



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

**8/18 DRAFT CONFERENCE AGENDA  
- SUBJECT TO CHANGE -  
CALIFORNIA WORKFORCE ASSOCIATION [CWA]  
[HTTP://CALWORKFORCE.ORG/MEETING-OF-THE-MINDS/](http://calworkforce.org/meeting-of-the-minds/)**

# MEETING OF THE MINDS IN MONTEREY

*Driven by Demand*

*(draft as of August 18th...subject to change)*

## Tuesday, Sept 5, 2017

PRECONFERENCE SESSIONS *(times vary)*

9:30 – 11:30

### **The Executive Edge**

*Characters (Marriott Lobby Level)*

Moderators: Tim Aldinger, Director of Workforce Development Services

Foundation for California Community Colleges

Bob Lanter, Executive Director, California Workforce Association

2016 – 2017 Bootcamp Students

CWA's Executive Boot Camp helps executive staff hone their skills to become even more effective leaders. Boot Camp addresses leadership development, partnership building, business engagement, labor market dynamics, staffing boards, 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. Feel free to join anytime during the session.

10:00 – 11:30

### **Adult Education Regional Partnerships: Innovations in Action**

*San Carlos 1*

Neil Kelly, Adult Education Block Grant Office, California Community Colleges

Regional Partnerships

*Glendale/Verdugo*

- Alfred Ramirez, Dean, Community and Continuing Education  
Glendale Community College (GlendaleLEARNS)
- Judith Velasco, Executive Director, Verdugo Workforce Development Board

*Mt. San Antonio Consortium/Los Angeles County*

- Rocky Bettar, Director, Adult Education/Career Preparation,  
Rowland Unified School District
- Madelyn A. Arballo, Dean, School of Continuing Education,  
Mt. San Antonio College
- Cynthia Parulan-Colfer, Superintendent of Schools,  
Hacienda La Puente Unified School District

- Irene Pelayo, Operations Manager,  
Los Angeles County Workforce Development Board  
*Santa Barbara Consortium/ Santa Barbara County*
- Melissa Moreno, Interim Vice President, School of Extended Learning,  
Santa Barbara Community College District
- Corlei Prieto, Adult Education Block Grant Coordinator & Career Skills Institute  
Acting Director, Santa Barbara Community College District
- Raymond McDonald, Executive Director,  
Santa Barbara County Workforce Development Board  
*San Jose / South Bay Consortium for Adult Education*
- Kishan Vujjeni, South Bay Consortium Co-Chair,  
San Jose Evergreen Community College District
- Bob Harper, South Bay Consortium Co-Chair, ALLIES, CAEAA, CCAE

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 and innovative regional systems that move individuals into career pathways to meet the needs of the employers in their communities.

10:00 – 11:30

### **Advancing Apprenticeships**

*San Carlos 2*

*Moderators*

Vinz Koller, Director of Training and Technical Assistance

Social Policy Research Associates

Diane Walton, OSID Chief, ETA, Region 6, U.S. Department of Labor

*Presenters*

Suzi LeVine, Former Ambassador to Switzerland & Liechtenstein

Eric LeVine, CEO, CellarTracker

Selected Grantees, California Apprenticeship Initiative

The time to figure out how apprenticeship and other workplace learning strategies fit in your world is now!

This session will illustrate the bounty of apprenticeship and other workplace learning strategies, and provide you practice with some of the rewarding conversations ahead. What needs to happen to expand apprenticeships in this country, in this state, in your local area? How do you lay the groundwork that leads to successful partnerships? What role does pre-apprenticeship play? How do you attract the talent and get from where you are to where you want to be?

Suzi Levine, former Ambassador to Switzerland & Liechtenstein, and her husband, Eric LeVine are on the forefront of the renaissance of the apprenticeship movement in this country. The success of the Swiss system, widely considered the

global gold standard for career education programs, maintains a constant focus on delivering benefits to students, employers, and society.

Join Suzi and Eric LeVine, along with a selection of California Apprenticeship Initiative grantees, as they share best practices in both Switzerland and the United States for laying that groundwork and enlisting the key partners in business, academia, and government to get on board!

It's time for you to become part of the apprenticeship renaissance: Earn, learn & prosper!

10:00 – 11:30

### **Employment Development Department Data Library & Data Visualizations**

*Los Angeles (Marriott)*

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, Partner & VP for Marketing, FutureWork Systems

EDDs Data Library contains a central hub of data readily available to our customers. Join us to see the vast array of data sets, different ways the data can be used, as well as tips and tricks to easily navigate the EDD Data Library. Also, see a demo of the *Tableau Visualization Tools* that enable you to enhance your charts and graphs.

Plus, Geoff Smith will demonstrate the *CA Performs Business Intelligence* web application available to California workforce boards. *CA Performs* provides access to detailed analytics of program participant data, giving users rich insight into the individuals you serve, and allowing you to quickly and easily drill into participant characteristics, services, training, industry sector placements...all in the context of WIOA performance indicators.

12:45 – 2:00

OPENING PLENARY

*San Carlos Ballroom*

### **Upwardly Mobile**

Nisha G. Patel, Executive Director,

US Partnership on Mobility from Poverty, Urban Institute

**Nisha G. Patel** is executive director of the *US Partnership on Mobility from Poverty* at the Urban Institute. Supported by the Bill & Melinda Gates Foundation, the partnership is a nonpartisan group of leaders, experts, and practitioners working to identify promising interventions to make real, lasting progress against persistent poverty in America.

Dedicated to driving social change, the Partnership distills compelling new insights into the factors that support and impede mobility, while culling important

and exciting programs and practical ideas to substantially increase mobility from poverty.

2:00 – 2:30                      “Breaking the Mold” Showcase/ Refreshment Break  
*San Carlos Foyer*

2:30 – 3:30                      Power Sessions I

### **Developing Your High Road Economic Development Partnerships**

*San Carlos 4*

Patti Castro, Director, Alameda County Workforce Development Board  
Reg Javier, Deputy Executive Officer,  
Economic Development Agency, San Bernardino County  
Gurbax Sahota, Executive Director,  
California Association for Local Economic Development

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 have demonstrated leadership in creating the relationships, and 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**

*San Carlos 2*

Caran Cuneo, Business Engagement, Workforce Alliance North Bay  
Bill Scott, Coordinator, North Bay TIP, Marin Building Trades Council  
Les Proteau, Assistant Coordinator, North Bay TIP, VP Marin Building Trades;  
President, Sonoma, Mendocino and Lake Counties Building Trades Council

Funded under Prop 39, the North Bay Employment Connection and the Marin Building Construction and Trades Council launched a Multi-Craft Trade Project for careers in Registered Apprenticeship Programs that targeted at-risk youth, veterans and disadvantaged job seekers.

This session will describe the development and implementation of this project 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.

### **Demand Driven Tools to Connect Local Workforce Solutions to Your Regional Economy**

*Cottonwood (Portola Hotel)*

Josh Williams, President, BW Research Partnership, Inc.  
Phil Jordan, Executive Director, Economic Advancement Research Institute

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**

*Ironwood (Portola Hotel)*

Miguel McQueen, Deputy Director  
San Bernardino County Workforce Development Board  
Curtis Compton, Interim Business Services Manager  
San Bernardino County Workforce Development Board

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?

Experience an interactive session centered on business engagement. Discover innovative ways to deepen business relationships, the importance of differentiating Business and Employment Services, how to use targeted sector strategies, and examples of industry-driven collective impact.

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**

*Los Angeles (Marriott)*

Judith Velasco, Executive Director, Verdugo Workforce Development Board  
Nancy Osipo-Peera, Manager, California Department of Rehabilitation  
Jay Phillips, General Manager, Haas Factory Outlet, Inc.  
Alfred Ramirez, Administrative Dean, Continuing & Community Education  
Glendale Community College  
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 an unemployment rate higher than any other disability.

### **Integrating Partner IT Systems for Better Collaborations**

*San Carlos 3*

Elaine Craig, Executive Director  
Workforce Development Board of Madera County  
Sherri Watkins, Executive Director  
State Center Adult Education Consortium  
Phyllis Staugbauer, Deputy Executive Director  
Fresno Regional Workforce Development Board  
Garth Neil, Vice President, Strategic Initiatives, LP Systems, Inc.

Discover how CommunityPro Suite leverages your partner's IT systems to streamline services and improve collaborations.

Imagine a set of tools that can make and follow solid referrals between the partners, know if a program is funded, find out if the client or customer meets the eligibility requirements, and even if the capacity exists to serve them. And further, imagine if you had a simple way to know if the client showed up to the referral appointment, enrolled/engaged, and achieved the outcomes for which they were referred. Learn more about how CommunityPro Suite can take your imaginings and turn them into reality.

### **Manufacturing Internship Program: The Next Generation of Manufacturing**

*San Diego (Marriott)*

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. Find out how these partners came together to align programs at the high school and college levels with the workforce system to help mold and prepare young adults to be the next generation of manufacturers.

### **Implementing Workforce Navigator Programs to Improve Systems Alignment and Services for English Learners and Immigrants**

*Redwood (Portola Hotel)*

*Moderator*

Ursula Bischoff, Project Manager, EL Navigator Grantee Support

Alliance for Language Learners' Integration, Education and Success (ALLIES)  
*Presenters/ Grantees*

Maiknue Vang, Supervisor, Madera County Workforce Investment Corporation  
Erick Serrato, Deputy Director, Pacific Gateway Workforce Innovation Network  
Esther Landin, Workforce Development & Career Pathways Special Projects  
Manager, North Orange County Regional Consortium for Adult Education  
Sara Fox, Youth Program Manager, San Diego Workforce Partnership

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.

Presenters represent 5 regional partnerships that implemented pilots to align job training, education and services for diverse groups of adults with limited English-language proficiency.

### **Using Career Readiness Pathways to Reengage Out of School Youth**

*San Carlos 1*

Sean McManus, CEO, A3 Schools  
Jason Schrock, President, A3 Schools  
Jaime Fall, Chief Workforce Strategist, A3 Schools  
Nick Schultz, Executive Director, Pacific Gateway Workforce Development Board

The health of your economy depends on the availability of skilled workers, yet many youth are neither in school nor in the workplace. One proven method for reengaging out-of-school youth combines career readiness pathways and core education to help students complete their credits and 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)**

*Characters (Marriott Lobby Level)*

Heather Henry, Executive Director/President  
Workforce Development Board of Solano County  
Jon Riley, Executive Director, Napa-Solano Central Labor Council  
Christine Hess, Project Manager, Solano County Adult Education Consortium  
Bruce Wagstaff, HIRRE Project Consultant

The HIRRE concept stemmed from a county-led initiative to look at how a restructured workforce system could work more effectively and efficiently for both the job seeker and employers. The county commissioned an assessment of the workforce system and identified 14 recommendations. As a result, 40 workforce development partners have come together to address the recommendations, focusing on (1) standardizing and aligning assessments, (2) adopting an employer-driven set of essential skills, and (3) coordinating services and resources more effectively.

Learn how one county is coming together to strengthen the workforce system, the steps that have been taken, and how HIRRE represents the coordination and collaboration embodied in WIOA. Gain ideas and tips for conducting a similar process in your area.

4:00 – 5:15 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. Pick one!

### **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, Director of Workforce Development

American Institutes for Research

Having "turned on" the workforce system to Human Centered Design, Virginia Hamilton and her colleagues explore how to move design thinking into all aspects of your work to promote change and improvement in our systems.

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. If you want to learn more about moving from HCD insights into actualizing change, this is the session for you.

### **New Perspectives on System Performance**

*San Carlos 3*

Rick Beasley, Executive Director, South Florida Workforce Investment Board

There are numerous Performance Management Tools available to help you track performance. Rick and his staff developed an online *Career Center Balance Scorecard* as another way to let data drive Career Center behaviors that would enhance career center outcomes. Sound dry and boring? Come experience how exciting performance management can be with the right tools (and with Rick leading the discussion).

### **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, Washington and other states, offers students nearly 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.

### **Implement Regional Plans: Now What?**

*Characters (Marriott Lobby Level)*

Tim Rainey, Executive Director, California Workforce Development Board

Bob Lanter, Executive Director, CWA

John D. Baker, Chief Consultant, CWA

Selected State and Local Workforce Board Members and Regional Organizers

In this special session intended for State and Local Workforce Board members, you'll learn about different regional models that are unfolding, as well as a better understanding about efforts to support the implementation of the regional plans. Join Tim Rainey and a host of Regional Organizers for this important session.

5:30 – 7:30

Happy Together Reception

*Ferrantes Bayview*

Look skyward (but take the elevators) and join us at the top of the Marriott for a stunning view of Monterey Bay. And let's take a moment to celebrate how we are learning to work together in ways that are making a difference in our communities (and we're even figuring out how it can be fun).

### ***Special Thanks to Emsi for their Sponsorship of the Happy Together Reception!!!***

## **Wednesday, Sept 6, 2017**

6:45 – 7:15

Pilates w/ Diane Walton

*Santa Monica (Marriott)*

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

*San Carlos Foyer*

8:30 – 10:00

Policy Plenary

San Carlos Ballroom

**Give Work: Ending Poverty by Responding to Demand**

**Leila Janah**, Founder/ CEO, Samasource and LXMI

Leila Janah creates companies that share a common social mission...to end global poverty by giving work to people in need.

Leila is a pioneer in the field of impact sourcing, the practice of hiring people from the bottom of the pyramid to complete digital work. Born out of the belief that talent is equally distributed, but opportunity is not, Leila create services to help businesses achieve their goals, while radically altering the life trajectory of their workers. One of her companies, Samasource, has helped over 34,000 people lift themselves out of poverty by sourcing data projects from some of the world's largest companies, including Google, Glassdoor, and Microsoft.

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

*Moderator*

**Ron Painter**, President/CEO, National Association of Workforce Boards

*Panelists*

**Chris Andresen**, Public Affairs Consultant, CWA; Senior VP, Dutko GR

**Virginia Hamilton**, ETA Regional Administrator, Region 6,  
U.S. Department of Labor

**Eric Seleznow**, Senior Advisor, Jobs for the Future

**Jason Tyszko**, Executive Director, Center for Education and Workforce,  
U. S. Chamber of Commerce Foundation

What's the future of workforce development in this country? With the dynamics of the Congress, how do we build an effective coalition that supports a workforce system that can respond to the skill shortages and skill requirements needed in healthcare, manufacturing, construction and other major industries essential to America's future? Panelists will discuss legislative challenges within the current political environment, current and future funding scenarios, as well as wider support issues that persist around the public workforce system.

10:00 – 10:30

"Breaking the Mold" Showcase/ Refreshment Break

Grab some coffee and take some time to visit with our esteemed sponsors, exhibitors and partners outside the San Carlos Ballroom. Don't miss the *Apprenticeship Genius Bar* and all the other exciting organizations and businesses that support our work.

10:30 – 11:30

Power Sessions II

**BREAKING NEWS: WIOA 2018 Funding Increased to \$5 Billion with More Flexibility and Reduced Regulations**

*San Carlos 4*

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 the headline above. Since 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 we have found only limited success with our 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. The question is: *How can we get our message to resonate more effectively?*

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**

*Redwood (Portola Hotel)*

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)

Donald K. McKinzie, Global Operations Manager,

Northrop Grumman Aerospace Systems

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?**

*San Carlos 2*

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. And, you might ask, if 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 of the customers of sole proprietors are businesses with employees.

There is a sole proprietor event manager that has high 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 number 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**

*San Carlos 1*

Damien Ladd, Chief, CalWORKs Employment Bureau

Welfare-to-Work Division, California Department of Social Services

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

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.

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**

*Los Angeles (Marriott)*

Mariann Ruffolo, Deputy Director, Workforce Development Department,  
County of San Bernardino

Dr. Dale Marsden, Superintendent, San Bernardino City Unified School District  
(SBCUSD)

Imagine if the students from an entire city were prepared for the future by introducing them to career pathways early in their educational experience, followed by work based learning experiences as they come of age.

SBCUSD has committed to 100% of students being in a career pathway. The WDB, through its *Generation: Go!* Youth program is partnering with employers to develop work based learning for all students. SBCCD is working on co-enrolling students to allow them to graduate with both a diploma and certificate that aligns with their chosen pathway. Find out how to become a catalyst in your community for similar efforts by seeing the pathways in action.

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

*San Diego (Marriott)*

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**

*San Carlos 3*

Tara D. Sanders, Community Partnership Liaison, Los Medanos College

Gina Del Carlo, Director, Earn and Learn East Bay; Youth Program Manager, Workforce Development Board of 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 (ELEB)* 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 *Earn and Learn East Bay* developers as they discuss the revolutionary collaboration.

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

*Cottonwood (Portola Hotel)*

Moderator: Daniel Patterson, Business Engagement Coordinator, CWDB

Bill Greene, Strategic Government Customer Manager, Dun and Bradstreet

Michele Robertson, Relationship Manager, Dun and Bradstreet  
Cheryl Parker, CEO, Urban Explorer Inc.  
Brian Schwartz, Los Angeles County Economic Intelligence

Using Dun and Bradstreet Business Analytics, presenters will demonstrate how the data tool enables local leaders to make data driven decisions that support 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.

Find out how the analytics were developed and see a demonstration of how the data is being used to support a proactive business engagement strategy.

### **A Transformation Approach That Takes Training to the Next Level**

*Ironwood (Portola Hotel)*

Brooke Valle, Deputy Director of Adult Programs,  
San Diego Workforce Partnership

Vicki Brannock, Manager of Adult Programs, San Diego Workforce Partnership

In response to decreased funding for Individual Training Accounts (ITAs) and On the Job Training (OJT), as well as growing performance requirements, the San Diego Workforce Partnership has taken a transformational look at the way we deliver training.

This session will discuss strategies for:

- Tailoring your approach to priority sectors (e.g. TechHire)
- Aligning to the labor markets "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**

*Characters (Marriott Lobby Level)*

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

Inspired by having a winning project on Customer Centered Design, Contra Costa County (WDBCC) delved further into an improved approach to meet the needs of the formerly incarcerated. By leveraging federal and state funding, collaborating with Root & Rebound (a nonprofit with expertise in training employers about hiring people with records), we hosted the first Fair Chance

Employer Summit in the County to educate employers about hiring reentering individuals. Join this discussion to identify key elements that can help reduce recidivism in your area.

11:45 – 1:00                      Networking Lunch in the Memory Garden

Located just past the Portola Hotel, the Memory Garden provides a perfect setting to process and discuss the morning sessions, and just to delight in the beauty of Monterey. Our Pacific Rim Buffet Lunch is sure to please, regardless of your palette or dietary requirements.

1:15 – 2:15                      Power Sessions III

### **It's Proven! Sector Approaches Support Business, Youth, and Adults**

*San Carlos 1*

Stacey Pellegrino, Director, Grant Associates

Christopher Bernhardt, VP of Corporate Training, Grant Associates

Marlena Sessions, VP of Public and Private Partnerships, Grant Associates

Sector-focused workforce development initiatives are successfully training and connecting adults and youth in career pathways, meeting a vital business need in the process. As evidence mounts for the effectiveness of sector strategies, its inclusion in WIOA creates new opportunities for workforce boards to establish regional initiatives. Additionally, new synergies between CTE programs and workforce development are creating new opportunities for collaboration.

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**

*San Carlos 4*

Nick Esquivel, Apprenticeship Coordinator

California Community Colleges Chancellor's Office

Joshua Modlin, Project Director, Foundation for California Community Colleges,

Leela Hebbbar, 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, how they can help job seekers, how they can be integrated into sector strategies, and other 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**

*Los Angeles (Marriott)*

Gurminder Sangha, Deputy Sector Navigator

Advanced Manufacturing, Central Valley and Mother Lode Regions

Believe it or not, if you do not understand and define the problem prior to attempting to solve it, you can be wasting valuable time and resources. It is essential for an individual or a team to first develop a problem statement in order to create realistic and cost effective solutions. In this session, you'll learn a unique approach to defining the problem using T. I. M. E. methodology. Problems will never look the same again!

### **California's Bold Reimagining of Adult Education**

*San Carlos 3*

Neil Kelly, AEBG Office, California Community Colleges

Judy Mortrude, Senior Policy Analyst,

Center for Postsecondary and Economic Success, CLASP

Randy Tillery, Project Director, Workforce Systems & Post-secondary Education  
WestEd

The Adult Education Block Grant (AEBG) is a \$500M/year appropriation to expand and improve adult education services and to support regional planning and implementation efforts by consortia throughout California.

Panelists will share the results of a new study on lessons learned in the first year of AEBG implementation. Discussion will also include recommendations on comprehensive career pathways, WIOA performance accountability, and other policy and implementation opportunities to make AEBG an even stronger partner in California's workforce development system.

### **Supply and Demand Web Tool**

*San Diego (Marriott)*

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 (EDD)

Be one of the first to preview EDD'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 WIOA.

### **Shared Case Management: The Integrated Resource Team Strategy**

*Cottonwood (Portola Hotel)*

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  
Maiknue Vang, Program Supervisor  
Madera County Workforce Investment Corporation

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 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 the Young People? Using Social Media and Texting to Recruit, Engage and Retain Youth**

*Ironwood (Portola Hotel)*

Robert Williams, Youth Social Media Guru & Program Assistant, Soulciety  
Talia Benet, Director of Workforce Development, Soulciety  
Amanda Gerrie, Partner, Pathways Consultants & CareerHub  
Kim Coulthurst, Partner, Pathways Consultants & CareerHub

Youth spend an 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 from pre-program through follow-up. Learn about existing successful youth workforce programs building lasting relationships with youth using social media tools like Instagram and Snapchat, as well as texting and multimedia messaging to share resources/opportunities, provide coaching and training, get young people to show up, and more!

### **Integrating the SNAP Program into the Broader Workforce System**

*Characters (Marriott Lobby Level)*

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 Employment and Training 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 will

share lessons learned about program potential, leveraging resources, benefits to coordination, and system alignment, based on recent efforts to scale up the program and fully integrate into California's workforce system.

### **Effective Partnering with Public Education: Maximizing Partnerships with Community Colleges**

*Redwood (Portola Hotel)*

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 can be an effective partner 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 later. Quality programs must both meet the needs of local businesses and the community college and workforce development performance metrics required by their funding sources.

This session is a perfect opportunity to join an amazing team from local community colleges to help you think through some of these challenges and to assist you in reaching out and creating a win-win partnership with your local college.

### **Taking Work Based Learning To Scale**

*San Carlos 2*

Tim Aldinger, Director of Workforce Development Services

Foundation for California Community Colleges

Jennie Bautista, Business Services Manager, Tulare County Workforce Board

Fran Kennedy, Director, Building Economic Opportunity Group,

Jobs for the Future

Matthew A. Poland, Senior Program Manager for Work Based Learning,

Jobs for the Future

Finding quality work-based learning opportunities for even a small number of youth can be daunting, so how can such opportunities be scaled across an entire region? Join us to explore this question with your peers and hear from leading practitioners so that you can walk away with some ideas to take home and try out.

Our session will be a blend of focused conversation and quick briefings from experts, covering areas like employer engagement, roles and responsibilities of partner organization, student/youth readiness and technological supports. Learn how Innovate Tulare County has scaled Work-Based Learning, how JFF has supported regional structures in multiple regions in the state, and how the Foundation for California Community Colleges is partnering with regional intermediaries across the west coast.

2:15 – 2:45

“Breaking the Mold” Showcase/ Refreshment Break

Take advantage of this last opportunity to visit with our dynamic set of sponsors and partners. Preview tools and services that can help you move to the next level and have the impact you want to have with your programs. Oh, and grab some refreshments while you are at it.

2:45 – 3:45

Power Sessions IV

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

*San Carlos 1*

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**

*San Carlos 3*

Loren Shimanek, Innovation Impact Manager, Workforce Innovation Branch  
California Workforce Development Board

Haden Springer, Workforce Development Manager

Foundation for California Community Colleges

Sal Vaca, Director, Employment & Training Department, City of Richmond

Alissa Friedman, Executive Director, Opportunity Junction

Changing business as usual starts with creating a culture of change in your own organization. Hear directly from Workforce Accelerator grantees, as they share key strategies that have helped all partners transform their workforce development thinking and practices. 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 Talent Pipeline: A SlingShot Healthcare Project**

*San Carlos 4*

### *Discussion Leader*

Cyd Spikes, Los Angeles Regional SlingShot Project Consultant

### *Panelists*

Teri Hollingsworth, Vice President, Association & Human Resources Services,  
Hospital Association of Southern California

Shari Herzfeld, Deputy Sector Navigator – Health, Los Angeles;  
Health Workforce Initiative Regional Director

Yolanda Castro, Executive Director,  
Southeast Los Angeles County Workforce Development Board

The Los Angeles Regional SlingShot Healthcare Project is creating a regional talent pipeline system that is sector-focused, industry-responsive and fosters career pathways. Building on efforts initiated by the South Bay Workforce Investment Board, 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 in discussing this innovative, demand-driven approach to training new and incumbent workers.

### **Leveraged Relationships to Better Serve the Business Customer**

*Characters (Marriott Lobby Level)*

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 better serve both businesses and job seekers. The focus of the discussion will be on how local workforce partners can work together to share and leverage existing resources in service to these “dual” customers.

### **If We Knew Then What We Know Now: Early Lessons from Forming a Regional Workforce Development Board**

*Los Angeles (Marriott)*

Racy Ming, Principal, Racy Ming Associates

Bruce Wilson, Executive Director, Workforce Alliance of the North Bay

In 2015-16 the Marin and Napa/Lake WDB's underwent a yearlong stakeholder input process that resulted in a merger of two WDBs into one regional WDB for all three counties...the Workforce Alliance of the North Bay. In June 2017, Mendocino County's WDB also joined the Alliance. The end goal is to achieve economies of scale while still maximizing local control over service delivery.

Hear about the challenges and benefits of merging multiple workforce development boards. Discussion will include the reasons for taking this approach, the 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**

*Cottonwood (Portola Hotel)*

Natalie Lenhart, Program Assistant, Linked Learning Alliance,

Sara Pietrowski, Data Director, Linked Learning Alliance

Anette Smith-Dohring, Workforce Development Manager at Sutter Health

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 (LL), aim to do so by better preparing students for college, career, and life.

Linked Learning 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. Come learn more about connecting with the Alliance and the resources and approaches that you might deploy in your region.

### **What to Consider When Creating a Regional Training Center: The Good, the Bad, and the Ugly!**

*San Carlos 2*

Rod Hoover, Manager, Human Resources, California Steel Industries

Steve Tyrrell, Maintenance Manager, Mitsubishi Cement Corporation

Stewart Knox, Executive Director, Employment Training Panel

Reg Javier, Deputy Executive Officer, San Bernardino County EDA/WDD

Sandra Sisco, Director, Economic Development, TAACCT Grant & InTech Learning Center, Chaffey College

Discover how 3 workforce system partners, 12 colleges, 20 employers and other key partners including industry associations, K-12, and ROPs came together to create the InTech Learning Center. Learn how they leveraged multiple funding sources (CA Community College, ETP, James Irvine, SB County and more) to cultivate a workforce pipeline, paid internships and a Learn & Earn model for Advanced Manufacturing in the Inland Empire.

### **The Missing Millennials: Workforce Development in the New Gig Economy**

*Redwood (Portola Hotel)*

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. Discussion will include 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**

*Ironwood (Portola Hotel)*

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

Patrick Regan, Local Disability Resource Coordinator, Toolworks, *in partnership with the San Francisco Office of Economic & 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. *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?*

Panelists will demonstrate practical ways to better serve people with disabilities by discussing existing models throughout California – what does and does not work...while exploring change and sustainability. Learn about readily available resources to develop and implement your own best practices. The presenters intend to interact with, encourage, engage, and otherwise entertain you.

4:10 – 5:15

PLENARY PANEL

*San Carlos Ballroom 2, 3, 4*

## **Apprenticeship in America**

**Eric M. Seleznow**, Senior Advisor, Jobs for the Future

*Former Deputy Assistant Secretary, U. S. Department of Labor*

## **Reimagining Apprenticeships**

*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

**Dr. Katherine Caves**, Centre for Comparative Education Systems,

Swiss Federal Institute of Technology, Zurich, Switzerland

**Doreen S. Moreno**, Director, Government & Community Relations

UCSF Benioff Children's Hospital Oakland

**Edward DeJesus**, National Director, Workforce Development Programs & Policy,  
Youth Advocate Programs, Inc.

**John Brauer**, Executive Director, California Labor Federation

Apprenticeships are experiencing a renaissance. No wonder. They blend classroom and work based learning, they cultivate the talent businesses need, and they offer people opportunities to build great careers. But if they are such a panacea, why do they have such a stodgy image? Why do they seem so old-

school -- and hard to work with? What if we thought about them differently and built a new ecosystem to support them?

Each of our panelists brings a unique perspective to California's effort to make full use of the 'Apprenticeship Advantage'. Come reimagine with us what the future of apprenticeship could be, and how we could be a part of making it happen.

6:00 – 9:00

**MIND POP: What a Lovely Night for a Moondance**

*A Celebration of 20 Years of Meeting of the Minds*

Walk back with us through 20 years of being on the beach. Compete for prizes in the sand castle competition by region, explore our tasting stations (street tacos, ceviche, sliders and more), connect with old friends, and sit back and enjoy an evening under the full moon overlooking Monterey Bay.

From 7:00 – 9:00 pm, you'll also enjoy the incredible music of the Monterey Bay All Stars. And, don't miss the amazing performance of our fire dancer that will conclude the evening. Truly an experience you won't soon forget.

***A Huge Thanks to Grant Associates for Helping Make the Beach Event Special!!!***

**Thursday, Sept 7, 2017**

6:45 – 7:15

Pilates w/ Diane Walton

*San Carlos 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

*San Carlos Foyer*

8:30 – 10:00

Morning Plenary

*San Carlos Ballroom 2, 3, 4*

**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.

10:30 – 11:30 Power Sessions V

### **Regional Strategic Planning in Different Contexts: Moving From Rote Planning To True Strategic Work Of Regional Significance**

*San Carlos 4*

*Moderator*

Jessie Oettinger, Senior Associate, Social Policy Research Associates

*Panelists*

Monique Melchor, Director, work2future, City of San Jose

Andy Hall, VP & Chief Program Officer, San Diego Workforce Partnership

Stephen Baiter, Executive Director, Oakland Workforce Development Board

Racy Ming, North Bay Employment Connection Consultant,

Racy Ming Associates

All Regional Planning Units (RPU) in California submitted their first WIOA regional strategic plans in 2017, but many workforce boards and their partners have been moving towards a regional approach for several years now. This panel will explore the state of regional planning efforts in four regions.

### **SWAG: A New Day for Apprenticeship in California!**

*Characters (Marriott Lobby Level)*

Tracy DiFilippis, Apprenticeship Coordinator, Goodwill Southern California

Jeffrey Forrest, Vice President, Workforce Development, College of the Canyons

The Strong Workforce Apprenticeship Group (SWAG) is an innovative approach to apprenticeship that provides a no-nonsense model that can be implemented across industry sectors such as Advanced Manufacturing and Logistics. This presentation is for Workforce Development Boards, Community-based Organizations, Educational Institutions, and Industry Consultants that seek an effective model with proven results that will enable them to integrate apprenticeship into their workforce agenda.

### **Customized Online Job Readiness Training Program**

*San Carlos 2*

Phyllis Stogbauer, Deputy Director of Program Services

Fresno Regional Workforce Development Board

Rashad M. Said, Executive Director, Advanced Vocational Institute

Online workshops and training modules are quite popular, and job readiness is needed by many individuals who seek our assistance. Can this cost-effective delivery mechanism respond effectively to this need?

In this workshop, you'll hear from one region that developed customized online job readiness workshops. Constant refinements over six cohorts led to a greatly improved process and outcomes. For example, combining on-line training with

group activities led to dramatically improved results. Training included key skills such as communication and teamwork, resulting in increased self-esteem and confidence levels, and improved employability and job placement retention rates among job-seekers.

Learn from the experiences of these collaborators and get a jump start on doing something similar in your area.

### **Building Collaborative Career Pathway Models that Are Inclusive of All Job Seekers**

*San Carlos 3*

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  
Margo Scoble, Hollywood Worksource Center Director,  
Managed Career Solutions (MCS)

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**

*San Carlos 1*

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 have never made one. During this session, you will 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**

*Los Angeles (Marriott)*

Clarece Weinraub, Area Superintendent of Southern California, Five Keys  
Noel Scott, Assistant School Director, Los Angeles, Five Keys  
Dorick Scarpelli, Director, College Pathways and Workforce Development,  
Five Keys  
Armando Loza, Site Manager, Compton/SOLA AJCC  
Aissa Cerda, Project Director,  
Boyle Heights/ East Los Angeles WorkSource Center  
Scott Lee, Executive Director, Boyle Heights Technology YouthSource Center

Five Keys works with Workforce Centers to customize high school education for adults. There is no one size fits all. Five Keys 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 their 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 during this dynamic panel discussion.

### **Capturing and Measuring Skill and Credential Attainment under WIOA**

*San Diego (Marriott)*

Tom Kavanagh, Senior Consultant, Public Consulting Group

Michelle Zieziula, Senior Consultant, Public Consulting Group

Laura Hathaway, Instructional Designer, Public Consulting Group

PCG's new *Virtual Services Portal (VSP)* applies innovative technology to deliver career services to customers. Our methodology provides remote workshop opportunities accessible anywhere, anytime and on any smart device. The course content is designed to increase engagement and interactivity, ongoing assessments measure content absorption, and differentiated instruction reaches all types of learners. The data collection component provides insight into client interactions, including pre- assessment and post-assessment results for measuring skill and credential attainment.

11:45 – 12:15

Conference Reflection

*San Carlos Ballroom*

While the tendency is to run quickly back to your other reality, take a moment to reflect with us on the journey we have taken together over the last three days. Deepen your insights and learnings from this year's Meeting of the Minds, and decide what you want to change in yourself, your team and your organization when you return home.