MEETING OF THE MINDS
-Driven by Demand-
Monterey Marriott
September 5-7, 2017

7/14 Draft Conference Agenda
- Subject to Change –
California Workforce Association [CWA]
http://calworkforce.org/meeting-of-the-minds/
MEETING OF THE MINDS IN MONTEREY
Driven by Demand
(draft as of July 14th...subject to change)

Tuesday, Sept 5, 2017

PRECONFERENCE SESSIONS (times vary)

9:30 – 11:00
The Executive Edge
Moderators: Tim Aldinger, Director of Workforce Development Services
Foundation for California Community Colleges
Bob Lanter, Executive Director, CWA

CWA’s Executive Boot Camp helps executive staff hone their skills to become even more effective leaders. Boot Camp addresses contracts, partnership building, labor market dynamics, politics, and other skills workforce executives need to operate effectively in complex environments. This year-long training provides the knowledge, tools and peer-to-peer learning needed to thrive in uncertainty and to fulfill your role as a regional leader, a steward of public resources, and an effective workforce development professional.

Hear Boot Camp graduates discuss each of the core skills that provide an “executive edge” leading to state-of-the-art high performance workforce programs.

10:00 – 11:30
Adult Education Regional Partnerships: Innovations in Action
Neil Kelly, Specialist, Workforce & Economic Development Division
California Community Colleges
Los Angeles / Mt San Antonio Consortium
Central Valley / Sequoias Consortium
Central Coast / Santa Barbara Consortium
Bay Area / San Jose/ South Bay Consortium

With the onset of the Adult Education Block Grant (AEBG) and alignment of workforce and education through WIOA, adult education has moved light years beyond just traditional literacy programs. See how these trail blazers in adult education and workforce are leveraging resources among AEBG, WIOA, Strong Workforce and other funding streams to build coordinated regional systems and innovations that move individuals into career pathways and meet the regional needs of employers in their communities.

10:00 – 11:30
Laying the Groundwork for Expanding Apprenticeships
Moderators
Vinz Koller, Director of Training and Technical Assistance
What's the pre-work in expanding apprenticeships in this country? How do you lay the ground work that leads to successful partnerships. This session will discuss some of the necessary prep work needed to expand partnerships, and what role pre-apprenticeships play in the larger apprenticeship movement.

A pre-apprenticeship is a stepping stone and the start of a career path into selected industries. Completion of a pre-apprenticeship helps prepare individuals for the working environment in that industry, provides basic skills, and prepares them for more advanced training, credentials and certifications. Find out why we should be using this proven approach, and how to expand the range of opportunities that currently exist.

10:00 – 11:30
Employment Development Department Data Library & Data Visualizations
Rickee Nguyen, Research Program Specialist, Division Services Team
EDD Labor Market Information Division (LMID)
Emerson Figueroa, Research Analyst, Local information Services Group
EDD Labor Market Information Division (LMID)
Geoff Smith, FutureWorks

The Employment Development Department's (EDD) Data Library contains a central hub of data readily available to our customers. Please join us to see the vast array of data sets, how the data can be utilized, and learn tips and tricks to easily navigate the EDD Data Library. In addition, we will present how Tableau Visualization tools enhance your analysis through charts and graphs.

12:45 – 2:00
OPENING PLENARY
Upwardly Mobile
Nisha G. Patel, Ex. Director,
US Partnership on Mobility from Poverty, Urban Institute

2:15 – 3:15
Power Sessions I

Developing Your High Road Economic Development Partnerships
Patti Castro, Director, Alameda County Workforce Development Board
Reg Javier, Deputy Executive Officer,
Economic Development Agency, San Bernardino County
Potential Panelist – TBA
Gurbax Sahota, Executive Director, California Association for Local Economic Development (CALED)

In support of CWA’s interest in building system capacity for strong local and regional partnerships with economic development agencies, the panel will share how they’ve demonstrated leadership in creating the relationships, and they’ll discuss innovation in professional development with CALED. They will also reinforce the critical role workforce development plays in business attraction, site selection, and the economic vitality of a region.

Learn how to jump-start the conversation with your economic development partners in this important session.

**Regional Partnerships for Multi-Craft Trades**
Bill Scott, Marin Building Trades Council  
Steve Stobel, IBEW  
Caran Cuneo, Workforce Alliance North Bay  
Dan Digardi, Napa Valley College

Funded under Prop 39, in 2016 the North Bay Employment Connection partnered in support of the Marin Building Construction and Trades Council project to launch the MC3 program targeting at-risk youth, veterans and disadvantage job seekers to build a pipeline to careers in Registered Apprenticeship programs.

This session will describe the development and training implementation stages that led to a successful and uniquely led regional collaboration among building and construction trades, community colleges, adult schools and workforce development boards in the North Bay.

MOUs with apprenticeship programs and project labor agreements were developed prior to the training implementation where 80 participants were targeted to receive MC3 (Multi-Craft trades) curriculum throughout 5 counties.

**Demand Driven Tools to Connect Local Workforce Solutions To Your Regional Economy**
Josh Williams, President of BW Research Partnership, Inc. (BW Research)  
Phil Jordan, Executive Director, Economic Advancement Research Institute (EARI)

Career pathway tools, regional workforce scorecards and sector-specific asset maps can all play a critical role in maximizing the impact of limited workforce investment funding. This session will describe how these different demand-driven tools can be used to provide a specific assessment of the industries, occupations and pathways that are available to job-seekers in your community.

The discussion will also include the key considerations you need to make when investing time and resources in tools that need to be robust enough to change with a churning economy. Lastly, the session will provide some real-world
examples of demand-driven tools that have been created to support local &
regional workforce and economic development investments and programs.

**Business Engagement Evolution: The World Is Not Flat**
Miguel McQueen, Deputy Director
San Bernardino County Workforce Development Board
Curtis Compton, Interim Business Services Manager
San Bernardino County Workforce Development Board

Experience an interactive session designed to bring you to the apex of business engagement. Discussion format includes topics centered on innovative ways to deepen business relationships including a focus on differentiating Business and Employment Services, targeted sector strategies, and industry-driven collective impact.

How do we leverage existing relationships? Show the value of the workforce system? Connect industry success with regional growth?
Build lasting relationships with business influencers? What does this next level look like?

This is an exploration of disruptive practices and a deep dive into evolving models of policy implementation. Together, we will unpack the environment, operations, and metrics of the next level of public and private sector partnerships.

**Uniquely Abled: A Business Led Initiative to Employ People with Autism**
Judith Velasco, Executive Director, Verdugo Workforce Development Board
Nancy Osipo-Peea, Manager, CA Department of Rehabilitation
Jay Phillips, General Manager, Haas Factory Outlet, Inc.
Alfred Ramirez, Administrative Dean, Workforce Development, Continuing & Community Education
Jan Swinton, Dean, Workforce Development, Glendale Community College

This workshop introduces the Uniquely Abled Academy established in Glendale to address the human capital needs of local manufacturing companies. This business led initiative developed a curriculum and training program in Computer Numerical Control (CNC) Machinist for people with autism. Students are co-enrolled in WIOA Title I, Title IV, Adult Education Block Grant, and Career Education. The result: 100% job placement of a population with the highest unemployment rate than any other disability.

**Manufacturing Internship Program: The Next Generation of Manufacturing**
Nuvia Varela, Adult/Youth Program Manager
Fresno Regional Workforce Development Board
David Clark, Dean of Instruction, Reedley College
Mike Betts, Chairman & CEO, Betts Spring Company
Discover how the Fresno Regional Workforce Development Board, San Joaquin Valley Manufacturing Alliance, Reedley College and Fresno County ROP/CTE addressed the long-standing issue of youth unemployment by braiding services to create a workforce-ready talent pipeline in the manufacturing sector. Gain insight on how these partners came together to align programs at the high school and college levels with the workforce system, to mold and prepare young adults to be the next generation of manufacturers.

**Integrating Partner IT Systems for Better Collaborations**
Elaine Craig, Executive Director
Workforce Development Board of Madera County
Phyllis Stogbauer, Deputy Director of Program Services
Fresno Regional Workforce Development Board
Garth Neil, VP, Strategic Initiatives, LP Systems, Inc.

Successful WIOA collaborations now can make and follow solid referrals between their partners. They know if a program is funded, if their client probably meets the eligibility requirements, and if capacity exists to serve them. Further, they know if the client showed up to the referral appointment, enrolled/engaged, and achieved the outcomes for which they were referred. Discover how CommunityPro Suite leverages your partner’s IT systems to streamline services and improve collaborations.

**Implementing Workforce Navigator Programs to Improve Systems Alignment and Services for English Learners and Immigrants**
Moderator: Ursula Bischoff, Project Manager, EL Navigator Grantee Support
Alliance for Language Learners’ Integration, Education and Success (ALLIES)
Members of ALLIES TA Team TBD

Grantee Discussants: TBD
Madera County Workforce Investment Corporation
Orange County Development Board
Pacific Gateway Workforce Innovation Network
Sacramento Employment and Training Agency
San Diego Workforce Partnership

Five regional partnerships received $2.5m to implement pilots that align job training, education and services for diverse groups of adults with limited English-language proficiency. NOVA and ALLIES collaborate with grantees and state partners to facilitate and document success.

Join us to learn/share concrete steps toward building partnerships, outreach, case management and referral strategies that bridge adult education and workforce system gaps and address cultural, language and other barriers that limit access and opportunities for English learners to complete job training programs.
Using Career Readiness Pathways to Reengage Out of School Youth
Jaime Fall, Chief Workforce Strategist, A3 Schools
Sean McManus, CEO, A3 Schools or Jason Schrock, President, A3 Schools
James Konantz, Education Program Consultant, A3 Schools
Nick Schultz, Executive Director, Pacific Gateway Workforce Development Board

The health of your economy depends on the availability skilled workers, yet many youth are neither in school nor in the workplace. One proven method for reengaging out-of-school youth is combining career readiness pathways and core education to help students complete their credits as well as develop skills that prepare them for the workforce. Learn how youth can be motivated by relevant career readiness pathways such as manufacturing, IT, health sciences and business.

HIRRE: (Help In Recruiting & Retaining Employees)
Heather Henry, Executive Director/President
Workforce Development Board of Solano County - Confirmed
Celia Esposito-Noy, President, Solano Community College (pending)
Jon Riley, Executive Director, Napa-Solano Central Labor Council
Christine Hess, Project Manager, Solano County Adult Education Consortium (pending)

The HIRRE concept is a high-level view of how a restructured workforce system could work more effectively and efficiently for both the job seeker and employers. The use of a SWOT analysis exercise was useful to gather feedback on the concept of a high level “idealized” system that serves clients, businesses and providers of services more effectively.

HIRRE provides a “bird’s eye view” of an “idealized” Solano’s workforce development system. It creates a forum for a discussion of what is working and not working currently within the system. HIRRE is not intended to a finished product but is more of an outline and draft concept of the pieces, tools and system connections needed to effectively support Solano County’s employers and job seekers.

3:15 – 3:45 Exhibits & Refreshment Break  San Carlos Foyer
3:45 – 5:00 Policy and Practice Focus Sessions

The Focus Sessions provide a forum to explore major issues and topics that are key to advancing the state of both policy and practice within workforce development.

Designing for Continuous Improvement and Innovation
San Carlos 1 & 2
Virginia Hamilton, Region 6 Administrator, ETA
U.S. Department of Labor
Andrew Picard, Director of Programs
San Diego Workforce Partnership
Samia Amin, Senior Researcher & Project Director
Mathematica Social Research

How can you make design thinking accessible to your work to promote change and improvement within the workforce system? How do you move from insights gleaned from these processes into actual behavioral change?

Whether thinking about customer or business services, policy and procedures, or trying to design a better Board meeting, this session will provide valuable insights into using data, research findings, and design methods to improve the impact you are having on businesses, job seekers and workers, as well as your workplace culture.

**New Perspectives on System Performance**

*San Carlos 3*

Rick Beasley, Executive Director, South Florida Workforce Investment Board

Tracking performance continues to be key in maximizing outcomes related to our collective efforts. The South Florida Workforce Investment Board developed an online Balance Scorecard to assist the one-stop operator with managing its career centers, and to allow the Board to monitor performance. The Scorecard uses a combination of performance and process tools to measure the daily performance of contracted service providers. Come learn more about this exciting development, and get new and fresh perspectives about this important function.

**Apprenticeships: Applying the Swiss Model for Talent Development in the USA**

*San Carlos 4*

Suzi Levine, Former Ambassador to Switzerland & Liechtenstein

Eric Levine, CEO, CellarTracker

The Swiss Vocational Education and Training system, embraced in Colorado and other states, offers students more than 250 different apprenticeship programs to help them develop the most-in-demand skills. The participating industries include technology, healthcare, banking, engineering, hospitality and more. The success of the Swiss system, widely considered the global gold standard for career-focused education programs, maintains a constant focus on delivering benefits to students, employers, and society. Learn more about the model and the ways that it’s being brought into the United States.

**The Role of Regional Organizers in Helping to Implement Regional Plans**

*Checkers*

Tim Rainey, Executive Director, California Workforce Development Board

Selected State and Local Workforce Board Members

Regional Organizers
5:30 – 7:00  Welcoming Reception: Ferrantes Bayview

Look skyward, and join us at the top of the Marriott for a stunning view of Monterey Bay. Connect with colleagues from around the Region who are making a difference in their communities.

**Wednesday, Sept 6, 2017**

6:45 – 7:15  Pilates w/ Diane Walton  
San Carlos Ballroom Foyer

Explore the body/mind connection during this early morning session, and see Diane once again prove her theorem, flexible bodies = flexible minds. Like the Michelson–Morley experiments proving the speed of light was a constant, Diane will demonstrate the correlation between movement and making a difference. Beginners welcome.

7:30 – 8:30  Continental Breakfast

8:30 – 10:00  Morning Plenary  
San Carlos Ballroom

**Special Guest**  
The Honorable Gavin Newsom, Lt. Governor, State of California *(invited)*

**POLICY PANEL**

**On Point: System Viability on the Line**

Moderator: Bob Lanter, Executive Director, CWA

Panelists
Chris Andreessen, Public Affairs Consultant, CWA  
Sean Elsbernd, State Director  
U.S. Senator Dianne Feinstein’s Office *(invited)*  
Virginia Hamilton, ETA Regional Administrator, Region 6, U.S. Department of Labor  
Andy Van Kleunen, CEO, National Skills Coalition *(invited)*

Maria Flynn, President/CEO, Jobs for the Future  
Ron Painter, President/CEO, National Association of Workforce Boards

10:00 – 10:30  Exhibits & Refreshment Break

10:30 – 11:30  Power Sessions II
HEADLINE: WIOA 2018 Funding Increased to $5 Billion with More Flexibility and Reduced Regulations

Why can’t we get our message to resonate?
Robert Knight, Director, Workforce Policy, ResCare Workforce Services
Andrew McGough, Executive Director, Worksystems, Portland

Government relations is a key skill set for workforce development leaders even if herculean efforts could not deliver the news in our headline. Still, as government funding and regulation are bedrocks of workforce programs, the task of targeting and delivering an effective message must be orchestrated by professional staff. Yet, in over half a century of effort we have found only limited success in these efforts. Too often, for elected officials and customers alike, workforce boards remain the nation’s best kept secret; career centers are unemployment offices; universal service gives way to narrow targeting; and addressing skill shortages is not perceived to be a focus of the workforce system.

Unfair depictions in many cases to be sure; further complicated by the fact that local, state and federal officials (not to mention customers) may all want something different from workforce investments. So, what is a workforce leader to do?

Join this lively exchange about this issue from both local and national perspectives over the decades. Bring your ideas, experiences, successes and frustrations for a fruitful discussion.

Aero-Flex: A Next Generation Pre-Apprenticeship & Apprenticeship Model
Jessica Ku Kim, Special Project Development Manager
South Bay Workforce Investment Board
Julianna Kirby, Chief Operating Officer, Training Funding Partners
Gretchen Schultz, Workforce Development Executive
Tooling U-SME (Society of Manufacturing Engineers)
Ben Traina, Deputy Sector Navigator
Advanced Manufacturing (LA County), California Community Colleges
Interim Director, Center for Applied Competitive Technologies (CACT)
Northrop Grumman, TBD

Whoever thought a pre-apprenticeship and apprenticeship in Aerospace Engineering would be possible? SBWIB and the Aero-Flex team have developed an innovative, flexible pre-apprenticeship to meet the unique needs of large and small employers and is registering the first apprenticeship in Aerospace Engineering. The Aero-Flex Unilateral Apprenticeship Committee includes several employers like Northrop Grumman, Space Vector, Magnetika, L-3 Electronic Devices Impresa Aerospace, and others who are “flexing” the training to meet their needs and leading the training development. Hear from the Aero-Flex Team about the challenges, successes, and ways that employers easily “flex” the model to meet their needs.

Are You Engaging Sole Proprietors with Your Business Services?
Larry Robbin, Robbin & Associates

California has almost four million businesses that have no employees! These businesses are growing at a very fast rate, but the workforce system is so focused on businesses with employees that we have virtually no presence in this important part of the business community. You are probably thinking that since you can’t claim a hire from these employers, why work with them?

This is a big mistake. In fact, over two thirds of these business people want to grow their business to the point that they can hire employees. If you help them get there, you will be first in line when that hire needs to be made! There are also ways you can engage the businesses that do not want a workforce. Many the customers of sole proprietors are businesses with employees.

There is a sole proprietor event manager that has hi tech companies as clients. There is the sole proprietor accountant that does the books for hundreds of businesses. There is the web designer that does websites for all types of companies. If you know how to reach these businesses and have a strong business services menu that appeals to the sole proprietor, they can be the gateway to relationships with an incredible amount of employers. If you want to expand your business services to include sole proprietors, do not miss this session!

*Using an Outcomes Orientation to Increase Impact in Workforce*

Tim Silman, Manager, Third Sector Capital Partners, Inc., San Francisco
Emily Fabiaschi, Senior Manager, Third Sector Capital Partners, Inc., San Francisco
Andy Hall, VP & Chief Program Officer, San Diego Workforce Partnership
David Beardsley, Business & Information Systems Manager, Business Analytics Division, Human Services Department, County of Santa Cruz
Andy Stone, Director, Santa Cruz County Workforce Development Board
Angela Vellos, Manager, Employment Bureau, CA Department of Social Services

Outcomes-based contracts demand a feedback loop of data, ensuring that government resources are deployed to evidence-based programs, providers have the information they need to improve programs, and the lives of participants are improved in meaningful ways. Join Third Sector and our government partners from San Diego, Santa Cruz, and California Department of Social Services to learn about implementing pay-for-performance and outcomes-based contracts through WIOA, subsidized employment, and employers as end-payers to develop evidence-based workforce systems.

*Career Pathways: Generation Go*

Mariann Ruffolo, Deputy Director, Workforce Development Department, County of San Bernardino
Dr. Dale Marsden, Superintendent, San Bernardino City Unified School District

San Bernardino County Workforce Development Board (WDB) is collaborating with the San Bernardino City Unified School District (SBCUSD) to ensure all San
Bernardino City students are ready for their future by setting them up in career pathways.

SBCUSD has committed to 100% of students being in a career pathway while the WDB is partnering with public and private industry companies to develop meaningful work experience sites for the students.

**Collaborative Strategies to Meet Business Sector Needs in Six States**

Julisa Cully, Director, Job Driven Vocational Rehabilitation Technical Assistance Center, Institute for Community Inclusion  
Doug Keast, Project Director, Workforce Innovation Technical Assistance Center, National Disability Institute

As a major focus of the Vision of WIOA, Core and Required Partner Agencies have a responsibility to work together in meeting the skill and talent needs of business sectors. This collaboration brings the unique expertise of each of the partner agencies together to support the economic growth of the community and increase the engagement of all available talent.

This session will focus on the contribution and leadership in this collaboration by the state Vocational Rehabilitation Agency, as reflected in the examples of six States.

**Earn and Learn East Bay: Regional, Collaborative Employer Engagement**

Gina Del Carlo, Director, Youth Policy and Program and Earn and Learn East Bay, Workforce Development Board, Contra Costa County  
Randy Tillery, Project Director, Workforce Systems-Postsecondary Education, WestED  
Jose Carrascal, Production Director/Senior Production Leader, Dow AgroSciences/The Dow Chemical Company

“Earn & Learn East Bay” is a campaign aligning and leveraging employer engagement across the region and youth workforce areas. The Workforce Development Board of Contra Costa County led the convening of K-12, community colleges, and youth workforce programs to develop a Work-Based-Learning toolkit and a highly functional Salesforces CRM to track and manage employer engagement and activity. With business at the table from inception to implementation, ELEB is the strategic collaboration business has been asking for. Hear from ELEB developers as they discuss the revolutionary collaboration.

**Business Analytics for Regional and Local Business Engagement**

Moderator: Daniel Patterson, Business Engagement Coordinator, CWDB  
Bill Greene, Dun and Bradstreet  
Michele Robertson, Dun and Bradstreet  
Cheryl Parker, Urban Explorer  
Brian Schwartz, LA County Economic Intelligence  
San Diego Representative TBD
Using Dun and Bradstreet Business Analytics, presenters will demonstrate how the data tool enables local leaders to make data driven decisions that support a targeted business engagement strategies on a local and regional level. In addition, the discussion will feature Location Intelligence & Analytics, which unlocks location-specific insights with analytically-derived neighborhoods and location data attributes.

Session(s) will include a brief explanation of how the analytics is developed and a demonstration on how the data is being used to support a proactive business engagement strategy.

Maximizing Your ETPL: Taking Training to the Next Level
Brooke Valle, Deputy Director of Adult Programs, San Diego Workforce Partnership
Vicki Brannock, Manager of Adult Programs, San Diego Workforce Partnership

In response to decreasing funding for ITA/OJTs and growing performance requirements, SDWP has taken a transformational look at the way we deliver training in San Diego. This session will discuss strategies for:
- Tailoring approach to priority sectors (e.g. TechHire)
- Aligning to labor market, in demand/higher in demand jobs
- Maximizing free and online training opportunities
- Partnering with Adult Education and Community Colleges
- Streamlining the audit and compliance process
- Implementing performance dashboards for ETPL
- Automating payment processing

Creating Job Opportunities For Reentry/Returning Citizens
Donna Van Wert, Interim Executive Director, Workforce Development Board of Contra Costa County
Patience Ofodu, Business Services Manager, Workforce Development Board of Contra Costa County
Sonja Tonnesen, Deputy Director-Program Innovation and Strategic Partnerships, Root & Rebound Reentry Advocates

WDBCCC was selected by The White House for its award winning project on Customer Centered Design to explore how we might meet the needs of formerly incarcerated. By leveraging federal and state funding, in collaboration with Root & Rebound (a nonprofit with expertise in training employers about hiring people with records), we hosted the first Fair Chance Employer Summit in CoCo County to educate employers about hiring reentering individuals.

11:45 – 1:00  Lunch in the Memory Garden
1:15 – 2:15  Power Sessions III

It's Proven! Sector Approaches Support Business, Youth, and Adults
Stacey Pellegrino, Director,  
Christopher Bernhardt, Vice President of Corporate Training,  
Marlena Sessions, Vice President of Public and Private Partnerships  
Grant Associates

Sector-focused workforce development initiatives are successfully training and connecting adults and youth from across the country in career pathways, meeting a vital business need in the process. As evidence mounts for the effectiveness of sector strategies, its inclusion by the Workforce Innovation and Opportunity Act (WIOA) creates new opportunities for workforce boards to establish regional initiatives. Furthermore, new synergies between Career & Technical Education programs and workforce development are creating new opportunities for collaboration.

However, convening partner agencies for effectively establishing sector initiatives can prove challenging. Successfully engaging businesses, industry associations, education, community partners, and government requires a specially crafted strategy and skilled staff. Receive practical implementation steps from an experienced adult and youth sector-focused workforce development provider on the fundamentals of building and maintaining relationships with key stakeholders.

**On-the-Job-Learning: Remaking Apprenticeship for the Modern Workforce**  
Nicholas Esquivel, Apprenticeship Coordinator  
California Community Colleges Chancellor's Office  
Josh Modilin, Project Director, Foundation for California Community Colleges,  
Leela Hebbar, Senior Associate, Social Policy Research Associates

The session will highlight how WIOA supports apprenticeship as a training strategy and as a partner in the workforce system. Presenters will explain the ways apprenticeships are supported by WIOA, help job seekers, can be integrated into sector strategies, and highlight lessons learned from the California Apprenticeship Initiative (CAI). The CAI is an initiative of the California Community College Chancellor’s Office which is creating apprenticeships in new non-building trades occupations.

**Problem Solving 101: Define and Understand the Problem First**  
Gurminder Sangha, Deputy Sector Navigator  
Advanced Manufacturing, Central Valley and Mother Lode Regions

Believe it or not, a simple step of understanding and defining the problem first prior to solving the problem is not taken that leads to significant “wastes.” It is essential for an individual or a team to first develop a problem statement to find realistic and cost effective solutions.

The attendees of the “Problem Solving 101 – Define and Understand the Problem First” workshop will learn how to define problem statement using T. I. M. E methodology of developing a problem statement.
California’s Bold Reimagining of Adult Education
Neil Kelly, Specialist, Workforce & Economic Development Division
California Community Colleges
Judy Mortrude, Senior Policy Analyst,
Center for Postsecondary and Economic Success, CLASP
Kathy Booth, Senior Research Associate, WestEd
Randy Tillery, Project Director, Workforce Systems & Post-secondary Education
WestEd

The Adult Education Block Grant (AEBG) is a $500M/yr appropriation to expand and improve adult education services and to support regional planning and implementation efforts by consortia throughout California. This informative panel overviews the results of a new study on lessons learned in AEBG year 1 implementation, along with recommendations on comprehensive career pathways, WIOA performance accountability, and other policy and implementation opportunities to make AEBG a strong partner in California’s workforce development system.

Supply and Demand Web Tool
Michael Boucher, Research Manager, Regional Analysis and Support Group
Labor Market Information Division, Employment Development Department
Joyce Lee, Research Analyst, Regional Analysis and Support Group
Labor Market Information Division, Employment Development Department

Be one of the first to preview the Employment Development Department’s incipient web-based interactive supply and demand tool! This session will provide participants with an overview of the tool’s data elements and methodology as well as an opportunity to provide valuable feedback to its creators. This interactive tool is designed to assist workforce partners, businesses, and educational institutions by providing data to build and strengthen partnerships in alignment with the Workforce Innovation and Opportunity Act.

Shared Case Management – The Integrated Resource Team Strategy
Dave Mayer, Training and Technical Assistance Manager
Disability Employment Initiative (DEI), National Disability Institute
Doug Keast, Project Director, Workforce Innovation Technical Assistance Center
National Disability Institute

In establishing a “common pipeline of talent to meet the needs of emerging business sectors”, workforce regions are establishing common service flows that are supported by the diverse expertise of WIOA core and required partner agencies. This session will feature the practice and examples of resource sharing between partner agencies that promote inclusivity and serve common customers, increasing the effectiveness of workforce systems to provide business sectors with the most qualified jobseekers. The featured practice in this presentation is the “Integrated Resource Team” strategy.
Where are all our Youth? Using Social Media and Texting to Recruit, Engage and Retain Youth
Robert Williams, Youth Social Media Guru & Program Assistant, Soulciety
Amanda Gerrie, Partner, Pathways Consultants & CareerHub
Kim Coulthurst, Partner, Pathways Consultants & CareerHub

Youth spend on average 12 hours per day on their phones! The increasing ubiquity and diminishing costs of mobile tech make it the most efficient tool to connect with and engage young people, provide resources and offer educational opportunities. Learn about existing successful youth workforce program models that are building lasting relationships with youth using social media tools like Instagram & SnapChat, as well as texting and multimedia messaging to engage youth in job training, education and persist in career track employment.

Integrating the SNAP Program into California's Workforce System: From Statewide Vision to Implementation
Angel Garcia, Legislative & Policy Coordinator, California Workforce Development Board
Sarah Turner, CalFresh E&T Program Manager, California Department of Social Services
Caitlin Docker, Manager, Partnerships & Growth, Code for America
Lisa Countryman, VP of Grants and Program Development, JVS San Francisco

SNAP E&T helps program participants with job-driven training and supportive services. It is one of the few federal workforce programs with flexibility to leverage resources, but is often underutilized. The panel represents multiple levels of implementation from state to local agencies to discuss efforts and share lessons learned (program potential, leveraging resources, benefits to coordination, and system alignment) from work over the year to scale up the program and fully integrate into California's workforce system.

Effective Partnering with Public Education: Maximizing Partnerships with Community Colleges
Clint Cowden, Director, Farm of the Future, West Hills Community College
Tim Woods, Dean of Workforce Development & CTC, Fresno City College
David Clark, Dean of Instruction, Reedley College

California Community Colleges are one of the most effective partners for workforce development boards when each party has realistic expectations as to what the other can effectively do. Learn how taking the time, up front, to clearly delineate roles, can lead to effective program implementation down the road.

Implementation of quality programs that meet the needs of local businesses and give both the community college and workforce development partners the successful performance metrics they need to report to their funding sources. This is a perfect opportunity to join an amazing team from local Community Colleges
in a session to help you with some of these challenges and assist you with current and future ventures in working with your local Community Colleges.

2:15 – 2:45   Exhibits & Refreshment Break

2:45 – 3:45   Power Sessions IV

**The Workforce Development Apprenticeship: Developing Future Leaders for the Workforce Development Industry**

Babette Jimenez, Senior Program Developer, College of Continuing Education, Sacramento State University
Regina Cash, Interim Director, Academic and Professional Programs, College of Continuing and Professional Education, CSU Long Beach,
Thomas Pokladowski, Assistant Dean, College of Professional and Global Education, California State University, Los Angeles
Bob Lanter, Executive Director, California Workforce Association

The Workforce Development Apprenticeship is the first of its kind in California and is providing training opportunities for workforce development employees to find higher wages, better benefits and more avenues to promotions.

Learn how CSU Long Beach, Los Angeles and Sacramento collaborated with CWA, the California Division of Apprenticeship Standards and industry leaders to deliver this exciting new program, producing graduates with the advanced skills needed to pursue more competitive jobs in the workforce development industry. And yes, it is an industry!!!

**Changing Business as Usual: How the Workforce Accelerator Fund Fostered a Culture of Organizational Innovation**

Moderators:
Joelle Hurst, Manager, Workforce Innovation Branch
California Workforce Development Board
Haden Springer, Manager, Workforce Development Foundation for California Community Colleges
Amanda Gerrie, Partner, Pathways Consultants & CareerHub

Panelists:
TBD from the Workforce Accelerator Fund portfolio

Changing business as usual starts with creating a culture of change in your own organization. This panel discussion will introduce you to a panel of the California Workforce Development Board’s Workforce Accelerator Fund grantees. The panel will share the key strategies that local workforce boards and community partners have used to transform their workforce development thinking and practices. Our panelists will share real world examples and guidance on how to tailor these strategies for successful innovation and culture change in your own organizations.
Building a Regional Sector-Focused Talent Pipeline: A SlingShot Healthcare Project

Discussion Leader
Cyd Spikes, LA Regional SlingShot Project Consultant

Invited Panelists
Linda Bradley, CEO, Centinela Hospital Medical Center; Chairperson, LA Regional Slingshot Project
Christiane Becker, Workforce Manager, Hospital Association of Southern California
Shari Herzfeld, Deputy Sector Navigator – Health, Los Angeles; Health Workforce Initiative Regional Director c/o Rio Hondo College
Yolanda Castro, Executive Director, Southeast Los Angeles County Workforce Development Board (SELACO)

The Los Angeles Regional SlingShot Healthcare Project is building a regional talent pipeline system that is sector-focused, industry-responsive and fosters career pathways. Hospitals, clinics and industry associations conducted surveys and labor market studies to identify the competencies and credentialing needed for a skilled care coordination workforce. Join industry, education and workforce partners as they share their unique experiences in this innovative, demand-driven approach that offers better returns on investment for training new and incumbent workers.

DOR Leveraged Relationships to Serve Business Customer
Michelle Alford-Williams, Manager, DOR Workforce Development
Alia Kuraishi, Business Relations Consultant
California Department of Rehabilitation

This session will provide an overview of the Department of Rehabilitation's (DOR) initiatives and offerings to serve businesses as a dual customer, including local partnerships and services available to businesses with a focus on how local workforce partners can work together to share and leverage existing resources.

If We Knew Then What We Know Now: Early Lessons from Forming a Regional Workforce Development Board
Racy Ming, Principal, Racy Ming Consulting
Additional Presenters pending

In 2015-16 the Marin and Napa/Lake WDB’s underwent a yearlong stakeholder input process which ultimately resulted in a merger of the two WDB’s into one regional WDB for all three counties, the Workforce Alliance of the North Bay. The end goal was to achieve economies of scale while still maximizing local control over service delivery.

Come hear from staff and board members about the challenges and benefits of merging multiple workforce development boards. We will discuss the reasons we
decided to take this approach, our stakeholder input process, and the challenges and lessons learned in the first year as a combined entity.

**Employer Partnership as Guide Post for Pathway Implementation**
Natalie Lenhart, Program Assistant, Linked Learning Alliance,
Sara Pietrowski, Data Director, Linked Learning Alliance
Chamber or Employer Partner (TBA)

The latest economic reports show a near record 5.7 million available jobs in the U.S. The abundance of available jobs and the number of unemployed youth raises the question about how we are preparing students for the evolving workforce. Educational approaches that address these problems, such as Linked Learning, aim to do so by better preparing students for college, career, and life.

LL is founded on the idea that students work harder and dream bigger if their education is relevant to them. To support the expansion of Linked Learning, the Alliance has created a certification system that offers pathways a flexible path to quality implementation that promotes industry awareness and alignment. Hear from a member of the Linked Learning Alliance, a Linked Learning district, and an employer partner on the importance of preparing students for the high-skills workforce.

**What to Consider When Creating a Regional Training Center: The Good, the Bad, and the Ugly!**
Rod Hoover, Manager, Human Resources, California Steel Industries (pending)
Steve Tyrrell, Maintenance Manager, Mitsubishi Cement Corporation (pending)
Reg Javier, Deputy Executive Officer, San Bernardino County
Sandra Sisco, Director, Economic Development, TAACCT Grant & InTech Learning Center, Chaffey College
Stewart Knox, Executive Director, Employment Training Panel

Come discover how three workforce system partners, 12 colleges, 13 other key partners and 20 colleges came together to create the InTech Learning Center. Additionally, you will learn how they leveraged multiple funding sources (CA Community College, ETP, James Irvine, SB County and more) to cultivate a workforce pipeline for Advanced Manufacturing, paid internships and a Learn & Earn model in the Inland Empire.

**The Missing Millennials: Workforce Development in the New Gig Economy**
Terrance Bowens, Workshop Facilitator, KRA Corporation
San Diego Metro Career Centers

Research has shown that most people that come into the career centers are over 40. This session will outline innovative ways to stay connected and attract millennials. We will explore the ‘gig economy’ and how we might respond to the new and varied demands of millennials and other job seekers who may not be looking for a job or career, but who want help to participate more robustly in the new economy.
Updating Your Service Strategies to Better Serve People with Disabilities
LaJuana Thompson, Manager, Grants and Special Initiatives Unit
Employment Development Department (EDD)
Kasia DeMauri, Statewide Traveling Disability Resource Coordinator Trainer
Grants and Special Initiatives Unit, EDD
Debi Silenieks, Project Advisor, Grants and Special Initiatives Unit, EDD
Patrick Regan, Local Disability Resource Coordinator, Toolworks, in partnership
with the San Francisco Office of Economic and Workforce Development

WIOA requires a focus on service to individuals with barriers to employment,
including people with disabilities. It is important to use strategies that lead to
system change and positive outcomes.

The question is; Are you ready to consider a new approach to increasing
employment? Create new ways to work with job candidates, partners and
business daily? Transform program designs? And, reinvent your approach to get
the most out of WIOA?

Presenters will demonstrate practical ways to better serve people with disabilities
by discussing existing models throughout California – what does and does not
work, and exploring change and sustainability.

Hear about resources available to develop and implement your own best
practices including how to schedule free staff training, and receive support from
state, regional and local levels. The presenters intend to interact with,
encourage, and engage you, and otherwise entertain you.

4:00 – 5:00 PLENARY PANEL
Reimagining Apprenticeship
Moderator
Vinz Koller, Director of Training and Technical Assistance
Social Policy Research Associates
Presenters
John Dunn, Special Consultant for Apprenticeships
California Labor and Workforce Development Agency
John Brauer, Executive Director,
California Labor Federation
Eric Seleznov, Senior Advisor, Jobs for the Future
Selected Employers (pending)

6:00 – 9:00 MIND POP: What a Lovely Night for a Moondance
A Celebration of 20 Years of Meeting of the Minds

Join us under the full moon to walk back through 20 years of MMM. Relive
the beach competitions, explore our tasting booths that harken back to
past themes, and let The San Franciscos take you on a “Journey” that you won’t soon forget.

Thursday, Sept 7, 2017

6:45 – 7:15  Pilates w/ Diane Walton  San Carlos Ballroom Foyer

Explore the body/ mind connection during this early morning session, and see Diane once again prove her theorem, flexible bodies = flexible minds. Like the Michelson–Morley experiments proving the speed of light was a constant, Diane will demonstrate the correlation between movement and making a difference. Beginners welcome.

7:30 – 8:30  Continental Breakfast

8:30 – 10:00  Morning Plenary  San Carlos Ballroom

Thinking Outside the Box: Seeing What’s Possible
Michael Karl, Michael Karl Magic

Everyone wants us to think outside the box, but very few people show us how. As a magician and mentalist, Michael Karl makes his living by thinking differently and making the impossible possible.

Michael will both demonstrate his magic and reverse engineer his tricks to help you rethink your everyday problem solving. This session will enhance your thinking, shift your perspective, and shed new light on problem solving, all helping you to actually think outside the box.

10:15 – 11:15  Power Sessions V

Regional Strategic Planning in Different Contexts: Moving From Rote Planning To True Strategic Work Of Regional Significance
Moderator: Jessie Oettinger, Senior Associate, Social Policy Research Associates
Panelists
Monique Melchor (Director), work2future, City of San Jose
Racy Ming, North Bay Employment Connection Consultant, Racy Ming Associates
3rd RPU Representative TBD

California’s regional planning units (RPUs) submitted their first WIOA regional strategic plans in 2017. Social Policy Research will facilitate a panel discussion to explore how regions are working to be strategic about regionalizing service coordination and building sector strategies that actually fit natural laborsheds.
We will hear contrasting stories from urban and rural planning units in Northern California.

**Apprenticeship: A Collaborative Approach**  
Tracy DiFilippis, Apprenticeship Coordinator, Goodwill Southern California  
Jeffrey Forrest, VP, Workforce Development, College of the Canyons

21st Century Apprenticeship is no longer a mystery! Cracking the code on how to collaborate with workforce, industry, and post-secondary education can be done. Learn how the partnership between Goodwill Southern California and College of the Canyons has led to an apprenticeship model that is addressing the workforce needs in industry sectors, such as advanced manufacturing and logistics. Gain valuable insights on how to implement apprenticeship as part of your Workforce Development agenda.

**Customized Online Job Readiness Training Program**  
Phyllis Stogbauer, Deputy Director of Program Services  
Fresno Regional Workforce Development Board  
Rashad M. Said, Executive Director, Advanced Vocational Institute

Come learn how the Fresno Regional Workforce Development Board and Advanced Vocational Institute collaborated to develop customized online job readiness workshops. Constant refinements over six cohorts, both youth and adult, led to a much improved process and outcomes. Combined on-line training with some group activities led to dramatically improved outcomes. Training included key skills such as communication and teamwork, which have resulted in increased self-esteem and confidence levels, and improved employability and job placement retention rates among our job-seekers.

**Building Collaborative Career Pathway Models that Are Inclusive of All Job Seekers**  
Dave Mayer, Training and Technical Assistance Manager  
Disability Employment Initiative (DEI), National Disability Institute  
Doug Keast, Project Director  
Workforce Innovation Technical Assistance Center (WINTAC)  
National Disability Institute

California is developing inclusive collaborative Career Pathway models which engage the expertise of WIOA Core and other vital partner agencies to assure that all job seekers possess the required skills and talent to meet the needs of emerging business sectors. This session will address the vision and guidance that frames this collaboration and the “common pipelines of talent to the business sectors” that are being developed in California.

**Improving Service Delivery with Journey Maps**  
Amanda Damewood, Service Designer, Code for America  
Kimberly Voisin, Fellow, Code for America
This session will help you understand the value of a journey map, even if you’ve never made one. We’ll create a sample document, and explore a variety of ways you can use the journey map to understand customer or business needs, and proactively implement effective changes large and small.

**Transform Your Job Center to an Accredited Adult High School**
Scott Lee, Boyle Heights Youth Technology Center
Laura McNeil, South LA Workforce Center
Aissa Cerda and WIOA Navigator, Boyle Heights Adult WorkSource Center
Armando Lazo, Compton/SOLA American Jobs Center

Five Keys works with Workforce Centers to customize high school education for adults. There is no one size fits all—Five Key is grounded in partnerships across the state—with county jails, probation departments, homeless shelters, residential treatment facilities, and WIOA-funded job centers. Learn about the diversity of our classrooms directly from workforce leaders in the Los Angeles region. Five Keys is recognized nationally as an “Innovations in American Government” award winner—learn why in this dynamic panel discussion.

11:30 – Noon                Conference Wrap Up