**ACT WorkKeys Announcement Letters**

**Text for students:**

Dear [Student],

I wanted to let you know about something our school is doing to help improve your career opportunities after graduation and maybe even earn some college credit before you go.

On [day, date], our school will administer to students an assessment called ACT® WorkKeys®. This is much more than “another test.” WorkKeys is used by thousands of employers around the country as a tool to recruit and hire individuals like you who have the skills they need. Plus, it can help you match your skills to careers and stand out from other job applicants when landing that first job or apprenticeship.

We’ll offer you the WorkKeys Assessments you need to earn an ACT® WorkKeys® National Career Readiness Certificate™ (NCRC®). This is a credential accepted by employers nationwide—something to use with your diploma when applying for jobs, apprenticeships, scholarships, or even college credit.

How will this help you with your career planning and proving your skills to potential employers?

* You can compare your skills to those needed in your dream job—and you can work to improve those skills before graduation.
* Or, if you don’t know your dream job, you can explore careers that match your skills.
* You can show off your skills with a nationally recognized certificate and digital badges to use when applying for jobs.

If you have two- or four-year college plans, taking the assessment may also help reduce your courseload. The American Council on Education recommends that colleges and universities award up to six semester hours of college credit in Technical Mathematics and Introduction to Information Literacy to individuals who earn the WorkKeys NCRC at the Silver, Gold, or Platinum level.

We’re excited to give you this experience and hope you will get the most out of it. Let me or your teachers know if you have questions in the meantime. You can also visit act.org/workkeys-ncrc for more information.

Sincerely,

[signature]

**Text for parents:**

Dear [Parent],

On [day, date], your student(s) will take ACT® WorkKeys® Assessments in school. This exciting opportunity gives them a chance to measure their readiness for careers after high school, whether they’re headed to college or into the workforce.

WorkKeys is used by thousands of employers around the country to recruit and hire employees who have the skills they need. Test results help students match their skills to careers they’re interested in. It also helps students stand out from other job applicants when landing that first job or apprenticeship.

We’re offering the WorkKeys Assessments needed to earn an ACT® WorkKeys® National Career Readiness Certificate ™(NCRC®). This is a credential accepted by employers nationwide—something students can use with their diploma when applying for jobs.

Students can also earn college credit with their WorkKeys NCRC achievement. The American Council on Education recommends that two- and four-year colleges award up to six semester hours of college credit in Technical Mathematics and Introduction to Information Literacy for Silver, Gold, or Platinum WorkKeys NCRC recipients.

You can help prepare your child before test day by reminding them that this isn’t “just another test,” and why taking it can help prove or verify their skills to employers, give them information on careers they might enjoy, and earn college credit before graduation.

We hope your student(s) has/have a positive experience with the assessment. Please let me know if you have questions. In the meanwhile, you can go to act.org/workkeys-ncrc for more information about the test. Our district is excited to give this opportunity to your student.

Regards,

[signature]

**Text for staff:**

Dear [Staff],

I wanted to reach out and let you know that our students will take the ACT® WorkKeys® Assessments in school on [day, date]. Thank you for supporting this opportunity for all juniors to improve their career readiness and prospects at no cost to their families.

ACT WorkKeys is used by schools like ours—in addition to colleges, businesses, and workforce developers—to measure and build essential workplace and career skills needed for every career.

These assessments—[Applied Math](https://www.act.org/content/act/en/products-and-services/workkeys-for-employers/assessments/applied-math.html), [Graphic Literacy](https://www.act.org/content/act/en/products-and-services/workkeys-for-employers/assessments/graphic-literacy.html), and [Workplace Documents](https://www.act.org/content/act/en/products-and-services/workkeys-for-employers/assessments/workplace-documents.html)—are the foundation of the ACT® WorkKeys® National Career Readiness Certificate™, (NCRC ®) a nationally recognized career skills credential accepted by tens of thousands of employers nationwide. Our students can add this certificate to their diploma, enhance their achievements, and improve their job prospects at graduation. They’ll also receive a digital badge they can use to socialize their achievement on online platforms like Indeed, Monster, and LinkedIn, as well as their email signature and website.

In other words, taking WorkKeys at our school will help our students stand out as they start their careers, putting them in the best position to succeed as they enter the workforce.

Whether our students are two- or four-year college bound or going directly into the workforce, WorkKeys will help prepare them for whatever challenges their careers have in store. WorkKeys targets foundational skills students need for job performance and training, including the math and reading skills used in the workforce.

Our district will also use WorkKeys data to:

* Establish student performance baselines
* Capture information on all students’ career readiness levels
* Make informed curriculum decisions to advise students

Thank you again for supporting this program and for everything you do to support our students. We look forward to sharing the results with you after the test!

In the meantime, you can read more about the WorkKeys system at [**act.org/WorkKeysForEducators**](https://www.act.org/WorkKeysForEducators).  
  
Best regards,

[signature]

**Text for employers:**

Dear [Employer],

I wanted to reach out and let you know that students at [name of school] will take the ACT® WorkKeys® Assessments on [day, date].

How does this affect your business? Because it helps put local graduates in a position to participate and succeed in the local workforce.

WorkKeys Assessments were created by ACT® with the aim to help students improve their **career readiness and earn certifications**. WorkKeys is used by schools like ours—in addition to many businesses like yours—to measure and build essential workplace skills needed for every career.

These assessments are the foundation of the ACT® WorkKeys® National Career Readiness Certificate™ (NCRC®), a nationally recognized career skills credential accepted by tens of thousands of employers nationwide. Our students will add this certificate to their diploma, describing their achievements in a way businesses like yours can recognize. They’ll also receive a digital badge you can use to verify their achievement when you’re hiring or recruiting our students.

This program helps support our school’s mission of producing college and career ready graduates. Our students’ achievements with WorkKeys will help us improve the local economy by offering highly skilled, trainable, well-educated graduates who can handle the challenges of the workforce. This helps you save money with less training time, speedier hiring, and lower turnover.

It also ensures that our school is speaking your language in terms of the skills you require of our graduates. It helps us form a partnership that improves our whole workforce ecosystem.

Please let me know if you have any questions about this program. In the meantime, you can read more about the WorkKeys system at [**act.org/workforce**](https://www.act.org/workforce).  
  
Best regards,

[signature]