

## Customer Success Story

# McMain's Winning Formula: How ACT WorkKeys Accelerate Student Career Journeys



### OUTCOMES

# 84

% of Seniors Earning  
WorkKeys NCRCs

# 7

# of Platinum  
Certificates Earned

# 44

# of Gold  
Certificates Earned

# 92

# of Silver  
Certificates Earned

### McMain's Career Readiness Prep Strategy for Student Success

Eleanor McMain Secondary School in New Orleans, Louisiana, takes pride in the tremendous growth it has seen in students' career readiness achievements. Exceptional student performance is the result of the school's thoughtful, strategic approach to test for career readiness with ACT® WorkKeys® Assessments, ensuring students can succeed in both their college and career pursuits.

### Building a Foundation for Career Readiness

McMain uses baseline scores from WorkKeys diagnostic testing during students' junior year to gauge their career readiness strengths and areas for improvement. Students who need extra help with taking WorkKeys Assessments are enrolled in the virtual workplace class during their senior year to dig deeper into the skills necessary for success on the exam. Students are reminded that WorkKeys is not just a test — it's a tool to help them improve their career prospects, and it offers a credential they can use to advance in the workforce.

**We broke down what the [WorkKeys] National Career Readiness Certificate meant and what it could be used for. That's when students bought into it. And then, we took it to the faculty to explain to them that it's not just a test; that this can help students beyond just high school.**

Dr. Melanie Moore

Principal | Eleanor McMain Secondary School

Throughout the semester, students receive focused training on the specific areas tested with WorkKeys, using materials such as practice booklets to help reinforce key concepts. This comprehensive preparation ensures that students not only perform well on the test, but also acquire skills necessary to succeed in their future careers.

## WorkKeys Impact

Within one year of implementing WorkKeys Assessments, students have earned more than 140 NCRCs across the Silver, Gold, and Platinum levels.

## Employers Request WorkKeys NCRCs for Hiring

McMain students are finding that their WorkKeys NCRCs are in demand in the local workforce. Regional employers in the tourism and food service industries have requested certificates from students to qualify their skills, reflecting the need for skilled labor in the New Orleans economy.

## Testing Incentives Boosts WorkKeys Assessment Badges

To further inspire achievement, McMain administrators introduced performance incentives to graduating seniors to motivate them to perform well on the WorkKeys Assessments. Staff have offered T-shirts, field trips to entertainment centers, and graduation tickets for family members as incentives to boost performance. The school's "McMain has their act together" T-shirt slogan has become a badge of honor, symbolizing both school spirit and student accomplishment.

## A Model for College and Career Readiness

Eleanor McMain Secondary School's intentional, student-centered approach using ACT WorkKeys is transforming lives and setting a new standard for college and career readiness. By empowering students with the skills, confidence, and credentials they need, McMain is helping shape the next generation of workforce leaders in New Orleans and beyond.

**LEARN MORE ABOUT ACT WORKKEYS**  
[www.act.org/workkeysforeducators](http://www.act.org/workkeysforeducators)

