

Greenup County Work Seal.....In Place Now

A joint meeting of the Greenup County Work Ready Work Group was held on June 22, 2015. The premise of the meeting was to explore the creation of a Work Seal Program that would involve secondary and post-secondary education along with business and industry. The joint meeting explored the existing regional Workforce Work Seal offered by TENCO Workforce Investment Board and asked the question of what is needed by our local business for qualified employees. Represented at the meeting were large and small business community, workforce development, economic development, and elected officials. Sign in sheets are included in submission.

Out of this and additional meetings a work seal group was formed with the intent to explore and documenting the needs of industry and how a program could be developed with high school and college students in mind to create not just a pipeline of future workers but, a better understanding of our work opportunities are and how to be successful in them. The Greenup County Work Seal is the product developed out of this conversation.

From the beginning this process was a partnership with education and business and industry at the same table. Workforce development and elected official were also present. The Work Seal Program has included in it:

- Completion of Soft Skills..... Provided by Business and Industries
- 94% attendance..... Measured by School System
- No Major Discipline Referrals
- Special Recommendation
- No more than 4 Late
- Minimum GPA 2.5
- Civic Involvement..... Greenup Co. Added ROTC as option

The Greenup County Work Ethic Seal is geared toward presenting the senior year as a year of audition for seniors to prove and transition from school to work. We are presenting this as a way to strengthen college applications and finally, provide businesses with a pool of work ready candidates.

All seniors in Greenup County have the ability to earn this certificate. Greenup County, Raceland Schools and Russell Independent is offering this program. After this year, conversations will take place to expand to junior class as well. In addition our business partners have agreed to help pay for cost attributed to this program. The cost of adding sealing to diplomas and laminated wallet cards as well as cord signifying the accomplishment of the students has been agreed to.

The joint Work Seal group had complete buy in to this program with Greenup County Superintendent playing a leading role. One additional point, our group is committed to spreading the message and brand of Work Seal Program. If business and industry does not recognize and ask for this in their workforce screening we cannot be successful. We have already started a public relations campaign to spread awareness of this program.

Ashland Community and Technical College is also implementing a Work Ethic initiative for students in technical programs. Their program will start with Machine tool and Industrial Maintenance associate degree programs and will work toward foundational criteria in Critical thinking and communications and measure attendance/punctuality as well as teamwork and leadership.

PURPOSE OF WORK ETHIC SEAL

- Prepares students for transition to college and work.
- Gives qualified students an advantage 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.



Superintendent
Sherry Horsley

Board of Education
Kelly Adkins
Linda Wellman

Carl Cotton
Jeff Hurn

Mary Kay McGinnis-Ruark

Greenup County School District—
The gold standard in education;
the foundation of our community.



Greenup County
Work Ready

Community
Work Ethic Seal



Greenup County School District
45 Musketeer Drive
Greenup, KY 41144
606.473.9819
greenup.kyschools.us



What is the

Work Ethic Seal?

The Greenup County School District is committed to preparing students to enter the workforce. Starting this school year, high school seniors can elect to participate in the Work Ethic Seal Program.

Students must enroll at the beginning of their senior year to be eligible. Criteria, along with a completed application, must be met prior to the end of the school year.

Students who successfully earn this recognition will receive special cords to wear at graduation in addition to the Greenup County Work Ethic Seal affixed to their diplomas.

For more information, please contact your school guidance counselor.

WORK ETHIC STANDARDS

Criteria have been established to determine eligibility for the Work Ethic Seal. Students must successfully demonstrate completion of each standard to earn the seal.

- ⇒ Completion of Soft Skills Program
- ⇒ Maintain at least 94% average daily attendance (ADA)
- ⇒ No major disciplinary referrals (Tier II or higher)
- ⇒ Complete community Service hours (6 or more)
- ⇒ No more than four unexcused tardies
- ⇒ High school cumulative GPA of 2.5 or higher
- ⇒ Be involved in at least 2 of the following or have taken and passed Work Keys Assessment (silver):
 - * An organized sport
 - * Part-time employment
 - * Extracurricular program (band, drama, school clubs, etc.)
 - * ROTC

COMMUNITY SUPPORT

District leaders are joining the Ashland Alliance and employers across Boyd and Greenup counties to support the new Work Ethic Seal.

The program will emphasize:

- Having a positive attitude in the workplace
- Working well with others
- Following directions
- Recognizing problems and finding solutions
- Managing time effectively
- Allowing good listening skills
- Honesty and dependability
- Preventing blemishes on background checks
- Dressing properly and practicing good grooming



Greenup County Work Ready Work Ethics Seal

Work Ethic Tracking Form

Greenup County Participant name: _____

| Standard | 2 nd Nine Weeks | 4 th Nine Weeks |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------|-------------------------------------------------------------------------------------|
| 1. Attendance 94% or Higher with no more than 4 unexcused absences | | ___ % ___ Days Unexcused Absent |
| 2. Tardy Check box if student has no more than 4 unexcused tardies. Add an X if student did not meet requirement. | Check or X here <input type="checkbox"/> | Check or X here <input type="checkbox"/> |
| 3. Discipline Add a checkmark if there was no major disciplinary action (Level II misconduct or higher), add an X for otherwise. | Check or X here <input type="checkbox"/> | Check or X here <input type="checkbox"/> |
| 4. Community Service and involvement 6 hours or above (as monitored by GCHSYSC tracking forms) | | ___ Hours |
| 5. Overall GPA Student has a high school cumulative GPA of 2.5 or above. | | ___ GPA *Measured at end of third nine weeks grading period |
| 6. Work Ethic/Soft Skills Student demonstrates strong work ethic and understanding of Soft Skills. This area is Pass/Fail *Student must participate in Close the Deal or similar program and complete ILP. | | Student meets requirements ___ Student does not meet Requirements ___ |
| 7. Punctuality Student demonstrates punctuality with assignments and in the classroom environment and/or with community involvement. Pass/Fail | | Student meets requirements ___ Student does not meet Requirements ___ |
| 8. Respect Student demonstrates respect within the classroom environment and/or with community involvement. Pass/Fail | | Student meets requirements ___ Student does not meet Requirements ___ |
| 9. Group Cooperation Often demonstrates group cooperation within the classroom environment and/or with community involvement. Pass/Fail | | Student meets requirements ___ Student does not meet Requirements ___ |

Verification: Name: _____ Date: _____

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testing is natural fit. Adult Ed students are encouraged, guided and tested in a career pathway. In addition, the Learning Center provides the NCRC at no charge for its clients.

- Ashland Community and technical College plays an integral role in the plan to reach 15% NCRC for Greenup County by 2020. ACTC has been a strong supporter of the Work Ready program and how it can be used as a vehicle for lifelong learning and economic development. Technical education programs at ACTC offer students venues for education and training with testing and credentials, such as NCRC. ACTC leadership on this issue starts at the top. Dr. Kay Adkins, President / CEO, has been a supporter of Work Ready and NCRC since the inception of this program and has loaned staff, time and resources to making this application and the support afterward a reality.
- FIVCO Area Development District has also offered support with Work Ready Program and NCRC. The FIVCO staff has agreed to write in to the Comprehensive Economic Development Strategy (CEDS) plan a component for review and follow up of goals and objectives of our plan. This document is updated and reviewed annually, with a comprehensive update every five years, for assets and personnel who can work on the common goals of the community.
- Greenup County High School, Raceland-Worthington Independent, and Russell Independent all have invested in preparing students for work and continued educational paths. The Greenup County Work Ready Community group has developed the Scholarship Assistance Plan, started with the seed grant from The Ashland Alliance and TENCO for addressing students and adults with barriers that stand in the way for them to take the NCRC.

Direct Strategies for NCRC:

1. Develop stronger industry recognition and demand for the NCRC by using The Ashland Alliance and our partners for Lunch and Learn workforce and NCRC focus conversations along with individual company HR meetings.
 2. Continue to work and strengthen the CEDS / NCRC relationship.
 3. Increase the number of Adult Education students who take the NCRC test at the Greenup County Adult Learning Center.
 4. Create Scholarships for special financial needs to NCRC test takers.
 5. Create special graduation tassels for students who have earned the NCRC.
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

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- Programs must address, at a minimum, the following topical areas: attendance/punctuality, communication, teamwork, leadership, and critical thinking. (four pages maximum)

Narrative 4: Greenup County Soft Skills Measurement

A Certified Work Ready Community must have a program to address work ethic/soft skills development and credentialing for both the secondary school and post-secondary adult populations. An informal assessment of existing soft skills programming and the relationship between Greenup County secondary and post-secondary students shows a surprisingly strong array of initiatives currently in place.

The Greenup County Work Ready Soft Skills Committee will continue to work with The Ashland Alliance to examine these programs in regards to responsiveness to employer requirements and will work with the county's educational partners to ensure students at both levels engage in soft skills development as their progress through their educational pathways.

As soft skills needs change in the workplace, the Work Ready Soft Skills Committee will identify resources needed to creating new, responsive soft skills programming for secondary and postsecondary students, designed to meet the needs of business and industry employers in the county. The Greenup County Work Ready Soft Skills Committee will ensure employers continue to be aware of these programs and their value. A strong effort in soft skills development (PreK-16) will assist Greenup County as it continues to transition in a competitive business world.

- The Leader in Me - This program is geared towards character building and soft skills development and is currently integrated into the curriculum and school culture at Greenup County's Argillite Elementary School and at the Russell McDowell Elementary School in the Russell Independent District. The program is based on Covey's "Seven Habits of Highly Effective People." Program components include communications, leadership, and teamwork. This program was funded at Argillite by a \$40,000 grant from Appalachian Regional Commission by the FIVCO Area Development District and by local schools funds. FIVCO is working to identify additional grant support or other funds for extending the program in other schools in Greenup and neighboring Boyd County.
- Russell Area Technology Center – RATC is a provider of technical education and soft skills training. Currently, HVAC and Electrical Programs run more like a business environment than a traditional tech-ed classroom. Leadership roles are defined with students applying for and being interviewed for positions. The student 'supervisors' in turn interview students and teams or units are formed. These learning teams function at the RATC much like a department or project team in the workplace. If a student misses "work" he must make a pathway to make up what was missed and must do so with his team, approved by the instructor. This blend of technical education with workplace protocol and etiquette at RATC helps provide recognition and character building. Students are regularly recognized and presented to the Russell School Board for success that happens in the classroom.
- Greenup County Area Technical Center – GATC is a strong partner in providing pathways between education and workforce. The Center has a full system of programs providing pathways to employment and in addition offers an innovated way of teaching skills related to leadership, team building, personnel growth, and skill development.
- Ashland Community and Technical College – ACTC is a major provider of education and training for both the secondary and postsecondary population. ACTC has imbedded soft skills training in technical education programs, credit and non-course as well as specialized training:

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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 employment 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.

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.

- Skills USA – Skills USA is a partnership of students, teachers, and industry representatives working together to ensure America has a skilled work force. Its motto is “Preparing for Leadership in the World of Work.” It gives students the opportunity for personnel growth, instills teamwork, communication, respect, and service. Annually, students from Greenup and Russell Area Technology Centers compete with other technical education students from the region on the campus of Ashland Community and Technical College. Skills USA includes the Career Readiness (CRC), a practical, flexible standards-based curriculum which integrates into classroom instruction, offering user-friendly lessons of employability skills, engaging activities and proven teaching methods for effective learning.
- Greenup County Adult Learning Center – The Greenup County Adult Learning Center serves adults seeking their GED’s through adult basic education. In addition to these basic services, the GCALC also provides testing along with NCRC. The center uses soft skills as a major component in teaching

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employment skills. These skills are delivered to Adult Learning Center students but can be delivered to the entire family.

- 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 Greenup County.

The Greenup County Work Ready Soft Skills Committee felt the need to create better linkages and awareness of the existing programs and develop marketing efforts such as the quarterly business forums offered by The Ashland Alliance on specific topics related to soft skills and providers to create a better understanding and acceptance of the topic.

Private Sector Soft Skills:

- AK Steel – This industry, collocated in Greenup and Boyd County, is one of the largest employers in the region and has invested in its employees, seeing soft skills as a building block for success. AK's programs include one on one assessment and training for all employees (both hourly and salary personnel.) AKS partners with local Union halls in providing professional development related to soft skills. Apprenticeship from the local United Steel Worker of America includes team building, attendance / punctuality, and communications.
- Kentucky Power-AEP - Kentucky Power has several initiatives investing in their employees. Soft Skills are a key component in personal and company growth. Lineman school is a three-year program with communication, team building and attendance / punctuality as corner stones since many times their workers are required to work when no one else can. In addition, every employee is required to have "LEADS" training. LEADS is: Leads by example, Engages employees, Acts with responsibility, Develops employees, and Strives for excellence. This is a three-day course.
- Graf Brothers Lumber-worlds largest manufacture of quartered sawed lumber and flooring specialized in the super wide and super long planks is located in Greenup County. As their company is "the largest in the world" at providing a specialized product they require a skilled productive work force. They have developed an interactive relationship for partnering with their workforce for a constant quality improvement and monthly accountability report. This emphasizes: daily attendance, teamwork, and critical thinking.

These major employers provide more than 3,000 hours of individual training happening in Greenup County.

The Greenup County Work Ready Soft Skills Committee Plan includes:

- ✓ Building on the best practices and leadership in Soft Skills Development.
- ✓ Identifying additional financial resources to expand The Leader in Me Program.
- ✓ Improving linkage to the private sector for the Russell and Greenup ATC's. Center.
- ✓ Enhancing awareness and marketing for Adult Ed, TENCO via The Ashland Alliance.
- ✓ Aligning Unions with soft skills and education.

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- ✓ Holistic Marketing / Awareness for Soft Skills and Economic Development.
- ✓ Maintain continued support of the Work Ready Communities Plan by FIVCO ADD.

The Greenup County Work Ready Community Soft Skills Committee sees this component as a vital element to be woven into our county's workforce and economic development culture. The goal and objective of this work is to build awareness and growth in each of the programs listed above. The process to develop new approaches of spreading this opportunity for talent development and marketing our community as a talent-rich area is underway.

The Ashland Alliance is building Work Ethic and Educational Innovation into the area Economic Development fabric. Greenup County will fully develop an innovative system to develop solid soft skills in its workforce and will use this to the county's advantage for attraction of business and industry to the region.

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

Greenup County, Kentucky has broadband availability by household of 94.9% as of December 31, 2014. In addition, there is an initiative underway with SOAR to increase the pipeline of high speed internet to our area.

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)