



Track: Business Services

Not Business Engagement as Usual: The Missouri VR/WD Collaboration

Summary: Missouri VR has taken a strong leadership role in WIOA implementation, particularly with business engagement. Learn how VR has collaborated with our Workforce Development partners to establish a single point of contact system, coordinate systems to spotlight subject matter experts when marketing to employers, and establish common practices around delivery of effectiveness in serving employers.

Lead Presenter: Yvonne R. Wright, Director, Workforce Development and Business Engagement, Missouri Vocational Rehabilitation

Marketing in A Digital World

Summary: Still creating paper brochures and handing out flyers? Really? Folks, we are living in a digital world and the sooner we accept that the better. Especially in the youth sector! And, I'm not talking about email and Facebook. No, our clients and employers are way beyond that...especially youth! Today, when marketing, it's how and how often you touch your audience. I'll explore texting platforms, podcasting, facetime, snapchat and other social platforms. You don't have to be a client to effectively communicate with them, but you do need to know how and where they are, right? Join me! No pens and paper allowed. This session has a great handout, too!!

Lead Presenter: Mr. Mike Fazio, Founder/CEO, Workforce180, LLC

Data Driven Partnerships

Summary: Clark County, Ohio has an integrated 3-prong approach to meeting business needs. Expand Greater Springfield is a "community brand" that represents all of our partners in workforce development, economic development and training who continually work together to meet the business' needs. We have a HITS Team (Hiring, Investing, Training, Space) who meet with area businesses to better understand the business needs. We will also discuss how and why we came together to become a Work Ready Community with ACT, as well as offer a number of out of the box solutions an area employer has implemented to combat the influx of retirees and low unemployment numbers in our region: working with DD population, incarcerated population and employing retirees on a part time basis.

Lead Presenter: Ms. Amy J Donahoe, Director of Workforce Development, The Chamber of Greater Springfield

Smart Marketing: Telling Your Story in the Digital Age

Summary: Of the nearly 10,000 advertisements Americans are exposed to each day, only around 100 of these make it through our unconscious screening process. In order to make it through this process, messages must be memorable, relevant, creative, and engaging. Opportunities for story-telling are abundant in the digital age, and telling an effective story starts with data. In this workshop, attendees will learn to identify data available to them through traditional sources (e.g. Census and BLS) and non-traditional sources (e.g. Social Media platforms, web-based programs). Attendees will gain knowledge on how to collect and analyze this information to better direct resources and support informed decision making. Lastly, the session will reveal tactics and strategies enabling audience members to creatively present their data in a clear, engaging, and understandable fashion to a variety of audiences.



Lead Presenter: Mr. Josh Klein, Project Coordinator, City of Springfield, MO

4 Tools to Stabilize the Economically Diverse Workforce

Summary: When your workforce includes people living in chronic, daily instability it creates a set of conditions that all too often prevents employees from remaining on the job. But turnover is just one big drag on company profits.

Instability is another measure of diversity in your workforce. Low-income environments are a major contributor, and low-wage employees often experience instability that leads to poor job performance, missed work, and turnover.

In this session we will examine four tools that help your business partners stabilize. These include reviewing diversity through the lens of economic class, resource networks for employers, small dollar loans, and a process of investigation that moves individuals living in daily instability to stability.

This breakout references research results, strategies, and concepts successfully used by employers to analyze economic class environments, identify priorities and behavioral approaches within those environments. It will also explore how an organization and the employee may be using different “hidden rules” that are causing relationship and employment barriers. Strategic tools to analyze how economic class affects diversity, retention and productivity has shown to increase retention and ROI.

Lead Presenter: Ruth Weirich, Author/Consultant, aha! Process, Inc.

CPR For The Healthcare Sector

Summary: Community Partner Resources (CPR) for the Healthcare Sector. Workforce Boards across the country have gathered information regarding Healthcare as the fastest growing sector for workforce development needs and investments. While we, as workforce development professionals have plans to engage with healthcare as partners, we need more insight to help us build confidence, partnerships and a return on our investments. This is a chance to go behind the scenes and help participants in the workshop understand and navigate their way into their local healthcare industries.

Three senior level presenters from diverse backgrounds will help you understand the complicated healthcare industry from the inside out. As attendees you will have an overview of the past, present and future of healthcare, which will include replicable models for your local consideration. It is not a matter of IF healthcare providers will be contacting you, but WHEN. This session will help you be prepared to navigate, build valued relationships and deliver your community partner resources.

Lead Presenter: Craig S Butler, President & CEO, Blue Ribbon Management & Consulting, LLC

The Unexpected Cost of Disengaged Workers

Summary: A 2017 Deloitte report links employer offered growth opportunities with increased employee loyalty and productivity. While such opportunities differ by company, the types of opportunities linked with the most impact on retention are educational assistance program, mentorships, and support for career advancement. Opportunities for career progression or lack thereof are both the number one retention incentive and the number one driver of turnover. When asked what would keep employees with their current employers 54% cited opportunity for promotion/advancement as the number one reason, placing it above compensation, bonus and benefits. This workshop



offers a framework for developing an Upskill program. The Upskill Program offers competency based coaching for underemployed workers and assistance with career pathway development for businesses. This is a tool that companies can leverage to grow from within and build on their existing talent. Businesses are able to strengthen their employee retention as well as increase employee satisfaction and productivity through increased access to advancement and skill development.

Lead Presenter: Miss Kate E Ridings, Upskill Director, WorkLife Partnership

Integrating Business Service Teams

Summary: Business customers want a more integrated approach to providing them workforce intelligence and services. Learn three different approaches to help you understand and create an integrated local business services team that can serve as a single point of contact, enhance the business experience with the workforce system, and help partners achieve performance goals. Attendees will leave with a template to create its own unique and effective business services team.

Lead Presenter: MaryAnn Lawrence CWDP, President and CEO, PowerNotes LLC

Level the Playing Field for Workforce Competitiveness

Summary: Discover how the Work Ready Communities (WRC) initiative helps regions implement skills-based hiring with employers and unite system partners in a quality-driven Baldridge™ framework for workforce excellence. Once certified, Work Ready Communities can better compete for job creation and commercial investment for local expansions and startups alike. WRCs help workforce partners satisfy their WIOA obligations for collaboration and sector-driven service delivery. As a mission-driven non-profit organization, ACT equips local WRC leaders with techniques to launch and demonstrate excellence for integration of a regional workforce ecosystem. WRCs help raise the quality of life for wage earners, connects youth with targeted sector employers to prevent brain drain, and boosts awareness of workforce quality. The session features success stories from Missouri of benefits to customers and partners while raising attention of potential community investors.

Lead Presenter: Jasen C Jones, Program Manager, ACT

Work-Based Learning--Getting Real-Time Skills in the "Lab" of a Business

Summary: Work-Based Learning (think Internships) is an excellent way to get job seekers, especially those new to an industry, “real-world” industry experience for their resumes and interviews. Work-Based Learning lets businesses help develop the industry talent pool while getting tasking done at the same time. It also helps get job seekers in front of businesses in short-term assignments that many times turn into an offer of permanent employment. Learn about strategies to sell the opportunity to businesses, even taking multiple job seekers at a time. Learn about best practices we have figured out along the way including building work-based learning into occupational trainings. Also hear about increasing communications and collaboration across departments and how to approach common challenges that arise.

Lead Presenter: Bonnie Speedy, Director, Maryland Tech Connections and CyberWorks, Anne Arundel Workforce Development Corporation



Improving Your State Economy Through Sector Partnerships

Summary: While business services staff help to address the needs of the businesses in your region, a larger strategy is needed to address the overall concerns of industries as a whole. This is where industry sector partnerships can be the best tool for workforce development organizations looking to tackle issues across multiple businesses. Hear how one workforce organization starts developing industry sector partnerships and how they overcame some struggles when making these partnerships thrive.

Lead Presenter: Kirkland J Murray, President & CEO, Anne Arundel Workforce Development Corporation

Track: Job Seeker Services

TRAUMA! THE MOST POWERFUL HIDDEN BARRIER TO EMPLOYMENT!

Summary: Trauma results from an intense life-altering event or events that have significant impact on people's lives. Trauma exists at high levels in the majority of the populations served by our programs. Unresolved trauma is the cause of many barriers to employment. Trauma makes people drop out, perform inconsistently, not follow through, resist engaging with staff and other behaviors that seriously limit their progress. On the job, trauma can lead to conflicts, performance and job retention problems. Workforce staff are not trained to identify trauma so we focus on the symptom not the cause and miss the opportunity to be helpful. Managers have not designed programs to be trauma informed, so programs inadvertently add to trauma. This workshop will show managers and staff how to create environments and deliver services in a trauma informed manner that supports the healing process. The workshop will also identify the boundary between what we can do and when a mental health referral is necessary. If you want to get at the root cause of many barriers to employment and help people make more progress in less time than ever, do not miss this workshop!

Lead Presenter: Mr. Larry J Robbin, Executive Director, Robbin and Associates

Become a Hard-to-Employ Motivation Change Agent!

Summary: The fundamental challenge with the hard-to-employ, is finding ways to increase their employment motivation. If you can eliminate "no work no way" attitudes, people will overcome their barriers and get jobs. Most workforce staff have a limited toolbox of motivational strategies that are not powerful enough for today's hard-to-employ. This training is unique because it is designed from the feedback of over 500 previously hard-to-employ individuals that became employed. Their revealing insights show why our traditional approaches to motivation do not work. This session will take managers and staff deep into the minds of the hard-to-employ so you can see employment from their perspective. Once your work becomes demand driven by the hard-to-employ, you will reinvent many of your approaches to motivation. Find out why employment information is not an effective motivator and replace it with something much more powerful. Get an understanding of the deep seated fears about working so you can help people overcome them. Make your model, environment and services a strong magnet that will pull people toward employment. You can be a change agent and transform the "no work no way" attitude into "I got the job!"

Lead Presenter: Mr. Larry J Robbin, Executive Director, Robbin and Associates

See a Need, Fill a Need



Summary: CareerSource Palm Beach County developed this first of its kind program to assist individuals with unique abilities learn the fundamentals of lodging operations. Students earned a national certification from the American Hotel and Lodging Institute upon graduation. Through a combination of classroom-based and hands-on learning, students developed the industry-specific and soft skills needed to help support the 60,000+ Hospitality positions in Palm Beach County to assist with lowering the unemployment rate for individuals with disabilities, which is almost three times higher than for those without barriers to unemployment. Students also received assistance with their job search and were successfully placed in employment shortly after graduation.

Lead Presenter: Dr. Elsa DeGorias, Disability Services Manager, CareerSource Palm Beach County

3 Cups of Coffee: How Short-term Mentorships Overcome Employment Barriers

Summary: Through providing career development services for over 20 years, nonprofit agency PA Women Work has learned that a jobseeker can be work ready and still struggle to compete in the labor market because she faces geographic and socioeconomic isolation. Simultaneously, having a large professional network builds confidence, facilitates information sharing, and connects individuals to a wide array of opportunities. However, many of our clients are individuals in transition who have lost access to their professional networks or have never built one to begin with. This workshop will share how 3 Cups of Coffee(R) was crafting around two key theories: 1) matching mentees to professionals in the mentees' desired job sector would serve to overcome isolation and other barriers, thereby helping mentees (re)enter the workforce; and 2) effectively engaging employers through skilled volunteerism constituted a way to garner both individual and corporate support for the program.

Lead Presenter: Dr. Sarah Hansen, Senior Director of Operations, Pennsylvania Women Work

The Everyday Entrepreneur, Directors Determine their Destinies

Summary: Career progression and promotion are not straight lines that resemble a rocket trail. Instead they look like aquatic straits. To grow in workforce development, or any industry for that matter, the career professional must be more proactive. Individuals need to direct their own destinies. In order to grow in and outside of workforce development employees should look at themselves more as entrepreneurs and approach their careers like a business of one.

Lead Presenter: Mr. Charles K Botts III, Program Manager, Career TEAM LLC

Well-Developed Curriculum + Expert Facilitation = Rethinking Job Search Results

Summary: “Uplifting, encouraging, and eye-opening – it is a fantastic program!” “The impact on my job search is cumulative.” “Valuable information and great tools!” These quotes reflect the thoughts of Oregonians who've participated in the Rethinking Job Search program and as a result are transforming the way they search for work and gain employment.

This workshop will focus on the unique instructional design process used to develop the cognitive behavioral based curriculum that addresses confidence, motivation and accountability, and on the rigorous selection and training of facilitators who implement the program. Rethinking Job Search is a five-year experimental program developed by Incite, Incorporated and funded by a \$3 million Workforce Innovation Fund grant from DOL. The program is in year three of implementation.



Key partners in this program include the Oregon Governor's Office, the Oregon Employment Department, and local Oregon Workforce Boards. Public Policy Associates, a required third party evaluator, is studying the effectiveness of the program.

This interactive workshop will highlight:

1. The experiential design model used to develop and facilitate Rethinking curriculum (Activity)
2. The standards used to select the facilitators
3. The competency-based facilitator training
4. Ongoing facilitator coaching and support (Demonstration)
5. Success stories (Video)

Lead Presenter: Susan Barksdale, Director of Special Projects, Incite, Incorporated

Social Media is the new #Resume

Summary: Social Media is more than something to use while you're waiting for your next meeting to start. It is shaping how we view the world and, for jobseekers, becoming one of the best ways to look for work. Even employers are getting in on it. Did you know that over 90 percent of employers use social media for recruiting? More than half are using Facebook and Twitter, NOT just LinkedIn. In this session, gain strategies to help jobseekers learn how to leverage Social Media in their job search, how employers are using Social Media to source candidates and how to take professional networking far beyond LinkedIn.

Lead Presenter: Mr. Terrance Bowens CPRW, Workshop Facilitator, KRA Corporation

Dismissing "The Older Worker" Title

Summary: The NCBA Senior Community Service Employment Program (SCSEP), has developed successful training and goals for their seasoned worker program. Best practices provide instruction and guidance on how to get credit for what you know, upgrading skills necessary for today's job requirements, getting the attention of a potential employer and other important workplace readiness. Armed with these tools in job seeking preparation, seasoned workers can learn how to highlight their personal experiences that qualify them to be an asset in any work environment. This workshop will address how to eliminate the fear in seeking employment and how to effectively apply and interview for jobs.

Lead Presenter: Ms. Debra Carter, National Director, National Caucus and Center on Black Aging Inc.

Coordinating Impact Through Partners to support Job-seekers in High Growth Sectors

Summary: WorkAdvance was a national, five-year, rigorously evaluated, workforce development pilot. WA tested whether a comprehensive provision of services, focusing on targeted sectors and emphasizing advancement, could lead to better outcomes for unemployed and underskilled job seekers as well as employers over traditional workforce programing. WorkAdvance was funded by the Social Innovation Fund, the Center for Economic Opportunity of the NYC Mayor's office with matching funds from local funders. Services included: sector-specific screening, sector-specific career readiness training and career planning, in-demand technical training, job placement, and post-employment



coaching for advancement with a focus on high growth sectors. In 2011 4 sites across the country were selected to test WorkAdvance, including Towards Employment, a workforce development provider in Northeast Ohio. After the five year implementation period and a rigorous randomized control trial evaluation conducted by MDRC, WorkAdvance has shown results across sites where participants' saw average earnings after two years increase by nearly \$2,000. Forum attendees will hear how community-based organizations operated sector driven collaborative partnerships to leverage capacity to support job seekers in not just getting a job but advancing into high growth careers.

Lead Presenter: Ms. Bishara W Addison, Senior Manager, Policy & Strategic Initiatives, Towards Employment

Teaching to Fish: Coaching Job Seekers for Lifelong Work Success

Summary: Our rapidly changing work environment poses significant new challenges for staff and job seekers alike. Historically, those seeking employment and the staff assisting them have focused primarily on resume preparation and job search techniques as key to acquiring an appropriate position. What has often been overlooked is the vital role of two key components of success in securing and keeping work – soft skills and ongoing work life management. Research shows that while employers may be impressed with a person's technical qualifications and ability to perform effectively in an interview, what they often hire for are the interpersonal and self-management skills, as well as networking abilities, that help ensure effective execution of work responsibilities, i.e., soft skills. Further, national statistics show that people now make an average of 15 changes over their work lives; so work life success includes the ability to proactively anticipate and prepare for ongoing changes. This workshop will focus on strategies for staff to assist job seekers in strengthening five key outcome-validated soft skills as well as on ongoing work life management – acquiring the skills to navigate their future changes.

Lead Presenter: Ms. Valerie G Ward, President & CEO, Valerie G. Ward Consulting Ltd.

Integrating Financial Literacy into Workforce Services for Diverse Populations

Summary: Many job seekers are challenged to manage limited resources while they search for a job and/or participate in career pathways programs. Workforce Centers (under WIOA) and workforce professionals play an important role in supporting job seekers to understand their short-term and long-term financial needs and goals. Financial literacy services can increase engagement in training, skill building, and other workforce services toward a better job and greater stability on the job. Strategies exist to improve the financial know how of jobseekers, including those with disabilities, as a first step to a better economic future. This interactive session will highlight proven approaches and strategies for integrating financial literacy into workforce services for youth and adults. Join National Disability Institute's LEAD Center to explore currently available curriculum, best practices, and community partners; identify just-in- time moments to teach an individual about their money (e.g., during a job search, collecting a paycheck, selecting benefits); and introduce opportunities to integrate strategies into workforce services and improve collaboration with the financial capability community.

Lead Presenter: Ms. Elizabeth V Jennings, LEAD Center Assistant Project Director, National Disability Institute

Employment or Supportive Services? Let's not make our clients choose!

Summary: One of the most complex aspects of providing services to vulnerable populations, including individuals experiencing homelessness, disconnected workers and impoverished families, is being able to effectively couple workforce development with case management and other supportive services. Individuals in financial and housing crisis



are asked to focus on one goal at a time because many service providers are unable to effectively provide both speedy workforce services and case management/housing services simultaneously. That often leads to individuals having to choose between which major issue to address first: employment, or other critical needs such as housing.

The AimHire Job Placement Program of homeless service organization, Friendship Place, has effectively been able to couple employment with other supportive services, case management, and housing services for individuals and families experiencing homelessness. Utilizing the Employment First model to expedite job placement and utilizing the person-centered approach to address barriers to housing stability, AimHire has helped place 70 individuals in employment in the last year with an average starting payrate of \$13.61, and has maintained a minimum 3-month job retention rate of 82.75%. Our program focuses on long-term solutions to homelessness through employment, and we work to make sure our participants don't need to continue to come back to us for support!

In this workshop, workforce development professionals that serve special populations on a daily basis will come away with tools they can use to integrate employment services with supportive services/case management in their service delivery. This workshop is meant to be interactive and informative!

Lead Presenter: Ms. Mariam Nek, Division Director, Friendship Place

No Client Left Behind: 6 Tools to Overcome Any Barrier

Summary: As we reach full employment, those still not working face significant barriers. In this interactive and practical session, the author of "No One Is Unemployable" teaches six proven tools to create immediate and lasting solutions for any barrier: criminal history, over-qualification, age, lacking skills or education, and more! Elisabeth will bring the tools, YOU bring the challenges, and together we will overcome your clients' toughest barriers so you can increase outcomes, and improve client (and your!) confidence and success.

Lead Presenter: Elisabeth Sanders-Park, Author, Trainer, WorkNet Solutions

Track: Management Services

Partnering with Purpose

Summary: No matter how strong, competent or productive your organization is you will always need to focus on building partnerships. Not partnerships that are required necessarily, but those that are built for the purpose of achieving very specific outcomes. The way we determine which partnerships we build, how we build them and why are determined through comprehensive evaluation and strategic planning. Often times we find ourselves with partnerships that aren't moving the needle toward goal attainment or you find your organization or theirs not adhering to agreements and commitments. The workshop is intended to engage board members, leadership and key personnel in both discussion and activity based presentation in the process of building sustainable and intentional partnerships. Focus areas will include ideas for developing shared workspace, promoting accountability and common communication guidelines.

Lead Presenter: Tressa Dorsey, President, TAD Grants

Why Mentoring Matters: An Inbound Conversations regarding Sustainability & Legacy



Summary: Millennials, the largest generation to date has hit the workforce, in 2 large cohorts. The changes in our job seeking climate, technology, and culture are revolutionizing the business world. We delve into generational markers and their impact on workforce, businesses, and employees. They're here, but now what? The next phase: implementing mutually beneficial concrete mentoring program to provide organizational longevity & succession planning, based on current models in place by fortune 500 companies. Our presenters weigh in on both side of the generational workforce, providing insight and dialogue over 4 years of research.

Lead Presenter: Mr. Joshua J Kellett, Subject Matter Expert/Trainer, Career TEAM LLC.

Optimizing your Third Party One-Stop Operator at Any Budget

Summary: With the implementation of the WIOA requirement to procure a One Stop Operator, boards had several decisions to make – not only navigating the details of how to define the role of the OSO, but also deciding whether to bid on the services themselves, or to hire a third-party operator. While bidding to fulfill the role internally can be an attractive option, especially for the budget, there are other ways to hire a third-party OSO that don't have to be a financial burden. WIOA provides for a wide range of interpretations of the role of the One Stop Operator, allowing areas to determine what works best individually, based on size, geography, and community need.

A third-party operator can provide added value by bringing a fresh set of eyes to the local workforce system. WIOA's mandate to "coordinate services among partners" can be fulfilled through a variety of less time intensive services that won't break the bank, including facilitating, updating, and maintaining memoranda of understanding; process mapping and optimizing customer flow; reviewing and revising referral processes; best practice scans; or cataloguing partner resources. Learn how the mandatory OSO can be leveraged to benefit your area by utilizing an objective third party.

Lead Presenter: Tony Waterson, Director of Workforce Development, Thomas P. Miller and Associates

A Collaborative Approach to Workforce Research and Regional Labor Market Analysis

Summary: Learn how to create a statewide collaborative effort to standardized workforce research and tell the story of the labor market in each workforce development area in a way that businesses and job seekers can understand and utilize. Standardizing your labor market information and analysis across workforce development areas throughout the state.

Lead Presenter: Patrick Holwell, Workforce Economist, Arapahoe/Douglas Workforce Development Board

Fiscal 101/Basic Fiscal Implementation in the age of WIOA

Summary: "Disallowed Costs"...2 the words that no workforce development professional want to hear. Join Zaskia Ruiz, KRA Corporation's Contract and Budget Services Manager and former Workforce Investment Board CFO to learn the basics of fiscal management. This informative session will give participants an understanding of WIOA's fiscal requirements touching on how to build and task your staff, the importance of checks and balances, and other basic accounting practices that will help organizations avoid issues disallowed costs and other fiscal monitoring issues.

Lead Presenter: Ms. Zaskia Ruiz, Contract and Budget Services Manager, KRA Corporation



TANF: A Re-Introduction

Summary: The Personal Responsibility and Work Opportunity Reconciliation Act of 1996 (PRWORA) "changed welfare as we know it" by administering block grants to states through Temporary Assistance for Needy Families (TANF). "The purpose of TANF...is to increase the flexibility of States..." is the foundation of the legislation. Our workshop will walk through the basic concepts that govern TANF and welfare to work programs while comparing three distinct state (Arizona, Nebraska & Ohio) approaches for moving TANF recipients toward self-sufficiency.

Lead Presenter: Mr. Brad Shearer, Program Manager, ResCare Workforce Services

Preparing for Compliance Reviews & Investigations

Summary: Incorporating compliance review and investigation findings to improve objectives, performance goals, and best practices in case management in workforce development programs and program operations.

Lead Presenter: Damian Lane, Investigator, Commonwealth of VA Fraud Prevention & Investigation Unit

Track: Workforce Professional General

National External Diploma Program

Summary: The Inland Adult Education Consortium, in partnership with the San Bernardino Workforce Development Board, were looking for a way for people to complete their high school diplomas that was flexible and met the needs of employers and participants who need to juggle work, family, and training. The National External Diploma Program (NEDP) was selected because it allowed for cross-agency implementation while meeting both the academic and career training goals of the partner agencies.

This workshop will detail the implementation of the program and the successes realized. NEDP is a competency-based, high school equivalency program aligned to the Adult Education College and Career Readiness Standards. NEDP is a flexible, self-directed web-based program, overseen by approved agencies, where the reading, writing, math and workforce readiness skills of participants are assessed through a series of tasks to earn a High School Equivalency (HSE) Diploma.

Lead Presenter: Mitch Rosin, Consultant, Inland Adult Education Consortium

Effective Case Management In The 21st Century!

Summary: Case Management is the heart of workforce development success and future funding. Case Management is best described as a goal oriented process of assessing the needs of youth to reach educational and employment goals and assist in helping them obtain the services needed. With WIOA, the rules of Case Management have changed dealing with clients because the definition of population to serve has changed. We will discuss. How to best engage challenged clients, specific strategies to encourage clients to own case plans, understanding barriers faces in this generation, strategies to increase retention in programs, techniques to improve self-motivation when working with challenged clients and much more.



Lead Presenter: Mr. Darrell "Coach D" Andrews, Workforce Development Motivator, Darrell Andrews Enterprises

Retention 360°

Summary: Retention is an ongoing struggle for many organizations and one that doesn't just apply to customers but also to our own staff, partners and employers. Leadership and line staff alike are responsible for ensuring retention whether it be of employees, customers or partners. Not being able to keep people engaged, on mission or moving toward goal attainment can lend to a disruption in service delivery and create a negative work environment or image. This workshop provides a full 360 degree view of six core retention categories and provide an in depth discussion about the ways in which we can foster retention. Strategies and practices that can be implemented to foster a culture of retention within the organization and information on how leadership can assist through appropriate policy guidance will be shared.

Lead Presenter: Tressa Dorsey, President, TAD Grants

Resource Mapping and Guided Group Discovery: Cross-System Collaboration

Summary: Join the LEAD Center, National Disability Institute, as we explore Resource Mapping and Guided Group Discovery and the impact they have on enhancing employment outcomes for youth and adults with disabilities and other barriers to employment. Resource mapping offers a strategy that can help organizations view the larger picture of supports and resources that are available to help job seekers improve their employment outcomes. As a companion to resource mapping, Guided Group Discovery (GGD) is the first step in Customized Employment, and uses a universal design for job seekers with multiple barriers to employment. GGD is used to match job seekers to employer needs by looking at interests and preferences, skills and contributions, and conditions of employment. This session will define resource mapping and provide tools so you can complete a resource map for your area. This session will also inform participants on how GGD can be used for initial assessment of skills and to create a Blueprint for Employment that guides job development, promotes leveraging of resources across systems, and leads to successful outcomes for all!

Lead Presenter: Nancy Boutot MS, Manager, Cross-Systems Collaboration, National Disability Institute, LEAD Center

When is it OK to Laugh?

Summary: There is a lot of "stuff" happening in the world and some people seem to be a bit on edge! When you are a workforce professional, you are often dealing with some who are frightened, worried, and often a little snarky! Sometimes we feel as if we need to be solemn and serious in times of stress and if we laugh, we are being irreverent or disrespectful. Actually, laughter is the best de-stressor around! It allows us to regroup, come up with creative solutions, find balance and it is healthy! Humor is a great communicator, unifier, and healer. This session will focus on ways to incorporate more humor into your life, how to effectively deal with challenges, how to create a positive environment, how conditioning yourself with humor can aid in customer service and much more! And we will laugh a lot!

Lead Presenter: Linda J Henley-Smith, Speaker, educator, and trainer, "For the Good Times" Programs



Putting the Customer Back in Customer Service

Summary: In an industry where we work with customers but where there is a definitive push to make numbers, secure funding and deliver services, it is easy to lose focus on why we do what we do-for the customer. This presentation will challenge the way we deliver and think about customer service delivery. It will provoke us to look at ourselves, our colleagues and partners as we rediscover our customer. It will also introduce steps of the customer centered design process; techniques/methodologies for meeting the true needs of our customer while embracing your new role as an agent of change and customer advocate.

Lead Presenter: Ms. Stacey L Thompson, Workshop Facilitator, Career Center of Lowell, City of Lowell

Building Career Center Capacity to Best Serve Customers with Disabilities

Summary: This workshop shares experiences from a One Stop Career Center in Massachusetts that has spent the last three years building capacity to implement WIOA Section 188, working to improve access to Career Center services for people who self identify as having a disability that is a potential barrier to employment. Section 188 refers to the nondiscrimination and equal opportunity provisions of WIOA. With support from a Department of Labor Disability Employment Initiative (DEI) grant, this capacity building included evaluation of physical and programmatic access, identification of career pathways to meet in-demand employer needs, staff training, MOUs with WIOA disability service partners, establishment of cross-agency partnerships, and leadership commitment. Presenters will review the tools used to complete these assessments, the curriculum used to train all Career Center staff to ensure sustainability, and lessons learned.

Lead Presenter: Tim Sappington M.A. CWDP, Executive Director, North Central MA Workforce Investment Board

Coaching for Success by Asking the Right Questions

Summary: Everyday we ask customers questions like "what career path do you want to be on?" and we get the same answers: "I just want a job"..." I don't know"..." I used to be a _____, but I don't think I want to do that anymore". Business services professionals and managers have similar experiences. Although we don't get the desired answers, somehow we're compelled to never change the questions. This workshop uses a practical approach to guiding career-seekers, businesses, and staff to articulating their own solutions and pathways by asking the right questions. .

Lead Presenter: Ann Beecham, Chief Administrative Officer, CareerSource Central Florida

Developing an Effective Re-Entry Career Development Program

Summary: This workshop offers a detailed road-map for providing meaningful career development opportunities to a priority population that is too often excluded from career development education: Justice-Involved Individuals (returning offenders). The program focuses on partnering workforce professionals with 5 primary institutions to bring career development education and training to individuals concluding their prison and jail sentences and returning to their communities. Those 5 primary institutions include: colleges and voc tech schools, corrections departments, charitable and faith organizations, employer groups, and agencies. The workshop will provide best-evidence examples of successful programs nationally with backup statistics.

Lead Presenter: Peter Moote, Sr. Vice-President, Reentry Career Pathways Network, a division of CORD



The Impact of Federal Policy and Funding on Local Workforce Systems

Summary: While Congress is expected to accomplish little on the legislative front in 2018, they must pass funding bills that will determine the shape and scope of workforce programs in local communities. In terms of program design over the next few years, changes in the workforce development system are likely to occur through revisions to WIOA, TANF and education regulations, rather than through legislative initiatives. We see growing support for work requirements in income transfer programs--most notably SNAP, Medicaid and Housing--similar to the approach taken in TANF. What will pressure on the federal budget combined with efforts to expand work requirements mean for the workforce system? Join a discussion and share your thoughts.

Lead Presenter: Mr. Robert Knight, Director Workforce Policy and Government Relations, ResCare Workforce Services

Planning a Successful, Innovative Program

Summary: This session will provide insights on how to design an innovative program in the complex workforce development environment. Using an evaluative perspective, the presenters will review the key elements that set a program up for success. Topics include generating innovative ideas, finding and utilizing prior research, estimating program demand and attrition, testing assumptions, identifying policy and cultural barriers, building support among partners and staff, setting outcome targets, and measuring progress for continual improvement. Attendees' experiences and insights will round out this informative session.

Lead Presenter: Colleen E Graber, Vice President, Public Policy Associates, Inc.

2030: The Workplace Revolution

Summary: The modern workplace is constantly evolving and changing, with some jobs going away (switchboard operator) and others being created (app developer). But every 30 years, a new wave of technology fundamentally changes the workplace. Assembly lines, computers, and the internet all dramatically shifted the nature of work, and changed the American workplace. Looking ahead to 2030, there is another revolutionary wave that is going to crash the future of work in America. The combination of automation and artificial intelligence will create a new revolution that will destroy not just jobs but potentially entire industries.

Rather than sit back and hope, now is the time to prepare for the coming reality of 2030. We need to be developing the revolutionaries of the future! There will still be jobs, but they will require a different set of skills and abilities. Learn how to develop the skills that will make you and your job seekers relevant today and in the future. Don't sit back and let the waves drag you down, choose instead to ride the coming revolution – and come out on top!

Lead Presenter: Mr. Josh Davies, CEO, The Center for Work Ethic Development

Got Bias? We do -- Lets Chat?

Summary: The reality is that our attitudes and behavior toward other people can be influenced as much by our instinctive feelings as by our rational thought process. This hidden drive effects everything from your next night out, getting hired, or even who is running the next meeting. Get inspired and use Customer Center Design techniques to



learn how to identify unconscious bias. Discover how understanding unconscious bias can be beneficial and improve enrollments, retention, placements and your workplace environment.

Lead Presenter: Sandra R Bauler, Program Specialist, San Diego Workforce Partnership

Work Ethic: The Critical Skills for the 21st Century Workforce

Summary: Work ethic - sometimes called soft skills, workplace readiness, or foundational behaviors – are emerging as critical skills for the future. Students with strong non-cognitive skills graduate college at nearly double the average rate. Nearly 9 out of 10 hiring managers nationwide say work ethic is their most important factor in hiring. The challenge is that fewer than 1 in 5 students have these basic skills, and almost all education is focused on academic and cognitive skills. However, new strategies in developing work ethic are making a huge difference with diverse populations across the country.

Discover the secrets that The Center for Work Ethic Development is using to help organizations around the world build the seven behaviors of work ethic. Through curriculum, certification, and consulting, they are equipping communities to prepare their local workforce for employment and life-long success.

This engaging and interactive presentation highlights simple training and leadership approaches that everyone can use. By analyzing employer-based research, defining the seven behaviors of work ethic, and applying innovative teaching methodology, participants discover how to make lasting behavior change. Discover how you can build the foundational behaviors of work ethic and build the critical skills for the 21st Century!

Lead Presenter: Josh Davies, CEO, The Center for Work Ethic Development

The Jedi Mind Trick – Driving Performance through Organizational Change

Summary: Whose idea was it to change? The unknown can be scary for people. Unless you've got sound methods for managing that change within your organization, your program vision, long term goals and performance can be compromised. Program Administrators are in the unique position to use organizational change as a way to improve programmatic outcomes, while simultaneously empowering the organizational infrastructure to support change in a way that can be embraced by everyone. Evolving program priorities, staff dynamics and transitioning service providers make it essential for Workforce Administrators and Program Leaders to know how to adapt along with these changes without negotiating performance success.

Lead Presenter: Meshia Henderson, Vice President, MAXIMUS Indiana Workforce Services

Positive Interventions to Improve Engagement and Success in Career Pathways

Summary: Over the last decade, researchers at multiple universities have sought to identify strategies to support first generation students in completing and succeeding in post-secondary education and training. The findings identify free and low-cost interventions that have been proven to increase engagement, feelings of belonging in post-secondary settings, self-confidence, persistence, and educational attainment. These positive interventions can be applied by workforce professionals, educators, and others within Career Pathways to improve engagement and success.



Lead Presenter: Ms. Kerry Sanderson, Director of Career Services, Gateway Community College

Track: Youth Services

Get My Future - Careers for Young Adults

Summary: Come to this live demo of the free GetMyFuture.org, for youth and young adults! You'll experience an overview of the site's career exploration, education, employment, and support resources. And see the Interest Assessment, Occupation Profile and more in action. GetMyFuture, a CareerOneStop website, is sponsored by the U.S. Department of Labor.

Lead Presenter: Tricia Dahlman, Business Technology Manager, CareerOneStop

Motivation! Creating A Growth Mindset In Workforce Youth and Staff!

Summary: Dr. Carol Dweck's book "Mindset-The New Psychology of Success" highlights the challenges of a fixed mindset (Limiting potential as a result of past perceptions) and the power of a growth mindset (Becoming innovative and driven to achieve.) This high energy workshop will provide attendees with strategies to create growth mindsets in challenged youth clients that could increase programs retention, recruitment and employment success rates. The session will also highlight the need for staff to create a growth mindset relating to their day to day interaction with clients. With all the pressure of workforce development in the midst of limited resources, mindset is critical to workforce development success.

Lead Presenter: Mr. Darrell "Coach D" Andrews, Workforce Development Motivator/Consultant, Darrell Andrews Enterprises

Success Today, Not like yesterday

Summary: Most of us growing up are sold the American Dream: "Go to college if you want to be successful". However, the way today's economy and work force has developed, our youth Do Not have to attend a four year college to achieve success.

Participants will learn about defining and cutting edge trades, and training programs that ensure success in today's economy. Next, using personality testing, participants will gain a better understanding of the individual attributes they possess in order to identify the best employment options. An internship/ apprenticeship could lead to success for today's youth. Stackable credentials could provide many of our youth opportunities they never thought they'd gain. Participants will develop a plan that will enable them to help youth achieve their PERSONAL career goals. College is not necessary for everyone to be successful. Finally, participants will learn the importance of developing relationships with local businesses and community colleges to set youth on a career path.

Lead Presenter: Mr. Rodney E Bussell, Program Manager, Employ Indy

Youth Programs: Financial Literacy and Access to Safe Affordable Accounts



Summary: Financial literacy is the foundation to financial inclusion and building wealth. The Federal Deposit Insurance Corporation (FDIC) has free financial education curricula that can be incorporated into your workforce programming, including those which serve youth.

An important second step is obtaining a safe, affordable account at an insured financial institution, whether a bank or credit union. Join us to hear the features of a safe and affordable account, as well as opportunities to engage with financial institutions to provide accounts for your participants.

Lead Presenter: Tracie G Morris, Senior Community Affairs Specialist, Federal Deposit Insurance Corporation

DIY: Because No One Wrote a Manual For This

Summary: No one has written a one size fits all manual for successful youth engagement. Why is that? It's because each community is made up of different businesses and partners and the youth of our regions all have varying degrees of access to services. The one thing all of us have in common is our need to build the talent pipeline.

Realizing that no one was going to write us a step-by-step guide on youth engagement, our DIY (Do-It-Yourself) project began. Out of our Board's Strategic Plan came our Industry Roundtable Discussions where we consistently heard a common theme across industries; How do we develop the workforce of the future? At these discussions, there was much focus on the next generation of the workforce, so we decided to bring youth to the table with our Youth Roundtables, which gave them the opportunity to express their views on the workforce and their potential place in it. From this experience, we noticed another missing link: The parents. A Parent Advisory Committee was formed with the sole purpose of engaging parents of youth in meaningful discussion regarding the workforce of the future. Join us for engaging conversation centered on the aforementioned projects and more!

Lead Presenter: Sally Payne, Assistant Director, City of Springfield

Work-Based Learning: A Promising Strategy for developing a promising Career Path

Summary: Since 2011, Business and Career Services, Inc. (BCS) has successfully operated the Manufacturing Career Internship Program (MCIP) an innovative paid work experience initiative. BCS serves as a sector partner of small- and medium-size manufacturers assisting with identifying a common need for skilled workers. MCIP consists of a four-week boot camp that combines work readiness activities with on-site visits to area manufacturers. Participants earn Powered Industrial Lift Truck and Occupational Safety and Health Administration credentials. The boot camp culminates with an Intern Job Fair followed by paid work experience. BCS serves as the employer of record during the internship, pays the wages, and covers workers' compensation and liability insurance. BCS works with employers to develop an internship plan that documents the responsibilities and goals for both the employer and the interns. The program model has proven attractive to employers with more than 250 businesses participating to date. Through partnerships with local organizations the model can be easily replicated in other areas and with other industries.

This workshop will discuss engaging and exposing young adults to careers in the manufacturing industry and how to engage employers that can create a meaningful work experience for young adults using both 1A and 1Y funding.

Lead Presenter: Eddie Perez, Youth Services Manager, Business and Career Services

Using Evidence-Based Practices to Recruit, Engage, and Retain Disconnected Youth



Summary: Presenters will share research and national trends on how to find disconnected youth, identify and address the challenges facing youth, and develop and deliver effective programs that engage and retain youth. TPMA is a national consulting firm that partners with state and local talent development systems to research, design, and implement customer-focused services and solutions. Eckerd currently operate 48 WIOA Youth programs nationally, with programs in California, Florida, Georgia, South Carolina, Maryland, New York, Pennsylvania, Ohio, and the District of Columbia and will share some of their strategies and best practices in serving disconnected youth. Eckerd will share how they utilize Motivational Interviewing (MI) to address barriers, to engage and retain participants, and to enhance outcome attainment. MI is one of the most critical evidence-based approaches to working with participants to promote behavior change. It is a collaborative method of communication that pays particular attention to the language of change and helps to strengthen intrinsic motivation for change by exploring the participant's own reasons for change within an atmosphere of acceptance, partnership, evocation and compassion. Workshop participants will learn how to become "change agents" through the use of MI and how this evidenced-based approach can lead to improved programming and outcome attainment. The engaging presentation will include national best practices as well as real-life examples of successful programs and lessons learned.

Lead Presenter: Tony Waterson, Director of Workforce Development, Thomas P. Miller & Associates

Empowering Individuals to become Industry Scholars

Summary: View a newly developed program to educated individuals on high-demand industries specific to the labor market information in their area. Discover how community partner collaboration is utilized to gather detailed information to expose individuals prior to career choices to confirm they have determined a correct career pathway. Individuals will be educated on required skill sets, a "day in the life", terminology and regional prospects for a variety of industries. Uncover the many benefits of this in advance exposure to the industry.

Lead Presenter: Gena D Leisten, Account Manager, Dynamic Works Institute

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