

# Be Work Ready Partner Activation Work Ready Regions



# Be Work Ready

- Be Work Ready is a one-of-a-kind initiative from Governor Sonny Perdue to help unemployed Georgians by encouraging them to earn a Work Ready Certificate and/or improve their core job skills
- Be Work Ready is designed to give unemployed Georgians added confidence and a competitive advantage in today's tough job market
- Work Ready Certificates tell employers an individual has the skills necessary to successfully hit the ground running and is ready for training to take on more challenging tasks
- Be Work Ready provides tools to make it easier to land a job, including a letter of recommendation from Gov. Perdue
- The program also provides funds to assist with job search expenses for unemployed Georgians who earn a Work Ready Certificate and/or improve their core job skills
- More information is available at [www.begaworkready.org](http://www.begaworkready.org)



# Georgia Work Ready

- Georgia Work Ready is a statewide initiative designed to improve the job training and marketability of Georgia's workforce and drive future economic growth for the state.
- Work Ready is based on a skills assessment and certification for job seekers and a job profiling system for businesses. By identifying both the needs of business and the available skills of Georgia's workforce, the state can more effectively generate the right talent for the right jobs.
- Work Ready is the only initiative of its kind to be conducted through a partnership between a state government and state chamber of commerce, ensuring that companies can more reliably match the right people with the right jobs
- Job seekers take no-cost WorkKeys® assessments measuring:
  - Applied mathematics
  - Reading for information
  - Locating information
  - Work habits
- Certificates are earned at the bronze, silver, gold and platinum levels



# Be Work Ready – how it works

- Only those who are unemployed are eligible to apply for Be Work Ready
- Applicants must have earned a Work Ready Certificate since Sept. 1, 2008
- Applicants complete a short questionnaire and application at [www.begaworkready.org](http://www.begaworkready.org) to qualify
- If they qualify, they will receive a Be Work Ready incentive package containing:
  - Pre-paid Visa card
  - Letter from Governor Perdue to be used in job interviews
  - Information about life-long learning opportunities
  - Georgia Work Ready lapel pin



# Be Work Ready eligibility

- Be Work Ready is for Georgia's unemployed citizens, age 18 and older
- According to the U.S. Bureau of Labor Statistics, individuals are classified as unemployed if they do not have a job, have actively looked for work in the prior four weeks and are currently available for work
- Actively looking for work may consist of any of the following activities:
  - Contacting an employer directly or having a job interview
  - Contacting a public or private employment agency
  - Communicating with friends and/or relatives about job opportunities
  - Contacting a school or university employment center
  - Sending out resumes or filling out applications
  - Placing or answering advertisements
  - Checking union or professional registers
  - Some other means of active job search
- Individuals must have earned a Work Ready Certificate and/or improved their Work Ready Certificate level through skills gap training to be eligible
- Those who have earned Work Ready Certificates since Sept. 1, 2008 may apply
  - Those who earned their certificate prior to Sept. 1, 2008 are eligible if they improve their certificate level



# Be Work Ready incentives

- When an individual earns a bronze, silver or gold level Work Ready Certificate, they are eligible for a \$50 incentive
- When they earn a platinum, they are eligible for \$100
- When an individual improves their Work Ready Certificate level in any way, they are eligible for a \$100 incentive
- Georgians are only eligible for one incentive for improving their Work Ready Certificate level



# Your role

- You serve as an ambassador for Work Ready in your region and can help promote Be Work Ready to the unemployed population
- Familiarize yourself with the initiative, its key messages and frequently asked questions to allow yourself to become a resource
- When possible, distribute support materials to the unemployed and encourage them to apply for the Be Work Ready incentive



# Public outreach materials

- The Governor's Office of Workforce Development (GOWD) will provide standard public outreach materials you can use to communicate in your region
- The following materials (sent via e-mail with this handbook) can be printed on demand:
  - Be Work Ready news release issued by Governor's office
  - Be Work Ready fact sheet
  - Georgia Work Ready fact sheet
- GOWD will also provide a supply of pre-printed 1-2-3 counter cards designed to drive the unemployed to the Be Work Ready Web site
  - Distribute these in areas where the unemployed typically visit for job search assistance, counseling or other services





# Be Work Ready

## Key messages



# Key messages

## Job seekers

- In tough economic times, it is more important than ever for unemployed Georgians to embrace life-long learning opportunities and improve their core job skills.
- The state of Georgia is helping the unemployed jump start their job search by launching Be Work Ready to help them gain confidence and a competitive advantage in the job market.
- Be Work Ready provides funds to assist unemployed Georgians with their job search expenses when they earn a Work Ready Certificate and/or improve their skill level through free, online training.
- A Work Ready Certificate tells employers that an individual has the skills necessary to successfully hit the ground running and is ready for training to take on more challenging tasks.
- Work Ready assessments are available at no charge at the state's network of technical colleges; to improve skill levels, online skills gap training is also available free of charge.
- Georgia is leading the nation in workforce development and is committed to helping its citizens develop the job skills that serve as the foundation to a successful job search.
- For more information on Be Work Ready, visit [www.begaworkready.org](http://www.begaworkready.org).



# Key messages

## Employers

- Georgia Work Ready is transforming our state by making our people our number one competitive advantage and delivering workforce development tools to help employers get the right person in the right job every time.
- Through Be Work Ready, Georgia is encouraging job seekers to not only earn a Work Ready Certificate, but also improve their skills through gap training.
- By closing the skills gap and increasing life-long learning in our state, we ensure employers will have a long-term pipeline of skilled and educated workers to take on today's jobs and tomorrow's innovations.
- Companies implementing Georgia Work Ready can reap great rewards including improved hiring procedures, reduced turnover and training costs, increased productivity and higher employee morale.



# Frequently asked questions and resources



# Frequently asked questions

- The Governor's Office of Workforce Development has established a customer service hotline – 1-877-51 BE READY
- The hotline is manned Monday through Friday, from 8:30 a.m. to 4:30 p.m.
- Those seeking information about Be Work Ready are encouraged to call the hotline or visit [www.begaworkready.org](http://www.begaworkready.org)



# Frequently asked questions

## **Q. What is Be Work Ready?**

A. Be Work Ready is a one-of-a-kind initiative designed to help Georgia's unemployed citizens improve their core job skills and, ultimately, give them a competitive advantage in their job searches. It also provides monetary incentives to those who earn a Work Ready Certificate and/or improve their skills through free, online Work Ready skills gap training. This incentive is designed to help fund the job search process.

## **Q. Who is eligible for Be Work Ready?**

A. Be Work Ready is for Georgia's unemployed citizens, age 18 and older. According to the U.S. Bureau of Labor Statistics, individuals are classified as unemployed if they do not have a job, have actively looked for work in the prior four weeks and are currently available for work. Actively looking for work may consist of any of the following activities:

- Contacting an employer directly or having a job interview
- Contacting a public or private employment agency
- Communicating with friends and/or relatives about job opportunities
- Contacting a school or university employment center
- Sending out resumes or filling out applications
- Placing or answering advertisements
- Checking union or professional registers
- Some other means of active job search

Individuals must have earned a Work Ready Certificate and/or improved their Work Ready Certificate level through skills gap training to be eligible. Those who have earned Work Ready Certificates since Sept. 1, 2008 may apply.



# Frequently asked questions

**Q. How can the incentive money be used? Are there restrictions?**

A. The money is intended to help fund the job search process. Approved job search expenditures include transportation, child care, clothes, grooming, office supplies and other expenses associated with a successful job search. The cards are restricted to merchant codes associated with businesses that provide these products or services.

**Q. What is the maximum amount of incentive funds an individual can earn?**

A. When an individual earns a bronze, silver or gold level Work Ready Certificate, they are eligible for a \$50 incentive; when they earn a platinum, they are eligible for \$100. When an individual improves their Work Ready Certificate level in any way, they are eligible for a \$100 incentive. Georgians are only eligible to receive an incentive for improving their Work Ready Certificate level once.

**Q. How long does it take to receive the Be Work Ready incentive?**

A. After completing the application at [www.begaworkready.org](http://www.begaworkready.org), it takes three to four weeks to receive the Be Work Ready incentive package by mail.



# Frequently asked questions

## **Q. How will the cards be distributed?**

A. Be Work Ready incentive packages will be distributed by the Governor's Office of Workforce Development by mail. After completing the application at [www.begaworkready.org](http://www.begaworkready.org), it will take approximately three to four weeks to arrive.

## **Q. What do I do if my incentive card is lost or stolen?**

A. If your card is lost or stolen, immediately call 1-866-213-8564.

## **Q. How do those without home computers and/or computer skills apply for the incentive?**

A. The Web site – [www.begaworkready.org](http://www.begaworkready.org) – is accessible via any Internet-connected computer, including those located at Georgia's public libraries. Georgians in need of basic computer skills training to complete the application should visit their local adult education or one stop center.





# Resources

- The Governor's Office of Workforce Development staff is available to assist with any questions
  - Steven Wilson, 404-545-0332
  - Patt Stonehouse, 404-463-5029
- Bank of America customer service
  - English or Spanish speaking customer assistance: 1-866-213-8564
  - TTY assistance for the hearing impaired: 1-866-656-5913
- Scheduling a Work Ready assessment or accessing skills gap training
  - Information available at [www.gaworkready.org](http://www.gaworkready.org)

