance, and off-campus experiences in on the job training (OJT.) Employer feedback is used to evaluate the soft skills development needs of the RTW student.

*On-Campus Work Experiences* through Federal Financial Aid, grant-funded Student Support Services, academic divisions and RTW provide soft skills development as well as jobs for 150+ ACTC students annually. These student workers receive training in customer service, punctuality, appropriate workplace attire, leadership, and other soft skills.

*Workforce Solutions* at ACTC offers industry-specific trainings in soft skills and other topics. One example is the Business and Industry Specialist designs employer-specific sessions, based on employer needs. One example is interview simulation with ACTC technical education students working with industry representatives to learn how to make a great first impression during an interview; customer service training and similar sessions.

*Veterans Services* at ACTC provides Transition Assistance Program workshop before the Vet Expo each summer with a goal is to help vets adjust back to civilian life and find work. TAP includes resume writing, interview skills, appropriate dress, etc.

*Disability Services* at ACTC provides individualized soft skills development as needed for students receiving Disability Services at ACTC. The disability services manager is also a resource to the ACTC faculty and staff who may need training in appropriate workplace environment and communication when working with students who may have disabilities.

## Kentucky Work Ready Communities

*Personal and Organizational Leadership BAS288* is a for-credit online course in business studies which is offered each semester at ACTC for up to 30 students. It is taught by an instructor who holds a Master of Science degree in Leadership Studies. The course focuses on communication, conflict resolution, diversity, teamwork, problem solving, leadership development and behavior, time management and related topics relevant to soft skills. For some programs of study, this is a course elective. For some certificate and degree programs, it is a required course.

*Accelerating Opportunity (AOKY)* is a bridge program that provides educational access for low skilled students in technical career pathway programs to accelerate progress in those career pathways. AOKY pairs adult education and technical instructors in the technical classroom 35-50% of the time to advance student gains in basic reading, writing, and math as well as technical skills. Soft skills development in AOKY includes: critical thinking, critical reading, learning styles inventory, study skills, test taking skills / test anxiety, time management, and stress management, job search skills, resumes, cover letters, portfolios, and how to use these tools in the job search process.

- TENCO Workforce Investment Board – TENCO is an active partner in the area of soft skill development. Its programs serve young people with Youth Services for Success Program, (age 17-21) in areas of basic skills, remediation, employment, interview skills, and soft skills needed to gain and succeed in employment.
- Kentucky Career Centers – Soft skills programs from Kentucky Career Centers for Greenup County students includes: Personal Decisions affect your Hire Ability (PIE); ways to overcome financial limits (needed based clothing, boots, and vocational rehab), and transportation help. Assistance is offered to a wide range of general and specific populations and in conjunction with employer network to provide a solid network for soft skills and workforce development in Boyd County.

Additional partners in soft skill delivery include The Ashland Alliance. The Alliance services as the regional chamber of commerce and economic development group for Boyd and Greenup County. The Alliance represents over 500 businesses in the region. Programs offered by the Alliance include:

- Leadership development programs for youth and young professionals. Leadership is a key component of the future of a community. These programs seek to identify and develop core components of leadership and connection to the community. The Youth Leadership Program is a highly competitive program targeting 40-50 high school juniors each year from local high schools for an intense condensed view of the local economy, social fabric and introduction to citizenship. Students apply with a written essay and are recognized by their high school counselor. This year, a soft skills component will be added for alignment to the Work Ready Program.
- Community Leadership Development, CLD, is an annual program, providing a detailed look at the regional community and bonds professionals and leaders of the community on a behind-the-scene view with direct access to decision makers of the area. This program has produced more than 1,000 graduates over the past 36 years. This year, a section about soft skills will be included in the leadership discovery section.

Kentucky Career Center, Kentucky Employment Network (KEN) offers an employers a two hour work registration, job opening referral network between internal and external partners to remove barriers and discuss how applicants and listing can share common needs such as skills needed for successful employment including soft skills and soft skills training opportunities.

## Kentucky Work Ready Communities

KY Career Center, Re-employment & Eligibility Assessment Grant (REA) seeks to develop over a 2-3 day period workshop a detailed plan focused on: resume writing, Interview skills, employment plan, and counseling.

TENCO WIB has also delivered direct Soft Skill Training partnering with FCI-Ashland Reentry Affairs Program. This program offered soft skill training to existing inmates. The Fast Forward to Work Program ([http://www.jobsight.org/jobseeker/short\\_term\\_skills](http://www.jobsight.org/jobseeker/short_term_skills)) curriculum focused on three distinct areas: communications, customer service, and workplace etiquette. The WIB funded these trainings at 100%.

5. If your community is a rural county and does not meet the broadband availability rate of 90 percent throughout the county because some areas are not accessible with 3Mbps speeds but you can show that these areas are covered 90 percent by 1.5 Mbps, you must complete Narrative 4.

**Narrative 5: Broadband Availability: (rural county)** County must have 3Mbps or greater speeds available to 90 percent of housing units with the exception of those they can show to be inaccessible (cost prohibitive) by technology other than wireless – where there must be 1.5Mbps speeds available to 90 percent of housing units. Present data to show that these areas are covered by 1.5Mbps at 90 percent availability (three pages maximum).

### Narrative 5: Broadband Availability

Boyd County, Kentucky has broadband availability by household as of December 31, 2014 of 99% and met the criteria under narrative 5. In addition, there is an initiative underway with the SOAR program to bring higher speeds to our communities.

6. If your county is presenting supplemental criteria, you must complete Narrative 6.

**Narrative 6: Supplemental Criteria:**

**Occupational Credentials:** Please show total numbers of industry-recognized credentials in your county among working age (18-64) population. Be sure to list the type of credential, number of individuals with each credential, sources and show any calculations. Employers and community colleges will be important sources in this effort. (three pages maximum)

### Narrative 6: Supplemental Criteria

Listed below is a comprehensive list of Industry Recognized Credentials supplied by Ashland Community and Technical College. What we were able to distinguish is that there is a high number of credentials