

NCCER UPDATE HRCC 2021



Boyd Worsham – President/CEO

Jennifer Wilkerson – VP - Innovation & Advancement

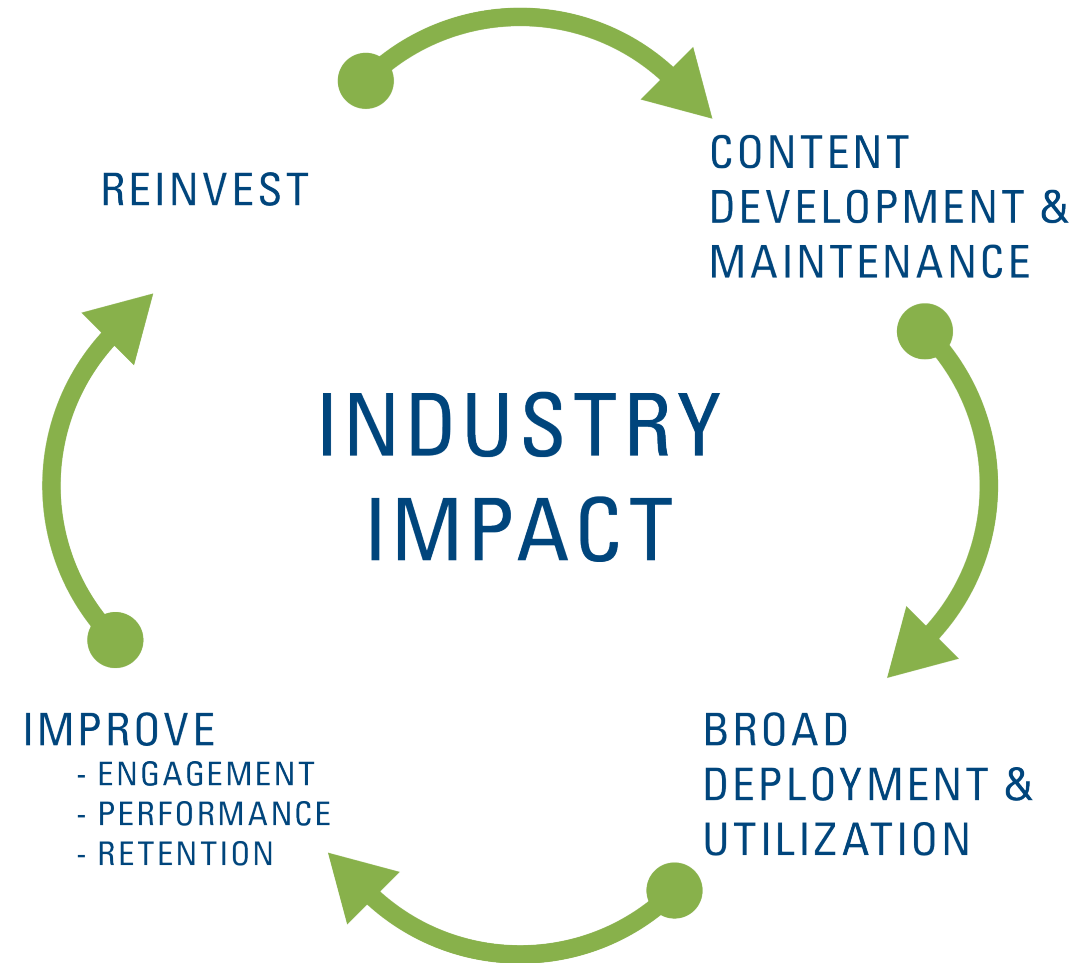
WHAT WE PROVIDE...

Comprehensive Workforce Development System

- Accreditation
- Instructor Certification
- Standardized Industry-Driven Curricula (45 crafts)
- Nationally Recognized Skill Assessments
- Industry-Recognized Credentialing & Certification
- Construction Career/Recruiting Resources (Build Your Future)
- Construction Safety & Front-Line Management Education



RIGOR
RELEVANCE
SIMPLICITY



2021 ORGANIZATIONAL UPDATES

- Added new departments
 - Strategic Partnerships
 - Innovation and Advancements
 - Digital Learning
 - Digital Media
- Restructured existing departments
- Hired Chief Learning Officer, Lisa Strite
- Added 35 new staff positions

WHAT'S BEEN HAPPENING IN 2021

- Enhance product delivery
- Increase efficiency in product improvement
- Provide [digital badges](#) for module completions
- Move all testing and assessments to secure online platforms
- Launch LMS with online systems and role training
- Provide AI remote proctoring solution
- Enhance curriculum and assessment item banks
- Expand the Build Your Future Program to include a tool that guides new entrants from interest to education to careers
- Develop engaging, digital-first leadership programs, beginning with Superintendent Certification Program

ORGANIZATIONAL ENHANCEMENTS FOR 2022



Expand testing and assessment
department



Create research department



Improve customer experience
and instructor engagement

BUILD YOUR FUTURE

BYF aims to be the catalyst for recruiting the next generation of craft professionals.



WHAT'S NEW?

Website Look and Feel

- Audience specific landing pages
- Plan the Future page

New Resources

- New poster series
- Social media guide and graphics
- Classroom activities with lesson plan



WHAT'S NEXT?

Outreach Toolkit

- Take the guesswork out of connecting with students

Talent Pipeline Tool

- Career exploration
- Training programs
- Job placement
- Case manager support



OCTOBER IS CAREERS IN CONSTRUCTION MONTH

*Raise awareness about
the opportunities
in construction and **inspire**
the next generation of
craft professionals*



WAYS TO CELEBRATE C^IC^M

- ☐ Proclaim October as C^IC^M
- ☐ Take the C^IC^M pledge
- ☐ Enter the **I BUILT THIS!** video contest
- ☐ Spread the message on social media



TAKE THE PLEDGE

- ✓ Pledge to make an industry and education connection to reach students and shape positive perceptions of construction
- ✓ Entry into a \$5,000 scholarship drawing for the high school craft training program of your choice



How can we better serve you?