



# STATE OF UTAH

GARY R. HERBERT  
GOVERNOR

OFFICE OF THE GOVERNOR  
SALT LAKE CITY, UTAH  
84114-2220

GREG BELL  
LIEUTENANT GOVERNOR

Dear Business Leader,

One of Utah's cornerstones for economic prosperity is an educated, job-ready labor force. In support of this priority, I encourage you, as a business owner and leader in your community, to sustain a stronger workforce by becoming involved in the Certified Work Ready Communities (CWRC) initiative, led by the Utah Department of Workforce Services and Certified Work Ready Communities team.

The CWRC initiative promotes emerging, transitioning, and current members of Utah's labor force to earn the National Career Readiness Certificate. The certificate is comprised of a number of ACT WorkKeys assessments that help evaluate essential workplace and work-readiness skills, such as reading for information, locating information, applied math, communication, and the ability to work in a team. Hiring employees who hold the National Career Readiness Certificate may help reduce hiring costs, increase productivity, and decrease unnecessary turnover in your company.

Joining the CWRC initiative as a Business Champion allows you to collaborate with the Certified Work Ready Communities team to:

1. Profile key jobs in your company to identify critical work skills and the exact skill levels required for performing successfully in a given position.
2. Use job profiles and the ACT WorkKeys assessments, along with the National Career Readiness Certificate, as part of your hiring process.
3. Share with other business leaders how your company benefits from participating in the CWRC initiative.

You and your fellow business leaders are critical for sustained economic growth and prosperity through a strong workforce, not only in your community, but in the State of Utah as well. Please consider supporting the CWRC initiative to help Utah retain our position as the premier location for business and careers.

Sincerely,

A handwritten signature in black ink that reads "Gary R. Herbert".

Gary R. Herbert  
Governor