

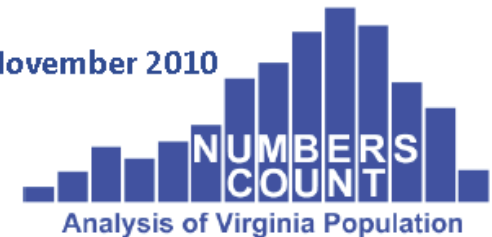
A blurred background image showing three people smiling. The person on the left is a woman with dark hair, the person in the middle is a woman with dark hair, and the person on the right is a man with short hair. The image is out of focus, with a soft, light blue and white color palette.

21st Century Work Skills in Hampton Roads

CRITICAL WORKPLACE SKILLS FOR VIRGINIA'S ECONOMIC VITALITY

By Achsah Carrier & Meredith Gunter

November 2010



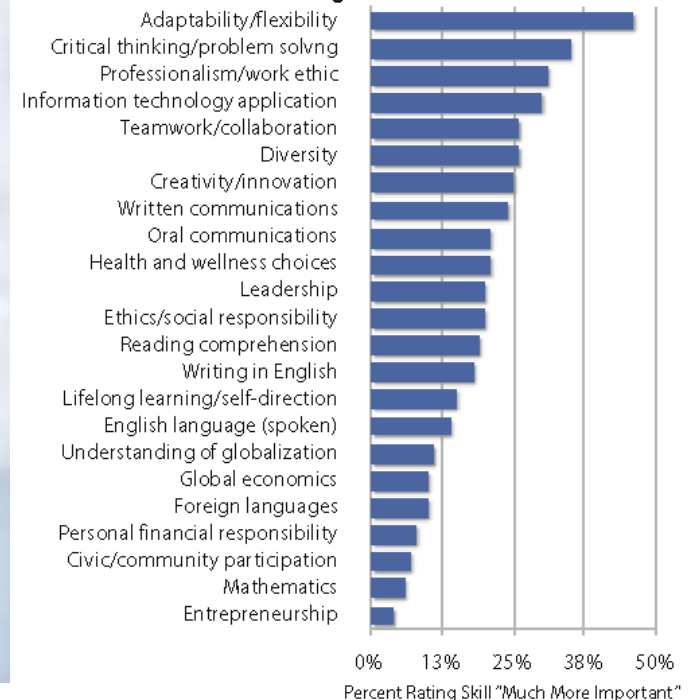
VA 13 Workplace Readiness Skills

1. Reading
2. Math
3. Writing
4. Speaking/Listening
5. Computer Literacy
6. Understanding the "Big Picture"
7. Reasoning and Problem Solving
8. Work Ethic
9. Positive Attitude
10. Independence & Initiative
11. Self-Presentation
12. Attendance
13. Team Member

Table 2. Percent of Virginia Employers Rating Skills "Essential"

1	Positive Work Ethic	96%
2	Speaking & Listening	96%
3	Professional Ethics	95%
4	Participates As A Team Member	89%
5	Reading & Writing	89%
6	Diversity Awareness	82%
7	Reasoning, Problem-Solving, & Decision-Making	76%
8	Technology Applications	68%
9	Understanding Health, Wellness, & Safety	67%
10	Understands The Big Picture	64%
11	Lifelong Learning	63%
12	Job Acquisition & Advancement	60%
13	Telecommunications	58%
14	Internet Use & Safety	58%
15	Creativity, Innovation, & Adaptability	57%
16	Leadership & Resource Management	54%
17	Research & Synthesis	53%
18	Applying & Understanding Mathematics	51%
19	Data & File-Management	50%
20	Computer Hardware Basics	34%
21	Employment-Related Financial Literacy	34%

Chart 1. Skills Considered "Much More Important Now" than Two Years Ago for New Entrants





Current Situation

- VA's 13 Workplace Readiness Skills are currently contained within the K-12 educational system.
- Rolled out in Virginia Beach, the skills are being adapted in other districts (slowly).
- The VA 13 WPRS have evolved to become the 21st Century WPRS Skills with NOCTI Certification.
- However, the business community seeks more active participation in the 21st Century WPRS



Concept

- The actual skills are also contained in the community college community.
- ECPI has almost all coursework available for both on-line and in classroom delivery.
- The idea is to “repackage” available content for a specific “21st Century Workplace Skills” program available to post high school and incumbent workers.
- This program could be marketed regionally via Opportunity Inc, Chamber of Commerce, Better Business Bureau, and the Business Community of Hampton Roads.
- Employers in Hampton Roads would ideally incent applicants via an indication of “inside track” to employment with this credential.

Accreditation vs. Boot Camp Approach (Condensed)

- The full blown college accreditation process could be overly time consuming and costly.
- Via ECPI's relationship with **Infotec**, more of a 30 day "boot camp" approach might be possible utilizing and repackaging much of the current ECPI content.
- The results can be providing the basics of employment skills to students (of all ages), via a quick and cost effective approach.



<http://www.infotecpro.com/elearning/#>

WEB-BASED TRAINING

Infotec OnlineExpert offers a next-generation course delivery infrastructure and e-learning platform. This dynamic Web-based system combines the benefits of traditional classroom instruction and the advantages of computer-based elearning in a flexible delivery format. OnlineExpert provides anytime, anywhere learning, allowing you to study at work, at home during evenings or weekends, even from a hotel room while traveling.

Infotec's vast offerings include web-based training for:

- Application Courses
 - End-User Application Courses
 - Microsoft Application Courses
 - Design Application Courses
- IT and Certification Courses
- Professional Development Courses
- Leadership Courses
- Human Resource Courses
- Occupational Safety and Health Courses
- Wireless Networking
- CISCO Authorized Training
- CompTIA Certification Courses



IDEA: 21st Century Work Skills

A built-in LMS is a fully functional Learning Management System that is easy to use and easy to administer. A company has the capability to purchase their own portal and create built-in reporting for enterprise, group and individual users that allow supervisors to validate the outcome of the programs and the effectiveness of the courses. Performance growth can be monitored and mentored to help each learner maximize the outcome for the time spent. View prescriptive study guides for each user, or see a whole group's performance on a particular course.

OnlineExpert Delivers Results



LearnKey™

OnlineExpert's foundation is built on LearnKey's proven teaching methodologies, capitalizing on the skills and knowledge of industry experts, including professional trainers, best-selling book authors, and nationally recognized seminar lecturers. This proven approach to training utilizes innovative technology and in-depth instructional content while maintaining the human touch. Our instructional model is successful because it emphasizes personal value for the student. Unique and award-winning, LearnKey's learning system enables computer users to receive the benefits of live instruction, lab exercises, and proficiency tests while maintaining their presence and productivity in the workplace.

The LearnKey, Master Exam® provides a proven method in determining the students knowledge of certification subject material.



MasterExam test preparation software helps our students place the finishing touches on exam preparation. This powerful skill assessment tool will help focus on specific certification objectives, identifying areas of strength and weakness, and adjusting study habits to ensure optimal performance on test day. MasterExam's unique and proven approach to test preparation enables students to build the knowledge and confidence that is needed to succeed on professional certification exams.

OnlineExpert is the only education available online that provides both the Master Exam test-preparation as well as the complete LearnKey certification training programs, delivered in a compelling multi-media format.

With our eSupport™ online help desk, students engage our "Certified OnlineExperts" with questions regarding knowledge and certification testing. Our experts build success-based relationships on the common goals of helping the students become certified in a specific area. With the aid of our OnlineExperts, "skill gaps" are determined and discussed with students helping them focus on what is important.

Our specially trained staff is dedicated to each online student and our guarantee is designed to back that statement up. Meaning if our student's goal is to certify then it is our OnlineExpert's team to get them to that end.

**Existing
On-Line Approach**

Example

21st Century Workplace Readiness Skills Mapped to Infotec Content

Work Ethic

BUS222 Ethics in Business 3 Cr

This course is designed to provide students with a basic understanding of ethics in the business. The course includes an overview of concepts, processes and best practices of ethical programs. The course also covers Sarbanes Oxley and its' importance to the business world. Ethical dilemmas and case studies are used to reinforce pertinent issues.

Prerequisite: BUS122 Principles of Business and Management

Note: Infotec does not have an on-line Ethics Course per se. There is one on Efficiency (below).

What is shown on the left is ECPI's course which might need to be converted to on-line via Infotec

- Efficiency

Course Title	Product ID
Assertiveness (1 Session)	070901
How to De-junk Your Life (1 Session)	070971
How to Get Things Done (1 Session)	071041
Motivation and Goal Setting (1 Session)	071021
Negaholics (3 Sessions)	070931

Example

21st Century Workplace Readiness Skills Mapped to Infotec Content

Speaking & Listening

- Customer Service

Course Title	Product ID
Calming Upset Customers (1 Session)	061301

- Telephone Communication

Course Title	Product ID
Call Center Success (1 Session)	071151
Telephone Collections (2 Sessions)	073291
Telephone Courtesy and Customer Service (1 Session)	061011
The Business of Listening (1 Session)	061001

- Personal Productivity

Course Title	Product ID
Connecting with Customers through Customer Service (1 Session)	061621
Helping Customers through Quality Service (1 Session)	061661
Sales Preparedness (1 Session)	061581
The Cornerstones of Sales and Customer Service (1 Session)	061781
The Power of Telephone Courtesy (1 Session)	061721
The Rewards of Telephone Courtesy (1 Session)	061741

Example

21st Century Workplace Readiness Skills Mapped to Infotec Content

Math

- Pre Algebra

Course Title	Product ID
Becoming Successful Problem Solvers Set 1 (1 Session)	120271
Decimals (1 Session)	120311
Fractions (1 Session)	120331
Operations with Positive and Negative Numbers (1 Session)	120371
Percents (1 Session)	120351
Seeing Numbers (1 Session)	120081
Smooth Operations: Connecting Fractions, Decimals, and Percents (1 Session)	120101

- Algebra

Course Title	Product ID
Addition and Subtraction of Polynomials (1 Session)	120241
Addition and Subtraction of Real Numbers (1 Session)	120121
Exponents (1 Session)	120191
Fractions, Decimals, and Percents (1 Session)	120211
Multiplication and Division of Real Numbers (1 Session)	120181
Roots and Radicals (1 Session)	120261
Solving Equations and Problems (1 Session)	120161
Variables, Symbols, Expressions, and Equations (1 Session)	120131

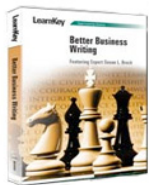
Example

21st Century Workplace Readiness Skills Mapped to Infotec Content

Reading & Writing

OnlineExpert
Powered by LearnKey

Better Business Writing Course



Better Business Writing Course

1 Sessions -
1 Hour of Interactive Training

Discover the ten key techniques for effective communication that will help you grow more confident in your ability to express yourself clearly. Good business writing is as important as ever. This LearnKey course based on the book *Better Business Writing* by Susan L. Brock covers critical skills required for you to develop an impressive business writing style. You will recognize and correct problems, avoid redundancies and define your communication goals.

Benefits

- Gain the skills needed to effectively communicate in writing.
- Create more effective memos and letters.
- Define and communicate your message for better results.

Session 1

Section A: Better Business Writing

- Introduction
- Know Your Audience

Section B: Practice the Basics

- Spelling
- Punctuation
- Usage

Section C: Developing a Style

- Defining Style
- Finding Your Style
- Improving Style

Section D: Form and Format

- Selecting a Format
- Formatting

Section E: Writing Persuasively

- Motivated Sequence
- Conclusion

Note: Infotec does not have an on-line Reading Course per se. There is one on Efficiency (below).

Perhaps there would be a demonstrated pre-requisite opportunity via one class session.

21st Century Workplace Readiness Skills Mapped to Infotec Content

Example

Teamwork

Business & Communication - Leadership

Course Title	Product ID
How to Coach an Effective Team (1 Session)	070101

Management and Leadership

Course Title	Product ID
Working as a Team (1 Session)	061701

Team Development

Course Title	Product ID
Team Leadership (1 Session)	061131
Team Problem Solving (1 Session)	061161

Example

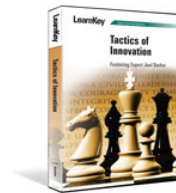
21st Century Workplace Readiness Skills Mapped to Infotec Content

Reasoning , Problem Solving, Critical Thinking

Team Problem Solving
(1 Session)

061161

OnlineExpert
Powered by LearnKey



Tactics of Innovation Course
1 Sessions -
1 Hour of Interactive Training

In this ground-breaking course, LearnKey expert Joel Barker goes on location to share stories about why people say "no" to new ideas. More importantly, he introduces a ten-step strategy designed to remove barriers between new ideas and people who naturally resist change. These tactics will dramatically increase acceptance of any kind of idea. Tactics of Innovation relays an important message to any organization that wishes to discover new ideas and bring them into practice.

Benefits

- Overcome the logical resistance to change with a strategy.
- Position new ideas in ways that match accepted concepts.
- Open your organization to more opportunities.

Tactics of Innovation Course

Session 1

Section A: Tactics of Innovation Section E: Tactic 4

- Introduction
- Credible Messenger/Reliable Performance

Section B: Tactic 1

- Upside Yes/Downside No

Section F: Tactic 5

- Easy In/Easy Out

Section C: Tactic 2

- Seemingly Simple/Small Steps

Section G: Conclusion

- Tactic Review
- Four Final Points

Section D: Tactic 3

- Clear Message/Compatible Fit

Example

21st Century Workplace Readiness Skills Mapped to Infotec Content

Computer Literacy

+ Microsoft Office 2000

+ Microsoft Office 2003

+ Microsoft Office 2007

+ Microsoft Office 2010

+ Microsoft Office XP

- Windows 7

Course Title	Product ID
Learning Windows 7 (2 Sessions)	630891
Windows 7 Enterprise Desktop Support Technician (4 Sessions)	683951

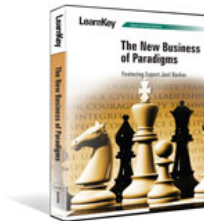
Example

21st Century Workplace Readiness Skills Mapped to Infotec Content

Understanding the Big Picture

OnlineExpert
Powered by LearnKey

The New Business of Paradigms Course



The New Business of Paradigms Course
1 Sessions -
1 Hour of Interactive Training

You can choose to change your paradigm. Transforming your outlook about change is highly effective in creating success and new opportunities. In The New Business of Paradigms, LearnKey expert Joel Barker delivers an important message about identifying, embracing and acting on change. This course gives past and present examples of paradigm shifts, and shows how you can choose to change your paradigm.

Benefits

- Create successful outcomes with new opportunities.
- Develop the power to identify and act upon change.
- Change paradigms that no longer serve their purpose.

Session 1

Section A: What Are Paradigms?

- Introduction
- Paradigm Definition
- Paradigm Example

Section B: Paradigms in the Real World

- Product Paradigms
- Scientific Paradigms
- Business Model Paradigms

Section C: Paradigm Shifts

- Back to Zero

Section D: Key Concepts and Observations

- Paradigms are Common
- Paradigms are Useful
- Paradigm Paralysis
- Paradigm Pioneers
- Courage of Early Adopters
- Paradigm Change
- Final Thoughts

Example

21st Century Workplace Readiness Skills Mapped to Infotec Content

Lifelong Learning

- Productivity

Course Title	Product ID
Attitude for Success (1 Session)	071431
Manage Time (1 Session)	071441
The Art of Communication (1 Session)	071401
The Art of Organization (1 Session)	071421
The Art of Stress Management (1 Session)	071411

- Efficiency

Course Title	Product ID
Assertiveness (1 Session)	070901
How to De-junk Your Life (1 Session)	070971
How to Get Things Done (1 Session)	071041
Motivation and Goal Setting (1 Session)	071021
Negaholics (3 Sessions)	070931

21st Century Workplace Readiness Skills Mapped to Infotec Content

Example

Speaking and Self-Presentation

- Communication

Course Title	Product ID
Better Business Communication (1 Session)	061261
Better Business Writing (1 Session)	061251
Effective Presentation Skills (1 Session)	061241
Making Humor Work (1 Session)	061281
Successful Negotiation (1 Session)	061271

Example

21st Century Workplace Readiness Skills Mapped to Infotec Content


Diversity

- Diversity

Course Title	Product ID
Diversity Dynamics (1 Session)	061031
Effective Performance Appraisals (1 Session)	061071
Leadership Skills for Women (1 Session)	061041
Men and Women Working Together (1 Session)	061051

OnlineExpert
Powered by LearnKey

Wealth, Innovation and Diversity Course



Session 1

Section A: Putting Differences to Work

- Introduction
- Irish Potato Famine
- Inca Potato Cultivation
- Two Choices
- Fear of Differences

Section C: Ongoing Innovation

- Paradigm Shifting Innovations
- Outsiders Shift Paradigms
- Summary of Diversity

Section B: Stages of Growth

- Stage One - Accretion
- Stage Two - Replication
- Advantages of Replication
- Risks of Replication
- Principles of Biodiversity
- Stage Three - Mutualism
- How Mutualism Works
- Mutualism Creates Wealth

Wealth, Innovation and Diversity Course
1 Sessions -
1 Hour of Interactive Training

The course, Wealth, Innovation and Diversity, takes you on a journey around the world to understand a fundamental truth: Diversity is the key to creating wealth for all. Drawing from history, science, and business, LearnKey expert Joel Barker contends that your organization will experience long-lasting success only when you collaborate with individuals who are different from yourself. This course is for everyone in your organization and will help you move successfully into the future.

Benefits

- Embrace diverse perspectives in your daily business.
- Improve innovation with your broadened perspectives.
- Learn the keys to generating greater wealth.



Example

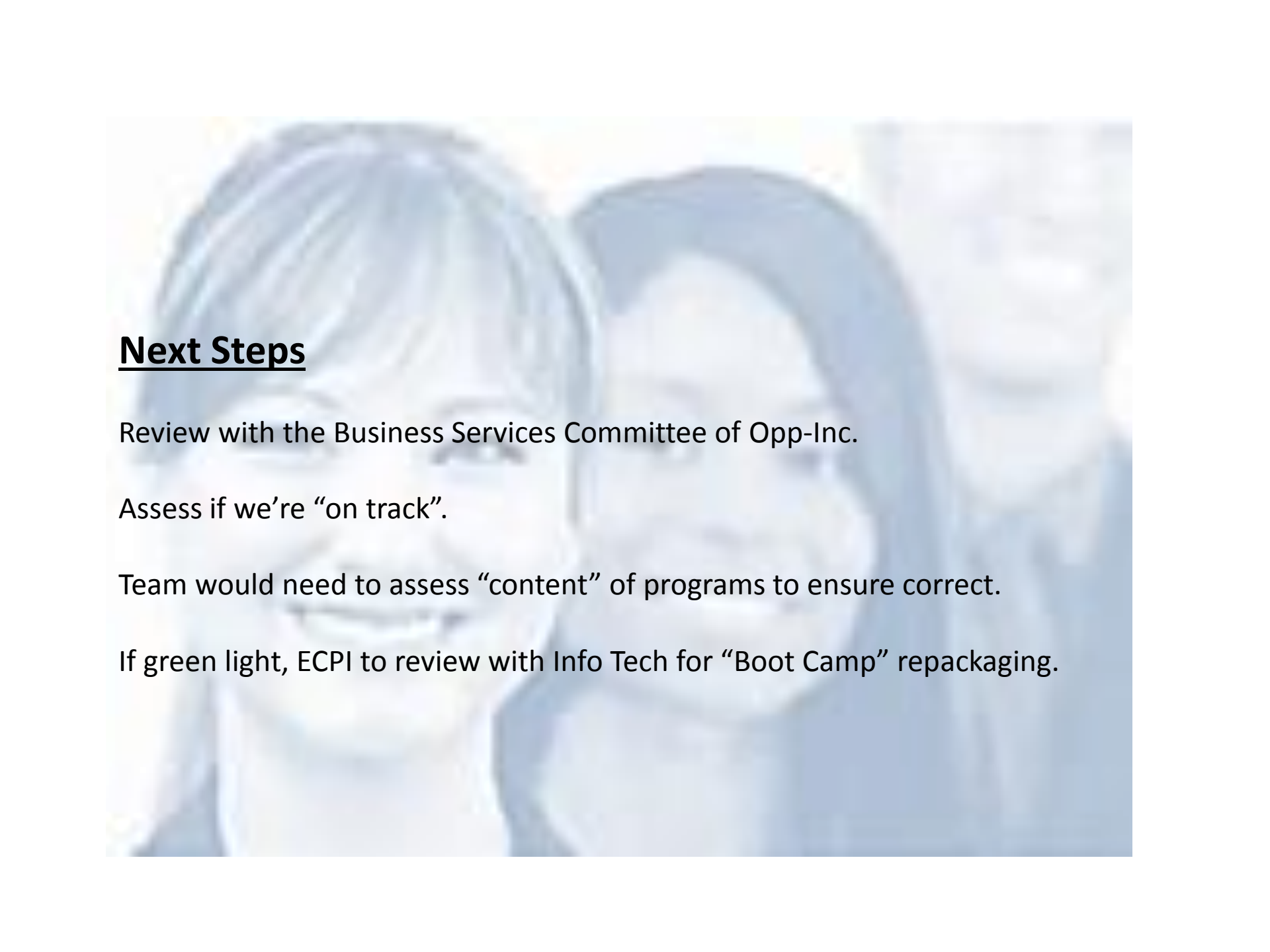
21st Century Workplace Readiness Skills Mapped to Infotec Content

Some Missing

Reading, Attendance, Other?

Notes:

- **Program intended to be 30 days in length**
- **On-line delivery (majority) classroom delivery (as required). Example...Presentation skills. You can learn the concepts on-line, but have to demonstrate the behavior live.**



Next Steps

Review with the Business Services Committee of Opp-Inc.

Assess if we're "on track".

Team would need to assess "content" of programs to ensure correct.

If green light, ECPI to review with Info Tech for "Boot Camp" repackaging.

A blurred background image showing three people smiling. The person on the left is a woman with dark hair, the person in the middle is a woman with dark hair, and the person on the right is a man with short hair. The image is out of focus, with a blueish tint.

21st Century Work Skills in Hampton Roads

END