

WORKCON 2017

(draft...subject to change as of April 20, 2017)

Conference Overview

Wednesday, May 10, 2017

- 9:00 – 11:30 Pre-Conference Sessions
- 12:45 – 2:00 Opening Plenary: **Joe Xavier**, Director,
California Department of Rehabilitation
- 2:15 – 3:15 Workshops: Round One
- 3:15 – 3:45 Break
- 3:45 – 5:00 Mini-Plenaries (Pick One!)
* *Workforce Innovations: Creating the New “Normal”*
* *How Might AJCCs, Employers & Job Seekers Work Together Better*
* *Transforming Education Options for Real Impact*
- 5:30 – 7:00 Welcoming Reception

Thursday, May 11, 2017

- 6:45 – 7:15 Pilates with Diane Walton
- 7:30 – 8:30 Continental Breakfast
- 8:30 – 9:45 Morning Plenary: **Dr. Anne Kress**, President,
Monroe Community College,
- 9:45 – 10:15 Break
- 10:15 – 11:30 Workshops: Round Two
- 11:45 – 1:15 CHARLIE BROWN AWARDS LUNCHEON
- 1:30 – 2:30 Workshops: Round Three
- 2:30 – 3:00 Break
- 3:00 – 4:00 Workshops: Round Four
- 4:15 – 5:15 Plenary Session: **Walter Dario Di Mantova**, Vice President,
Powerminds Inc.
- 7:30 – 10:00 Casino Night

Friday, May 12, 2017

7:30 – 8:30	Continental Breakfast
8:30 – 9:30	Panel of State Leaders: Partnerships, Partnerships, Partnerships
9:45 – 10:45	Workshops: Round Five
11:00 – 12:00	Closing Plenary: Larry Robbin , Robbin & Associates

CONFERENCE PROGRAM

Wednesday, May 10, 2017

9:00 – 11:30 Pre-Conference Sessions

Next Generation Sector Strategies

Garden 3

John Melville, Co-CEO, Collaborative Economics
Lindsey Woolsey, President, The Woolsey Group

Today's industry engagement requires much more of industry, and much more of education and the workforce system. How are you cultivating industry partners to “play” the diverse roles you need to be successful, as recruiter and employer... expert and advocate... communicator and catalyst... and possibly even as investor? This session will explore the evolving role of industry partners in education and training efforts. Bring lessons learned from your own experiences to share with others.

What Workforce Staff and Employers Should Know about the ADA & California's FEHA

Pacific

Ed Flores and Toni Bamford, Disability Access Services Training Team,
California Department of Rehabilitation

This workshop provides an overview of the Americans with Disabilities Act (ADA) & the California's Fair Employment & Housing Act (FEHA). Participants will gain an understanding of disability related employment terms applicable to these federal & state laws and their impact on employers with 5+ employees. Presenters will also identify online training resources that will help further your understanding of the ADA & FEHA employment requirements.

Apprenticeships: We Have Liftoff

Harbor

A Peer Learning Session sponsored by the U.S. Department of Labor
Ringmasters: Vinz Koller, Social Policy Research Associates

Diane Walton and Tarah Holt, Region 6, U.S. Department of Labor
Featuring Federal and State Apprenticeship Grantees

Why are apprenticeships hip again? Is it the intentional integration of classroom and on-the-job learning? Is it the purposeful employer engagement? Or is it the debt-free acquisition of industry recognized credentials and certificate? During this session, Apprenticeship grantees will share their greatest hits (and some misses...) and for those with Apprenticeship aspirations, it will be a great time to learn from innovators of the field.

12:45 – 2:00 Opening Session *Grand Ballroom*

Welcome to WORKCON 2017

Stephen Baiter, Chair, CWA;
Executive Director, Oakland Workforce Development Board

Keynote Address

Why It Matters

Joe Xavier, Director, California Department of Rehabilitation

Joe Xavier has a profound understanding of the barriers individuals with disabilities face to gain meaningful employment. Near and dear to his heart are the partnerships DOR has developed with their stakeholders, businesses and communities that deliver services and offer opportunities that support their customers.

2:15 – 3:15 Ground Zero / Round One

Communicating our Value

Advocating for Workforce Development: A Critical Time

Garden 2

Moderator: Eric Flores, California Workforce Association

Luann Dunsford, CEO, Michigan Works!

Nick Schultz, Executive Director,

Pacific Gateway Workforce Development Board

Brian Hooker, Business and Workforce Liaison,

Workforce Development Board of Solano County

In the current political environment, continued funding at current levels cannot be assumed. Find out how you can be both more effective and more engaged in ways that will make a difference.

Workforce Innovations

Apprenticeship: A Proven Model for Developing Talent in High Priority Industries

Salon V

John Dunn, Director, California Advanced Manufacturing Apprenticeship Collaborative

American River College

Tracy DiFilippis, Sector Strategies Manager, Goodwill Southern California

Jeffrey Forrest, VP, Economic Development, College of the Canyons

Twenty First 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 high priority industry sectors, such as advanced manufacturing and logistics.

Regional Planning and Collaboration: First Take

Social Enterprise and the Workforce System: Practical Lessons from the Los Angeles Regional Initiative

Salon VI

Donny Brooks, Project Coordinator,

Los Angeles Economic and Workforce Development Department

Ashley Cordero, Initiatives Manager, REDF

Christian Geckeler, Senior Associate, Social Policy Research Associates

Funded by a USDOL Workforce Innovation Fund grant, the LA Regional Initiative for Social Enterprise (LA:RISE) provides opportunity youth, previously homeless, and incarcerated individuals with paid work experience and services designed to help them find and retain employment.

This workshop presents lessons in building partnerships between private social enterprises, public workforce system agencies, non-profit service providers and employers. Additionally, discover sustainability strategies for further integrating and bringing the social enterprise and workforce system together.

Healthy Relationships and Economic Pathways: A Cross-Regional Partnership That Prepares Young Adults for the Workforce

Salon VII

Robert Lee, Program Manager, California Adolescent Health Collaborative, Public Health Institute

Yvette Garcia, Health Educator, Haven Women's Center of Stanislaus County

Lara Olsen, Health Educator, Valley Crisis Center

Dustin Pack, Program Manager, Project YES, Ceres Unified School District

The *Healthy Relationships and Economic Pathways* (H-REP) program brings together Central Valley and Bay Area organizations to equip youth and young adults with the relationship and digital literacy skills necessary to thrive in today's workforce.

This workshop will provide 1) an overview of the H-REP program; 2) a hands-on experience of H-REP program activities; 3) a moderated discussion of the successes and challenges of cross-regional partnerships, and 4) the importance of "soft-skill" development to support "hard-skill" job training.

Industry Sector Partnerships: Becoming More Demand Driven

Engaging Employers Successfully: Lessons from High-Impact Employer-Driven Healthcare Training

Garden 3

Elizabeth Toups, Interim Director of Healthcare Programs, JVS

Shelley Woodman, Healthcare Programs Manager, JVS

Pam Romoli, Human Resources Director, Sutter Pacific Medical Foundation

Helping industry build pipelines into high need/high demand occupations is one way of becoming more employer driven. Working with several of the largest healthcare employers throughout the Bay Area, JVS identified an acute and ongoing need for highly skilled Medical Assistants. Through this process, JVS demonstrated the ability of the workforce system to truly address a business need, securing a level of partnership that was unprecedented in their work. What followed was a clear ROI/value proposition that incited additional healthcare employers to partner with JVS to strengthen their own talent pipelines in high demand roles like Medical Assistant.

This workshop will not only share this experience, but will engage participants in brainstorming additional ways to identify hiring "pain points" and to better articulate and characterize the value we potentially can bring to our employers.

Career Center Operations and Integration

Innovative Outreach for the Untapped Market

Harbor

Riccardo Canova, Business Service Representative,

George Toruño, Workforce Development Specialist,

San Bernardino County Workforce Development Department

Using Human Centered Design (HCD), San Bernardino County has developed and is prototyping a Self-Service WIOA Application (SSWA), allowing youth & adults easier access to WIOA services, and providing partners a more effective way to refer customers. Moving forward, the establishment of a social media presence will be an essential part of deploying the Application.

This session will discuss some of the challenges and successes in developing and executing this practical design approach to improve outreach to our customers.

Career Pathway Tools

A Data-Driven & Regionally Specific Approach to Identify the Right Career Pathways in Your Community

Pacific

Josh Williams, President, BW Research Partnership, Inc.

Phil Jordan, Executive Director, Economic Advancement Research Institute

This session will demo a new online career pathway tool that allows workforce, economic developers and educators to identify the occupational segments and industry clusters found in their region. It combines a data-driven quantitative view with a qualitative view that shows the options and recommendations for training and education for different career pathways based on the quantitative findings.

The Tool is built upon the realization that career pathways need to be built upon both their occupational segment as well as their industry cluster, and the skills and requirements for occupational progression are often connected to both.

Streamlining Credential Attainment

Prior Learning Assessments: An Innovative Approach Supporting Students and Improving the Workforce

Salon VIII

Stuart Van Horn, Vice Chancellor, Educational Services and Workforce Development, West Hills Community College District

Scott Campbell, Vice President for Higher Education Council for Adult and Experimental Learning (CAEL)

Learn how the Central Valley SlingShot grant is aiding California Community Colleges in the Central California to spearhead a *Prior Learning Assessment* initiative. The aim is to streamline the attainment of credentials and ultimately result in gainful employment for students facing heavy barriers. In a region known for its economic depression and immobility, education and workforce leaders are working in tandem to efficiently guide students through pathways that lead to self-sufficiency and facilitate income mobility.

Proven Approaches in Serving Targeted Populations

Disability 101: Serving Customers with Disabilities

Garden 1

Ed Flores and Toni Bamford, Disability Access Services Training Team, California Department of Rehabilitation

“How do you treat a person with a disability?” Like a person! This workshop is designed to help participants increase their awareness of the disability experience, while offering customer service strategies in an easy to understand manner. Participants will gain a better understanding of the most common disability conditions and identify resources you can use to improve service delivery and customer satisfaction ratings.

New Americans: Effectively Serving Refugees and Immigrants within WIOA *Garden 4*

Erica Bouris, Technical Advisor, Economic Empowerment,
International Rescue Committee

New Americans – especially refugee and immigrant populations – represent a key target population for many workforce regions in California, a state that admitted more refugees than any other state in the nation and is home to several state-designated “Refugee Impacted” counties. This session will provide:

- An overview of the intersection between “refugee specific” employment services funded through the U.S. State Department and WIOA services;
- Challenges and opportunities with the current refugee arrival population, including education, skills, and work experience;
- Best practices in serving refugee and immigrants, including youth and Limited English Proficient adults, including a model that has been developed and deployed effectively in San Diego County; and,
- Strategies for building effective partnerships on the ground in your region.

*** International Rescue Committee provides support to workforce development programs serving refugees and immigrants in 27 cities across the U.S.

Youth Program Challenges and Successes

Expand Your Resources and Develop Your Regions’ Workforce Through a No Cost Charter School Partnership

Salon 1

Jaime Fall, Chief Workforce Strategist, A3 Schools

Reg Javier, Deputy Executive Officer, San Bernardino County

Sean McManus, CEO, A3 Schools

Jason Schrock, President, A3 Schools

James Konantz, Education Program Consultant, A3 Schools

There are 40 million high school dropouts in the workforce today, lacking the most basic workforce credential needed to advance past entry level work. Local areas are reversing this problem now and building their local workforce capabilities by partnering with *Uplift California Charter School* to help out-of-

school youth earn their diplomas at no cost to the WIOA program while exposing them to career possibilities and launching them on the path to fulfilling careers.

3:15 – 3:45 Exhibits / Refreshment Break *Grand Ballroom Foyer*
Get refreshing ideas from our sponsors and exhibitors, while enjoying some rejuvenating goodies during this pause in the Program.

3:45 – 5:00 Mini-Plenary Sessions *(Pick One!)*

Workforce Innovations: Creating the New “Normal” for Workforce Development
Garden 1 & 2

Moderator: Amy Wallace, Deputy Director, California Workforce Development Board

Featuring a Cast of Local Innovators from throughout California
(inspired by grants through Slingshot, Workforce Accelerator Funds and AB2060)

This dynamic session will feature a series of short presentations that capture the future of workforce development.

A Win for Everyone: How Might AJCCs, Employers and Job Seekers Work Together Better

Garden 4

Moderator: Todd Gustafson, CEO, Kinexus

Phil Blair, Chair Elect, San Diego Workforce Partnership; Member, National Association of Workforce Boards; Executive Officer, Manpower San Diego
Peter Callstrom, President/ CEO, San Diego Workforce Partnership

Manpower hires 10,000 employees every year for long term jobs in their five franchises, and 42% of their temporary employees are hired permanently by their customers. The workforce system likewise makes thousands of placements every year. Competitors or partners?

This session will identify opportunities for private sector companies, placement agencies and other private sector employers to work together more productively. Explore how we might produce more matches “made in heaven” and help solve some of the labor shortages and other recruiting challenges employers are facing in today’s labor market.

Transforming Education Options for Real Impact

Garden 3

Moderator

Nick Schultz, Executive Director, Pacific Gateway Workforce Board

Panelists

Joel Simon, Vice President, Workforce and Economic Development
Council for Adult and Experiential Learning
Chris Nelson, Administrator, Adult Education Office, Career & College Transition
Division, California Department of Education
Sean McManus, CEO, A3 Schools
Ron J. Stefanski, Executive Director, Strategic Alliances, ed2go, Cengage
Learning

This mini-plenary will explore innovative approaches, practices and partnerships to address literacy, basic skills, high school diplomas, and other credentials and certifications that offer the most promise for connecting out-of-school youth and adults to high demand entry and middle skill jobs. Panelists will address both how to leverage current funding and how we might do a better job of taking these efforts to scale.

5:30 – 7:00 Welcoming Reception *North Tower Pool Area*

Join us poolside for a delightful evening connecting with friends and colleagues, while enjoying the ambiance of Garden Grove.

Thursday, May 11, 2017

6:45 – 7:15 Pilates with Diane Walton

7:30 – 8:30 Continental Breakfast *Grand Ballroom Foyer*

8:00 – 8:30 CWA Annual Membership Meeting

8:30 – 9:45 Morning Plenary *Grand Ballroom*

Unlocking Social Mobility through Career Pathways
Dr. Anne Kress, President, Monroe Community College,
Rochester, New York

Session Moderator: Bob Lanter, Executive Director
California Workforce Association

9:45 – 10:15 Exhibits / Refreshment Break *Grand Ballroom Foyer*

Fill yourself up with uplifting ideas from our sponsors and exhibitors, and get that second cup of coffee while you're at it.

10:15 – 11:30 Ground Zero / Round Two

Regional Planning and Collaboration

Meeting Manufacturers' Educational Needs: Best Practices from CSU Campuses in the Central Valley

Garden 4

Mark Novak, Dean, Extended University Division,
Jennifer Patino, Director, Professional Development Programs,
California State University, Bakersfield
Helene Caudill, Dean, University Extended Education,
California State University, Stanislaus
Blake Konczal, Director & CEO, Fresno County Workforce Development Board

The Fresno Workforce Development Board sponsored a Slingshot project to study the relationship between the California State University campuses in the Central Valley and manufacturers in that region. This session will present the results of that study.

The session will describe best practices used by Central Valley campuses and by campuses across the country to meet manufacturers' educational needs. Expand what you thought was possible, and gain exposure to a variety of programs that enhance workers' skills and promote employability.

Leveraging Collaboration Applications to Strengthen Regional Partnerships

Salon VII – VIII

Garth Neil, VP, Strategic Initiatives, Literacy Pro Systems
Sherri Watkins, Executive Director, State Center Adult Education Consortium
Elaine Craig, Executive Director, Madera County Workforce Development Board
Phyllis Stogbauer, Deputy Director of Program Services
Fresno Regional Workforce Development Board

Learn how to increase inter-agency communication and collaboration among state, local and community partners, including co-case management and WIOA reporting. In these times of challenging resources, CommunityPro Suite empowers staff and participants to make informed decisions, track services and clients across agencies and maximize regional capacity by syncing partners' IT systems. With CommunityPro Suite, partners can share data and manage mutual performance goals in real time, without giving up current systems or requiring duplicate input of information.

Becoming More Demand Driven

Serving Business at the Speed of Business

Harbor

Christine Nutting, Deputy Director of Business Services
Fresno Regional Workforce Development Board

Mysty Rusk, Associate Regional Director, UC Merced SBDC Regional Network

As businesses move at the speed of light, the business solutions we offer must also be agile and relevant. Automated Business Consultation and leveraging partners is critical in this fast-moving environment. From this need, Fresno4Biz was created.

Our partnership offers a virtual business one-stop with no-cost business consultants from 12 agencies, including the SBDC network, that provide timely business resources and solutions. This session discusses the steps necessary to replicate this program in your community. Come prepared to share your own best practices!

Career Center Operations and Integration

Putting Human Centered Design to Work: Lessons Learned

Salon V

Efrem Bycer, Code for America or Caitlin Docker, Code for America

Improving service delivery through human-centered design (HCD) is easier said than done. Code for America is applying the principles of HCD to help thousands of people access services they need to find work and access other public programs like food assistance. This session will go beyond the concepts of HCD to show how it's used in practice, the impact it can have, and highlight ongoing projects in different phases.

The Role of Data in Driving Innovation and Collaboration

Harnessing the Power of Assessment Data to Empower Clients, Improve Programs, and Measure Impact

Garden 3

Dione Rivera, Client Success Strategy Coordinator,
Job Search Accelerator Program

Leah Olson, Manager, Job Search Accelerator Programs

Dr. Dorothy Riddle, ERS Co-Developer and Operations Manager, and
President & CEO, Service-Growth Consultants Inc.

Jewish Vocational Services (JVS) has refined our job search training by assessing and identifying the individual's employment/job readiness through four best practices:

- polishing self-presentation
- enhancing self-efficacy
- understanding the components of work life success
- developing a learning mindset

JVS has engaged the Employment Readiness Scale (ERS™) assessment to help unemployed individuals assess their readiness to find and keep a job. ERS was developed to determine whether an individual is job ready based on employability factors, soft skills and stressors.

In this workshop, Dr. Dorothy Riddle, who developed the ERS, will share principles and needs leading to its development. JVS staff implementing the ERS model will describe the experience of piloting the tool, delineate our learnings and describe client success by sharing client profiles.

Proven Approaches in Serving Targeted Populations

Disability Fact or Fiction: Addressing Employer Fears and Misconceptions regarding Job Seekers with Disabilities

Garden 1

Ed Flores and Toni Bamford, Disability Access Services Training Team,
California Department of Rehabilitation

A fast-paced workshop designed to help job placement staff dispel employer held myths, misconceptions and misinformation that impedes the hiring and retention of qualified job seekers with disabilities. Participants will be able to educate prospective employers regarding these most common misconceptions and identify online resources to further understanding of FEHA and ADA employment responsibilities.

New Beginnings: Pathways to Employment for Justice Involved individuals

Garden 2

Terrance Bowens, Workshop Facilitator and Catherine McLean, Career Agent
KRA Corporation / San Diego Metro Region Career Centers

Recidivism rates in California are among the highest in the nation. Just over 65% of those released from California's prison system return within three years. Securing employment is a critical part of successful reentry.

This session will discuss how to combine soft skills training, job search strategy and cognitive behavior techniques to empower the job seeker, leading to sustainable employment. By focusing on individual transformation, you can break the cycle of re-incarceration. Join us and learn more.

Youth Program Challenges and Successes

Life Coaching: Building Resiliency and Self Efficacy in Disconnected Young Adults

Salon 1

Lori Strumpf, President, Strumpf Associates and @LIKE Project Director
Allison Barrie, Consultant and @LIKE Project Coordinator, Riverside County

This workshop will discuss the lessons learned @LIKE, a program serving disconnected young adults 18 to 24 funded by a Workforce Innovation Fund Grant over the past 4 years. One of the key innovations was to examine factors beyond skill building that contributed to young adults becoming self-sufficient. The initiative also focused on building the internal capacities of resiliency and self-efficacy in young adults.

The project used Life Coaches to work with each of the 664 disconnected young adults to help them build their resiliency and self-efficacy, which proved to be a key component to successful completion. Learn how to approach the use of trained Life Coaches as a normal part of the service delivery system in workforce development programs.

Developing the Future Public Sector Workforce and Next Generation of Active Citizens

Salon II

Randi Kay Stephens, Program Coordinator, Institute for Local Government
Ian Winbrock, Program Manager, Kids' Home Run, City of West Sacramento
Kathy Hamilton, Director of College and Career Options, Elk Grove USD
Terri Carpenter, Workforce Development Manager,
Sacramento Employment Training Agency

This workshop will spotlight work around the state to increase awareness of the need for a more diverse pipeline of workers into the public sector. Learn how municipal governments and school districts are partnering in various localities using CPT funds, WIOA and municipal resources to prepare disconnected high school youth for careers in the public sector and to become more active and engaged citizens.

Using Social Media

Social Media Tools for Workforce Development Boards and Community Partners

Pacific

Brian Hooker, Business and Workforce Liaison,
Workforce Development Board of Solano County
Danette Scarry, Marketing Director and AJCC Coordinator,
Kern, Inyo & Mono County Workforce Development Board

11:45 – 1:15

CHARLIE BROWN AWARDS LUNCHEON

Grand Ballroom

Charlie Brown Workforce Professional of the Year

Lifetime Achievements Awards

Master of Ceremonies

Teresa Hitchcock, Chair, CWA Capacity Building Committee
Executive Director, Kern, Inyo & Mono Counties Workforce Development Board
Assistant County Administrative Officer
for Workforce and Economic Development, County of Kern

The Luncheon will honor those who have contributed significantly to the workforce profession and to workforce development in their communities.

1:30 – 2:30 Ground Zero / Round Three

Workforce Innovations

Embracing Contract Work: Tools to Help Job Seekers Adjust to a New Market Place

Garden 2

Sharadon Smith, Career Advisor, NOVA
Jennifer Cheyer, Program Supervisor, NOVA

The world of work has changed with more and more employers favoring contract employees. Whether you call it contract, consulting, GIG, or temporary employment, it is the new norm. The workforce system needs to stop thinking of work in traditional terms and provide our job seekers with the tools they need to navigate the change and reinvent how they view employment.

Find out how to begin to play in this new sandbox, and help job seekers take advantage of these new opportunities.

Regional Planning and Collaboration

Going to the Source: Launching a Regional Approach to Employer-Driven Training in Water Utilities

Harbor

Elizabeth Toups, Project Manager, JVS
Lisa Beem, Program and Budget Analyst, Community Benefits, External Affairs,
San Francisco Public Utilities Commission (SFPUC)
Ingrid Bella, Senior Management Analyst, Water Utility Enterprise,
Santa Clara Valley Water District

Workforce organizations that work closely with employers on customized training can find it challenging to take some of their best partnerships to scale. But what if those same organizations began with a regional approach?

The *Baywork Career Pathways* Project partners will share their story of a partnership launched to address a regional need. Participants will learn about the key steps required to develop a regional approach to industry-driven workforce program development. This includes: identifying and mapping regional hiring needs across multiple employers; aligning employer need to existing training provider services; and defining the need for supplemental services.

Participants will have the opportunity to apply these lessons to their own work and learn more about best practices in developing linkages across high school/college/apprenticeship training efforts; peer/adjacent industry collaboration; and, unique approaches within rural communities.

Regional Planning: Lessons Learned

Salon V

John Chamberlin, Chamberlin and Associates

Under the leadership and guidance of the California Workforce Development Board, all Regions (Regional Planning Units) developed a regional plan involving all partners. What are important lessons and insights that will help these partners and Workforce Boards continue to communicate, share, plan and work as a region.

Becoming More Demand Driven

Business Services Smackdown!

Salon VII – VIII

Stephanie Murillo and James Johnson,

San Bernardino County Workforce Development Department

You've heard of Verbal Judo? Try Business Services MMA! An interactive, adrenaline-fueled session designed to bring you to the paragon of business engagement.

Discussion format includes topics centered on innovative ways to deepen business relationships by focusing on industry valued credentials, a wider range of business services, and sector strategies.

Find out how to:

- leverage existing relationships
- show value when asking for employers' time and input
- connect their success with regional growth
- build lasting relationships

Industry Sector Partnerships

Transformational Partnerships to Meet Manufacturing Sector Needs

Garden 3

Deborah Nankivell, CEO, Fresno Business Council

Sam Geil, Business Development Director

San Joaquin Valley Manufacturing Alliance

Blake Konczal, Executive Director

Fresno Regional Workforce Development Board

Central Valley Slingshot Consortium

The key to meaningful community impact is a local platform designed to execute that includes industry, government, educators, and students. In the San Joaquin Valley, such a partnership has emerged within the high-growth, high-wage manufacturing sector.

Presenters will highlight how the relationship among our stakeholders is a partnership aimed at *transformation* rather than a transaction between customers. The effort is community centric, values based, and led by stewards of the entire community.

Voice of the Sector: Engaging Business & Industry in High Performing Sector Strategies

Pacific

Dr. Christine Bosworth, Co-founder/CEO, Business U, Inc.

Celina Shands, Co-founder, Business U, Inc.

Under WIOA, workforce organizations proactively shift from employer partnerships to sector strategies in collaboration with education and community partners. This requires the *voice of the sector* to validate and inform organizations to effectively address the skills gap.

In this session participants assess what role(s) they are prepared to execute in regional sector initiatives as well as learn fundamental processes to recruit and sustain employer engagement by implementing a demand driven sector approach.

Career Center Operations and Integration

Tracking Career Center Visitors...Goodbye Sign-in Sheets

Salon 1

Michael Greenlow, Deputy Division Chief, Information Technology & Program Accountability Section, Workforce Services Division,

California Employment Development Department

Deane Toler, Director of Marketing & Sales, Geographic Solutions, Inc.

The CalJOBS system provides comprehensive labor exchange, training, employment resources and labor market information services to job seekers and employers in California. The Employment Development Department, in partnership with 8 local workforce areas, conducted a pilot to evaluate the integration of Geographic Solutions' Virtual OneStop (VOS) Greeter module with CalJOBSSM.

This workshop will demonstrate the module, share the pilot results, its impact on service delivery, and discuss the plans for the future.

Proven Approaches in Serving Targeted Populations

Digital Barriers to Employment Experienced by Older Workers and Job Seekers with Disabilities

Garden 1

Ed Flores and Toni Bamford, Disability Access Services Training Team,
California Department of Rehabilitation

Today's employers are using innovative strategies such as kiosks, web-based applications and video-phone interviews to streamline their recruitment, interviewing and hiring methods. This workshop identifies the digital barriers to employment encountered by older workers and those with visual, orthopedic, or learning disabilities.

Learn to recognize the impact of digital barriers and identify online resources designed to improve compliance with state and federal employment laws.

Developing Partnerships with Local Law Enforcement Agencies to Reduce Recidivism

Garden 4

Desiree Landeros, Workforce Analyst,
Workforce Investment Board of Tulare County
Danny Serpa, Supervising Probation Officer, Tulare County Probation
Cherly Cereghino, Inmate Programs Manger, Tulare County Sheriff Department
Craig Plath, Workforce Development Director, Tulare County Employment
Connection

This interactive workshop will demonstrate the successful collaboration between the local Workforce Development Board, Tulare County Probation, Tulare County Sheriff's Department who were collectively engaged in the transition of pre- and post released individuals.

Learn how the partners collectively provided support to transition participants into work based learning programs and other training. Multiple funding sources including WIOA Title I, AB 109, Supervised Population AB 2060, and Department

of Labor (LEAP) provide the support needed to lead participants to self-sufficiency.

Youth Program Challenges and Successes

Reconnecting Out-of-School Youth: Lessons from the Los Angeles Reconnections Career Academy (LARCA) Impact Evaluation

Salon VI

Kendra Madrid, Program Manager, Special Grants and Initiatives,
Los Angeles Economic and Workforce Development Department
Christian Geckeler, Senior Associate, Social Policy Research Associates

As the workforce system considers WIOA's higher spending targets for out-of-school youth, the LA Reconnections Career Academy (LARCA) offers several important lessons. Funded by a US DOL Workforce Innovation Fund grant, LARCA brought together workforce, education, and business partners to provide education, training and employment services, along a career pathway, to over 1,000 youth. This workshop will discuss the process of creating the program, findings from the random assignment impact study, and implications for WIOA.

Federal Regulatory Guidance

Procuring Quality Providers and Managing Their Performance

Salon II

Yazmin Escorcia, Accountant, Region 6, ETA, U.S. Department of Labor

This session will address how to procure quality providers and manage their performance.

2:30 – 3:00 Exhibits/ Refreshment Break *Grand Ballroom Foyer*

Don't pass up this last opportunity to connect with our sponsors and exhibitors and get handouts and other freebies that they offer. And, please thank them for supporting the very first WORKCON 2017!

3:00 – 4:00 Ground Zero / Round Four

Workforce Innovations

Changing the Conversation: How to Drive Value and Increase Demand

Garden 4

Michael Loschke, Principal, ARISTA Advisors/IMC

Don Draper said, "if you don't like what's being said, change the conversation." Find out how to align services and increase demand by changing the business community's perception of your agency with communication best practices from a recognized expert. In this session, you will learn:

- Why surveys and polls help you become “customer intimate” and “demand driven”
- How to make sure your emails are opened, read, and acted on
- Six secrets to better event and workshop attendance
- Avoiding social media maven pitfalls and MORE

*Professional Development
Harbor*

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

Babette Jimenez, Senior Program Developer, College of Continuing Education, Sacramento State

Regina Cash, Interim Director, Academic and Professional Programs, College of Continuing and Professional Education, CSU Long Beach,

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!!!

Industry Sector Partnerships: Becoming More Demand Driven

Connecting Slingshot, Industry, And Industry Valued Credentials

Pacific

Ken Eaves, InTech Center Industry Liaison and Sponsor Representative for the California Community College System, Chaffey College

Debbie Smith, Economic Development/ Community Training Coordinator, Chaffey College

Chaffey College, as an approved Slingshot training provider for the Inland Empire, worked closely with manufacturers and distribution centers to develop a skilled workforce in Manufacturing Basic Electrician, Manufacturing Basic Machine Operator, and Automation and Process Control Operator. This Slingshot training was designed to meet industry’s specific workforce needs and align with NCCER nationally recognized industry standardized certification where possible. Learn how the InTech Center pulled these groups together, and some of the challenges they had to overcome.

Career Center Operations and Integration

The Power of Partnerships with Public Libraries

Garden 2

Jaime Cruz, Chief Strategy Officer, Workforce Connections

Jill Hersha, Literacy Services Manager, Community Adult Learning in Libraries,
Clark County Library District

Lynn Hoffman, Project Director, ResCare Workforce Services & One Stop
Operator

Learn how the partnership between public libraries and local Workforce Development Boards promotes career success for all and transforms the way participants access and receive employment and training services through One-Stop Career Centers.

Proven Approaches in Serving Targeted Populations

Focus on Ability: Employer Tips for Interviewing Applicants with Disabilities

Garden 1

Ed Flores and Toni Bamford, Disability Access Services Training Team,
California Department of Rehabilitation

Job interviews are a critical part of the hiring process. Job interviews allow employers to identify applicants with the skills they desire. Participants will be able to share interview tips with employers to ensure compliance with the state and federal disability laws, know which types of questions are permitted and which are impermissible, and identify resources to help improve employer's interview process.

Dislocated Tech Workers: Public/Private Partnering for Hands On Success

Garden 3

Frederik M. Fowler, President, FMFA Inc., Level 3 Professional Scrum Master

Paul Schindler, Bay Area Community Manager, Coding Dojo

Rosilene Martins, Professional Scrum Product Owner and Training Program
Alumnus

This workshop describes a unique training program for dislocated hi-tech workers. Workers are trained in an important project management technique called "Scrum". They then team up with students learning to be "full stack web developers" at the Coding Dojo of San Jose. Together they undertake software development projects for the benefit of local not-for-profit organizations.

The not-for-profits get software they otherwise could not afford, and everyone else gets hands-on experience they can show on resumes. Currently operating in San Jose, they would like to expand to other parts of the state.

Holistic Approach to Employment for People with Disabilities

Salon I

Irene Walela, Deputy Director,
Independent Living and Community Access Division
California Department of Rehabilitation
Carrie England, Staff Services Manager,
Independent Living and Assistive Technology Section
California Department of Rehabilitation
Paula Margeson, Director, Dayle McIntosh Center

The U.S. Bureau of Labor Statistics (BLS) regularly reports that the percentage of working-age people with disabilities in the labor force is about one-third that of persons without. People with disabilities often have personal or social needs that members of the workforce services system are not always equipped to handle. The California Network of Independent Living Centers (ILCs) is available to assist in bridging the gap for these potential employees. Find out how to connect to this important Network to help you better serve this population, and put more people with disabilities to work.

Youth Program Challenges and Successes

Creating Partnerships that Make a Difference by Serving High-at-Risk Young Adults

Salon V

Fay Craton, Coordinator, Continuing Education, Loyola Marymount University
Libby Hartigan, Director of Training and Quality Assurance, SHARE!

Learn how an academic institution and a small nonprofit with strong ties to the community joined forces to provide a fully-funded paraprofessional Peer Specialist Certificate program. The program enrolled very at-risk young adults experiencing mental health challenges with the goal of preparing them to join the workforce as a Mental Health Advocate, Health Navigator, Wellness Outreach, Community Health Worker, Housing Specialist or Peer Mentor.

Linking Economic and Workforce Development

One World Beef: Helping Startups Be Successful

Salon VII – VIII

Robert Meyer, Employment Training Panel
Tim Kelley, Chair, Imperial County Workforce Board;
Executive Director, Imperial Valley Economic Development Agency
Miguel Figueroa, Executive Director, Imperial County Workforce Board
Eric Brandt, President, One World Beef

This session will share the experiences of One World Beef, a meat processor that came to life with the assistance of Imperial County WDB, Imperial Valley

Economic Development Corporation, and the Employment Training Panel (ETP). Discover what matters for new businesses, and how “we” can help.

4:15 – 5:15 Plenary Session

Grand Ballroom

THE SIX WORDS THAT WE SHOULD NEVER USE AGAIN

Walter Dario Di Mantova, Vice President, Powerminds Inc.

Session Moderator: Kris Stadelman, Executive Director, NOVA

The words that we use do more than communicate; they shape how we think and act. And we must think and act differently in the future. Today, more than ever, “Career Technical Education” and “Workforce Development” are less tools than fences, putting barriers around how we need to respond to exponential and unpredictable change.

This keynote focuses on how and why these terms are no longer valid in the face of our shared, forward-facing challenges. More importantly, Walter will also discuss what alternative words we can use to direct our preparing and doing, and the concepts behind them.

7:30 – 10:00 Casino Night

Grand Ballroom

Feeling lucky? Join us for a fun night of taking chances. For those who avoid risks, there will be plenty more to do.

Friday, May 12, 2017

7:30 – 8:30 Continental Breakfast

Grand Ballroom Foyer

8:30 – 9:30 Plenary Panel

Grand Ballroom

Partnerships, Partnerships, Partnerships

Tim Rainey, Executive Director, California Workforce Development Board

Stewart Knox, Executive Director, Employment Training Panel

Bob Lanter, Executive Director, CWA

Anette Smith-Dohring, Workforce Development Manager, Sutter Health SSR

Member, California Workforce Development Board; SETA Workforce Board; and

Golden Sierra Workforce Board

Session Moderator: John D. Baker, President, Core Factors;

Principal Consultant, CWA

State leaders will discuss their vision for regional partnerships moving forward, and both the promise and the challenges in building a regional workforce infrastructure that is driven by industry and embraced by all partners. If you are a little bewildered by the maze of regional initiatives, this important session will connect the dots and paint a coherent picture to help you see your part in this system transformation.

9:45 – 10:45 Breakouts: Round Five

Workforce Innovations

Café 1600: A “Next Level” Culinary/Entrepreneurial Program

Pacific

Mark Wyatt, Principal, Bakersfield Adult School

Chefs are a hot “property” these days. And, the dining scene is full of entrepreneurial, small creative spaces where these culinary artists are thriving. Café 1600 addresses the need to create a more sophisticated culinary workforce that transcends traditional food service, providing students both “front of the house” and “back of the house” experiences.

Café 1600 has experienced tremendous initial success, with high program demand and a loyal clientele. Although the initial focus revolved around food preparation and service, additional workplace skills also emerged out of their experiences. Surprisingly, students thrived in the high pressure fast paced environment, and their confidence and self-esteem improved dramatically with each successful lunch service. Beyond cooking, they have garnered valuable transferable workplace skills that should improve their employability regardless of what they pursue in the future.

Hear more about this Culinary Program (with a twist) and how the strong relationship with their AJCC and ETR made it possible.

The Swiss Apprenticeship Model: Coming Soon to Employers Near You!

Salon VII – VIII

Suzi LeVine, former Ambassador to Switzerland and 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, and engineering.

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 both students and employers. Learn how to make it work for you!

Industry Sector Partnerships: Becoming More Demand Driven

Essential Partnerships and Key Strategies for Providing Turnkey Incumbent Worker Training

Harbor

Timothy J. Woods, Dean, Workforce Development & Career Technology Center
Fresno City College

Patricia Carlson, Manufacturing Training Navigator-California, Tooling U-SME
Blake Konczal, Executive Director, Fresno Regional Workforce Development Board

Learn how the Fresno Regional Workforce Development Board, Fresno City College, and Tooling U – SME are working in partnership to provide turnkey incumbent worker training opportunities in Manufacturing to underserved communities by positively impacting local employers and creating “back fill” opportunities for entry-level workers.

Gain insight into the strategies taken to provide accessibility to local community colleges, strengthen private and public partnerships, progress knowledge and improve skills, and work collaboratively to create solutions.

Proven Approaches in Serving Targeted Populations

Tips for Planning an Accessible Job Fair: Physical and Digital Barriers

Garden 1

Ed Flores and Toni Bamford, Disability Access Services Training Team,
California Department of Rehabilitation

State, local government entities, non-profit organizations and businesses must ensure their facilities, events, and business activities are equally accessible to individuals with disabilities. This workshop will review some of the most common physical accessibility and program participation mistakes to avoid. Participants will learn to recognize these most common problem areas and identify state and federal resources to help them achieve physical accessibility compliance.

Delivering Integrated Services Beyond the Gates: Changing the Landscape of Re-entry

Salon 1

Tamia Brown, Alameda County Workforce Development Board
Greg Mclean, Alameda County Probation

Securing employment is critical part of successful re-entry for people returning from incarceration. Individuals trying to reenter the workforce often face challenges that can limit their options for finding employment. This workshop will discuss approaches that are helping individuals gain marketable skills and remove barriers in getting back to work, staying employed and building a career.

Alameda County has established innovative partnerships that are creating a paradigm shift from inside the jail to the outside community. The partnerships focus on evidence based strategies, build comprehensive collaborations among government agencies, and address the challenges posed by re-entry to increase public safety and reduce recidivism.

Panelist will discuss the establishment of an AJCC behind the walls of Santa Rita Jail and how the *Beyond the Gates/OMHT* project could be scaled up or broadly replicated.

All of Us Can, But Do We? Serving Individuals with Disabilities

Salon VI

LaJuana Thompson, Manager, Grants and Special Initiatives Unit,
Kasia DeMauri, Statewide Traveling Disability Resource Coordinator and Trainer
Grants and Special Initiatives Unit,
Employment Development Department
Patrick Regan, Local Disability Resource Coordinator, Toolworks, in partnership
with the San Francisco Office of Economic and Workforce Development

A person with a disability comes through your door. What happens next?

Discover ways to better serve people with disabilities and how to develop and implement your own best practices. The presenters intend to interact with, encourage, and engage you. They might even entertain you!

Youth Program Challenges and Successes

Dynamic Partnerships to Advance a Youth's Career & Education Trajectory

Salon V

Karyn M. Mendoza, Sr. Director of Programs, Hope Builders
Madeline A. Grant, MBA, CGBP, Interim Dean of Business, Santa Ana College

Are you interested in learning from a strong partnership that helps connect disconnected youth to training and jobs that make a real difference in their lives? This workshop will highlight a unique collaboration between Santa Ana College and Hope Builders, a non-profit workforce provider. Learn how to build these types of effective partnerships to serve low-income, nontraditional college

students, and what elements are critical to advance the student's career and education trajectory.

Federal Regulatory Guidance

Fiscal Management under WIOA

Garden 2

Yazmin Escorcía, Accountant, Region 6, ETA, U.S. Department of Labor

At the intersection of the Uniform Guidance ("Omni-Circular," "Super Circular") and the WIOA are requirements - - some germane to One Stop operations and others relevant to all partners. This workshop will highlight important Uniform Guidance elements, changes and themes under WIOA, and other fiscal management matters that staff should know and understand.

11:00 – 12:00

Closing Plenary

Grand Ballroom

Rising to the Challenges Before Us

Larry Robbin, Robbin & Associates

*Session Moderator: Bob Lanter, Executive Director,
California Workforce Association*

As the Conference concludes, we are pleased to have one of the legends of workforce development, Larry Robbin, share his thoughts on how all partners can create a more coherent approach that plays to our strengths as a system, and moves us over and around the obstacles that have served to maintain our funding and programmatic silos.