

# CASE STUDY: VF JEANSWEAR CORPORATION

## Certified? . . . It Pays! Oklahoma's Career Readiness Certificate



### VF Jeanswear Corporation

Founded in 1899 and based in Greensboro, N.C., VF Corporation is a global leader in branded lifestyle apparel with more than 30 brands. VF engages in the design, manufacture, and sourcing of branded apparel and related products for men, women, and children in the United States. It also has operations in Europe, Asia, Canada and Latin America.

### VF Jeanswear Seminole Distribution Center

Originally known in Seminole for the Blue Bell and Wrangler brands, the center is part of the Jeanswear Coalition under VF. This facility has been in the same location at the "crossroads of America" for 50 years.

- Customers: Walmart, Kmart, Target
- Primary brands shipped from this distribution center: Wrangler, Riders, Rustler
- Using three miles of conveyer, the facility operates 24/7 with three shifts on 11 receiving docks.
- Jeans are received from many countries whose employees sew and construct the final product.
- Garments are bar coded. Inventory is tracked using a computer-based warehouse management system.
- Stock turns every two months with 7 million garments stored.
- In 2010, VF distributed more than 45 million garments.

### Employees—367

### Impact of Career Readiness Certificate

- Reduced turnover 17 percent.
- Reduced training costs.
- Increased productivity 21 percent.
- Decreased absenteeism 38 percent.
- Increased employee morale and job satisfaction.
- Increased personal earnings.

For more information about VF Jeanswear Corporation, please visit [www.vfc.com](http://www.vfc.com)

*When I picked up an application, the company was just starting to require taking the WorkKeys assessments and earning a Career Readiness Certificate. So, before I applied, I took the assessments to get a head start just in case I was hired.*

Jeff Cheatwood  
High Bay Operator

### The Challenge

In 2006, when searching for a way to find work-ready applicants, company representatives learned about WorkKeys and attended the "Impact Oklahoma" Career Readiness Certificate Conference to find some answers.

- How do we identify work-ready applicants?*
- How do we improve quality and increase earnings?*
- How do we improve retention and reduce turnover?*
- How do we develop our current employees?*

### The Career Readiness Certificate Resolution:

#### Hiring the Right Person for the Right Job

VF uses WorkKeys to identify the skills of potential applicants and match them to positions. The Seminole Distribution Center is an incentive-based workforce with opportunities to get a raise on a daily basis. To do well, employees must have the right skills. WorkKeys and the CRC provide an advantage on an individual basis, so VF applicants have the skills that they need to succeed in our company.

*Having the skills to do the job from day one is an advantage to the new hire and to the company. Previously, it was a guessing game. Some would be successful, and others would get frustrated and quit. Today, new hires seem to hit the ground running. We have seen shortened learning curves, higher earnings and job satisfaction.*

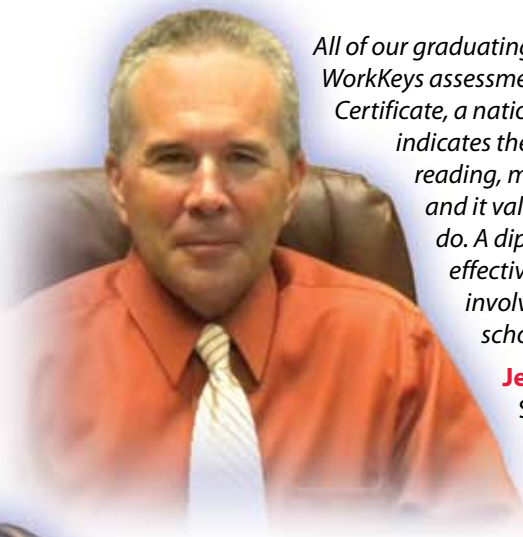
David Forgety  
Human Resources Manager

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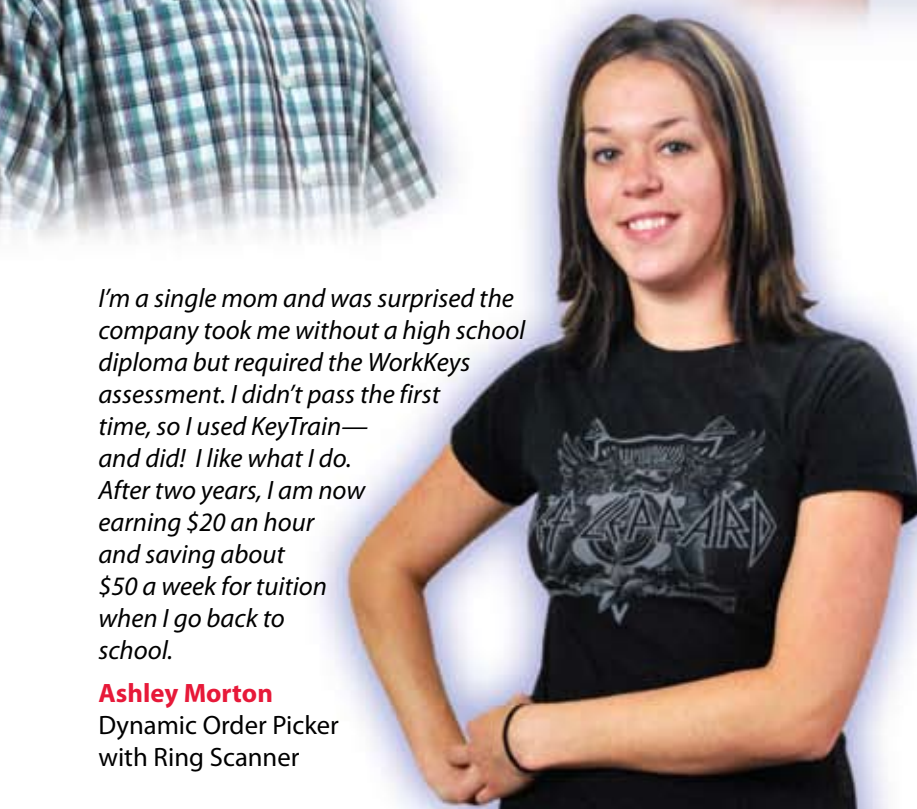
*WorkKeys gave me a jump start and got me ready for just about anything they throw at me. I also advanced in my job and earned money faster. The assessments were fairly difficult, but in my job, I use all three areas—reading, math and, especially, locating information.*

**Jeff Cheatwood**  
High Bay Operator



*All of our graduating seniors are required to take the WorkKeys assessment to earn a Career Readiness Certificate, a nationally recognized credential. It indicates the capability of our students in reading, math and locating information, and it validates what we (educators) do. A diploma doesn't do either. To be effective, more businesses need to be involved. When business demands it, schools will get on board.*

**Jeff Pritchard**  
Seminole Public Schools  
Superintendent



*I'm a single mom and was surprised the company took me without a high school diploma but required the WorkKeys assessment. I didn't pass the first time, so I used KeyTrain—and did! I like what I do. After two years, I am now earning \$20 an hour and saving about \$50 a week for tuition when I go back to school.*

**Ashley Morton**  
Dynamic Order Picker  
with Ring Scanner

*My job is to do everything I can to keep people employed, which benefits us and the community. WorkKeys is not a silver bullet that will fix all workforce problems. However, WorkKeys is an excellent foundational tool in a fully loaded tool belt.*

**David Forgety**  
Human Resources Manager



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### Targeted Occupations, Openings and Salaries

ENTRY LEVEL	Occupational Profiles		Minimum Skill Requirements		
	AVERAGE ANNUAL OPENINGS	AVERAGE WAGE	APPLIED MATHEMATICS	LOCATING INFORMATION	READING FOR INFORMATION
Supervisor	N/A	N/A	5	4	5
Mechanic	N/A	N/A	5	4	5
Office	N/A	N/A	5	5	5
Receiving	15	\$23,000	N/A	4	N/A
Picking	50	\$23,000	N/A	3	N/A
Special Ops	5	\$23,000	3	4	N/A
Shipping	10	\$23,000	3	4	N/A



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