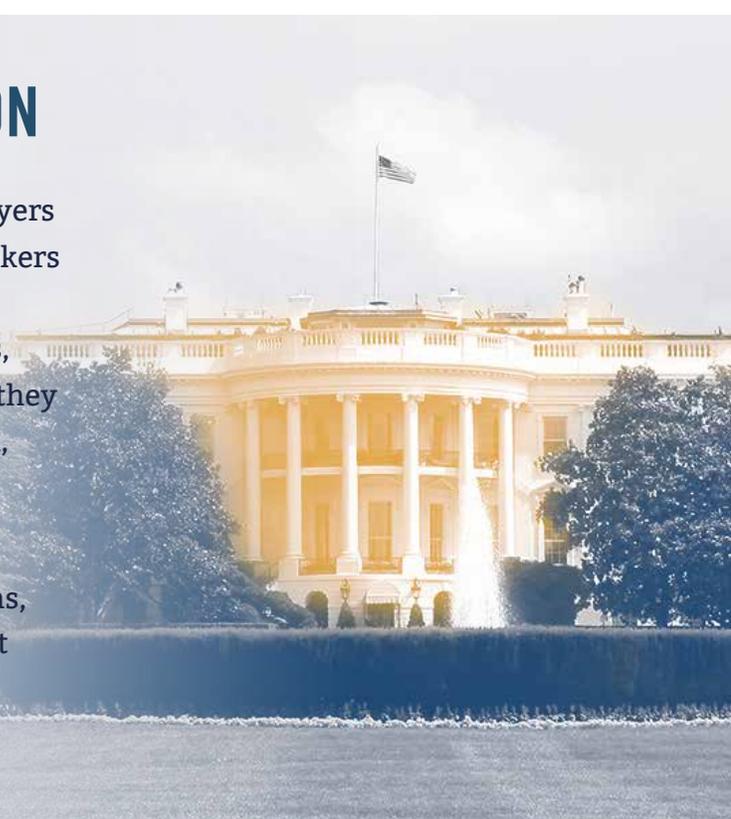


The Ready To Work Business Collaborative is a nonpartisan business-led organization that brings together employers who are interested in successfully hiring and retaining ready to work talent, consisting of the long-term unemployed, the under-employed, people with disabilities, veterans, and opportunity youth.

A WHITE HOUSE CALL TO ACTION

The White House has issued a call to action for employers to develop initiatives for hiring and recruiting job seekers who have been out of work for an extended period: the long-term unemployed. More than 300 employers, including 20 members of the Fortune 50, responded; they understand the value that the long-term unemployed, and, more broadly, all ready to work talent will bring to their own organizations.

The long-term unemployed, under-employed, veterans, disabled individuals, and youth (ages 16-24) represent a qualified and motivated pool of talent that many businesses may inadvertently be overlooking.



The Collaborative acts as a connector between parties to facilitate a more robust workforce for all.

THE WORKFORCE CRISIS

The United States is facing a workforce crisis that affects employers. There is not enough skilled labor across industries, especially in the trades — carpenters, welders, electricians — and the health-care sector. Fewer skilled workers means workers can demand higher wages, increasing labor costs. Employee retention is affected since skilled employees can switch jobs easily and replacements are hard to find. And business growth can be stifled without skilled people to set up and run new offices. Higher wages and increased hiring costs, coupled with lower productivity squeeze profits and diminish the capability of the national workforce.



How the Long-Term Unemployed Are Affected

There are 3 million long-term unemployed workers in the U.S. No matter how experienced and talented they are, an employment gap means that they are likely to be working part-time in jobs that are out of their skill area. A decrease in their real wages leads to decreased buying power and a downward financial spiral.

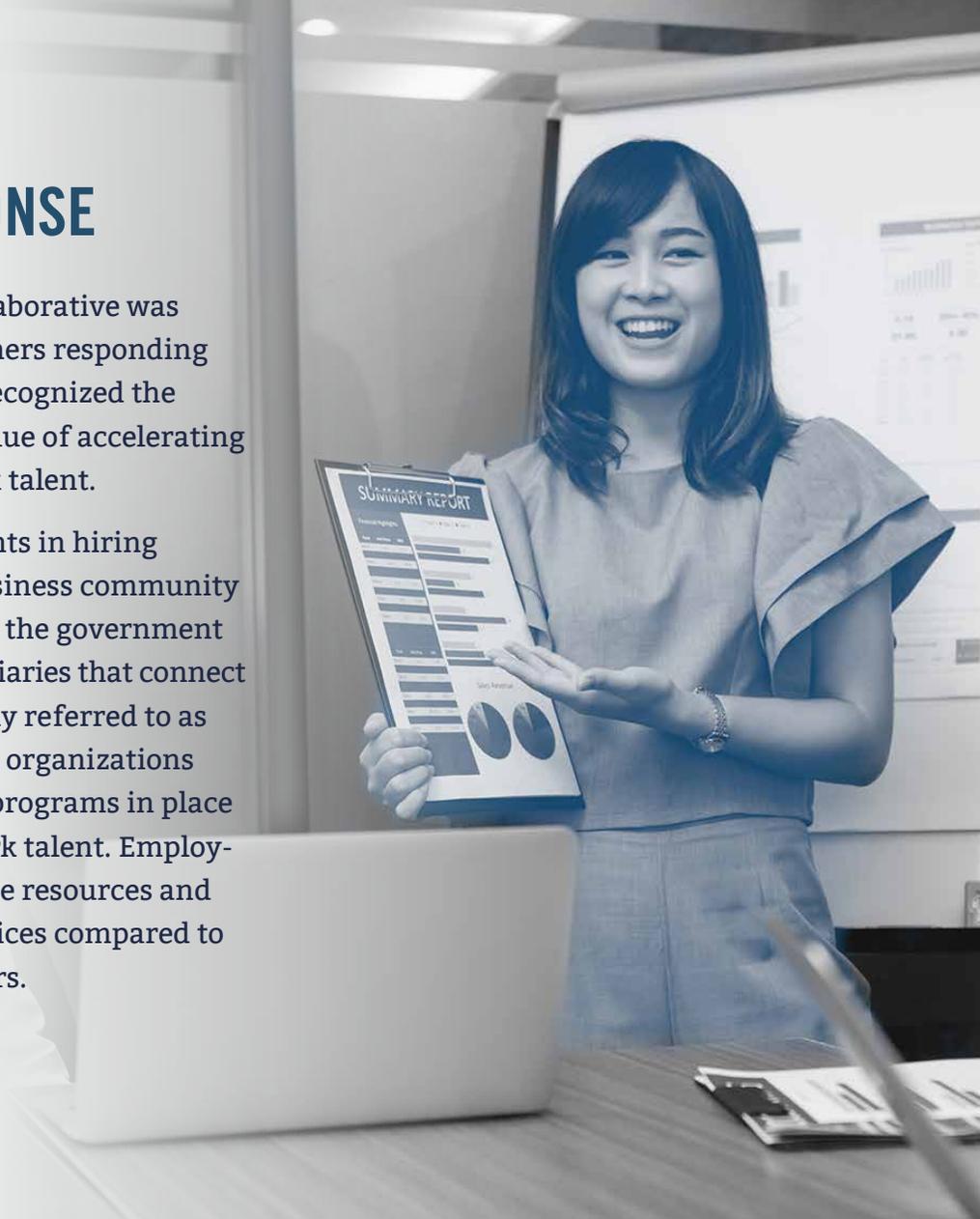
3.5 times as many
jobs applied for

45% lower callback
rate for interviews

A BUSINESS RESPONSE

The Ready To Work Business Collaborative was established by employment partners responding to the White House request. All recognized the social, economic and business value of accelerating the employment of ready to work talent.

To drive meaningful advancements in hiring ready to work candidates, the business community must effectively collaborate with the government agencies and workforce intermediaries that connect talent with employers (collectively referred to as the workforce eco-system). These organizations have the resources and training programs in place to re-skill or up-skill ready to work talent. Employers are eager to tap these available resources and follow a benchmark of best practices compared to other industry-relevant employers.



EMPLOYERS USING SKILLS-BASED HIRING* SEE:

25-75%

Reduction in turnover

50-70%

Reduction in time to hire

70%

Reduction in cost-to-hire

50%

Reduction in time to train

*Skills-based Hiring is the act of incorporating a tangible and objective measure or skills and skill level into the hiring process. Report by Deloitte in collaboration with The Rockefeller Foundation.



OUR STRATEGY

In response to this hiring challenge, the Collaborative will serve as a convener of best practices, benchmark data and industry insights regarding effective public/private partnerships, all with the goal of increasing the employment of ready to work talent. We are focused on the following:

- **AN ONLINE REPOSITORY OF INDUSTRY-SPECIFIC BEST PRACTICES** that employers may use to identify and then assess high quality workforce intermediaries who can connect employers with RTW talent.
- **THE ESTABLISHMENT OF AN AGREED-UPON INDUSTRY STANDARD** for employers and workforce intermediaries to evaluate themselves regarding their ability to train, attract, select and retain ready to work talent.
- **QUARTERLY CONVENINGS THAT BRING TOGETHER ORGANIZATIONS** from the workforce eco-system to share best practices and recognize industry thought leaders in the ready to work “train to retain” life cycle.

YOUR OPPORTUNITY

We invite employers to join the industry leaders who have committed financial and knowledge resources as part of the Advisory Board. You will have the unique opportunity to directly influence the strategic direction of the Collaborative and advance the White House agenda of hiring and recruiting ready to work talent.

For more information about how you may become involved in this national program, please contact **Beverly M. Riddick**, Executive Director, at 917-519-2642 or beverly.riddick@rtwbc.org.

We invite employers to join the Advisory Board as leaders in advancing the cause of ready to work talent.

ADVISORY BOARD



Karli Brown
Recruitment Specialist



Kerry Gumm
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Marietta Cozzi
VP, Staffing, Human Resources



Lance LaVergne
SVP, Enterprise Talent Acquisitions and Strategy Practice



Ananda Baron
Sr. Director, Community Relations



Christopher Hill
VP, Director of Talent Acquisitions

With support from





PLEDGE FOR BEST PRACTICES FOR RECRUITING AND HIRING THE LONG-TERM UNEMPLOYED

Businesses succeed when their communities thrive. We recognize the benefits to our businesses, our economy, and our country of taking advantage of the talent, experience and skills of all Americans, including the long-term unemployed. Yet studies have shown that long-term unemployed job applicants are frequently overlooked and sometimes excluded from job opportunities — even when their resumes and skills are identical to those of other candidates. We are committed to inclusive hiring practices and pledge to remove barriers that may prevent qualified long-term unemployed job seekers from applying or being fully considered for jobs at our companies by adopting or building on the following practices:

1. Ensuring that advertising does not discourage or discriminate against unemployed individuals.
2. Reviewing screens or procedures that we use in our recruiting and hiring processes so they do not intentionally or inadvertently disadvantage individuals from being considered for a job based solely on their unemployment status.
3. Reviewing current recruiting practices to ensure that we cast a broad net and encourage all qualified candidates to consider applying, including the long-term unemployed, by taking steps that may include:
 - Publicizing our commitment that qualified unemployed individuals will not be disadvantaged solely on their unemployment status on our website, in application materials, or in other places where it can be seen by potential applicants.
 - Interviewing or otherwise considering qualified long-term unemployed individuals.
 - Training our hiring teams and recruiters to focus on the bona fide occupational requirements and leadership requirements for a given role and not just on an applicant's current or recent employment status.
 - Engaging with local and regional entities in order to reach broad segments of the population with relevant skills and experience.
4. Sharing best practices – including success we have achieved with hiring the long-term unemployed in our own company – within our organization and across our supply chain, with staffing firms, our employer associations and the broader business community.

PLEDGE SIGNERS

This is a sampling of the 350 companies that are re-examining their hiring practices and committing to getting ready to work talent back to work,

Aetna Inc.
American Airlines Group, Inc.
American Staffing Association
American International Group, Inc.
Apple Inc.
AT&T Inc.
Avis Budget Group, Inc.
A Better Tomorrow Personnel
Bank of America Corporation
Best Buy Co., Inc.
Caterpillar Inc.
CBS Corporation
Citigroup Inc.
CVS Caremark Corporation
Comcast NBCUniversal
Cox Professional Landscape Services, LLC
CVS Caremark Corporation
Dell, Inc.
Delta Air Lines, Inc.
Dignity Health Corporation
eBay, Inc
Employment Connections
Frontier Communications
The Gap, Inc.
Helping Hands Senior Services
Holder Construction Company
JetBlue Airways Corporation
JP Morgan Chase & Co.
JB Technologies, Inc.
KPMG LLP
Law Offices of Goldy Berger
LinkedIn Corporation
Lockheed Martin
LSI Industries, Inc.
Magic Johnson Enterprises
ManpowerGroup Inc.
Marco Polo Networking
Meric Landscaping
MetLife, Inc.
Monsanto Co.
Morgan Stanley
Pacific Gas and Electric Company
PepsiCo, Inc.
Philly Office Retail, LLC
Principal Financial Group
Prudential
Proctor & Gamble Co.
Qualcomm Inc.
State Farm Insurance
Time Warner Cable Inc.
U.S. Bancorp
Viacom Inc.
Visa Inc.
The Walt Disney Company
The Walgreen Company
Wells Fargo & Company



To add your company to the growing list of organizations, please contact **Beverly M. Riddick**, Executive Director, at 917-519-2642 or beverly.riddick@rtwbc.org