Meeting of the Minds in Monterey

Rising to the Challenge: From Rescue to Recovery!

September 7 – 9, 2021

Monterey Marriott

350 Calle Principal, Monterey, CA 93940

**CALL FOR WORKSHOP PRESENTATIONS**

# About Meeting of the Minds

The American Rescue Plan, signed into law on March 11, 2021, is $1.9 trillion designed to speed up the recovery from the economic and health effects from the corona-virus pandemic and ongoing recession. With the total number of American’s receiving their first shot rising above 320 million, with over 46% now fully vaccinated, we now turn from rescue to recovery. As businesses are opening again to near or full capacity, Local Workforce Boards, Community Based organizations, and State departments throughout the nation are facing a new challenge…are we ready?

*Rising to the Challenge: From Rescue to Recovery* is all about coming together as workforce leaders to discuss the coming challenges and facing them, head on. Whether you are an organization attempting to provide key services to a targeted population, a business looking to access and maintain a talented labor pool, a group of workforce partners looking to develop leveraged access points, a workforce region consisting of many stakeholders…a state…or even the Nation; we must work intentionally to connect our strategies to program design and delivery as we move into the “new economy”.

At Meeting of the Minds 2021, we hope to examine ways that will ensure critical connections occur, look to strong examples of programs that lead to identified outcomes, and highlight areas where the public workforce system is working together to form new strategic programs which ultimately move us into a more equitable economic ecosystem. It is time to come together and Rise to the Challenge!

# POTENTIAL TOPICS FOR WORKSHOPS & DISCUSSION SESSIONS

If you have ideas about these topics, are experimenting with new approaches, want to flout your early successes, highlight your partnerships, show off some cool stuff…or, if you have turned your strategy into reality, read on.\*

The topics are meant to be illustrative and not exhaustive of potential session topics.

\*We encourage sessions conceived and presented by Workforce Board members.

## WORKFORCE BOARD TRACK – Workshops Specifically for Local Workforce Board Members

* The REAL work of Workforce Boards (Legislative responsibilities, what does a board member do?, how do they put this into action?)
* Strategic planning dos and don’ts for Workforce Boards
* Performance dashboards and other Workforce Board Tools
* Models for Assuming a Strong Community Leadership Position
* WFBs and Regional Work
* Equitable Workforce Best Practices
* Instigating or Supporting Community Forums on Key Workforce Issues
* Uncommon and Intriguing Practices of Select WF Boards
* Partnerships with your Elected Officials: Practices Worth Emulating

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## Race, Diversity, Equity, and Inclusion (RDEI)

* What does workforce Equity mean? – for public and private sector board members, impact on labor
* Shifting Programmatic and Systemic Thinking for Equity
* Inclusive Growth: Serving Workers Who Are Being Left out and/or Left Behind
* New, ongoing, and innovative strategies to combat inequity to assist job seekers and employers
* Working with Employers to support Equity and promote Racial Equality
* Equitable hiring practices from the perspective of the Employer

## Workforce and Economic Data & Deployment

* Industry Sector Trends
* What Should We Be Measuring? Data for Good or Data for What?
* Tracking outcomes back to strategies
* Return on Investment Models
* Using data to ensure solid program design that gets results
* LMI Tools

## Work Based Learning

* Developing and Administering Career Pathways
* Apprenticeships and Pre-Apprenticeships: Developing and continuing programs during and post COVID-19
* Virtual Classrooms and Training Programs
* Expanding Work Based Learning, Internships and Other Work Experiences
* Career Pathways are Not Linear
* CTE programs that are making a difference
* How education partners play a role in a broad workforce strategy

## Business Engagement

* Business Engagement and Sector Strategies
* Development programs from Sector Strategy Work and Planning
* Becoming More Demand Driven
* Coordinated Approach to Job Development
* Developing a Cross-Organizational Business Engagement Strategy
* Business as Leaders…How do they drive Strategy
* Business Engagement Outcome measures

## The Future of Work

* The Future of Work: Challenges and Emerging Responses
* Making a Living: Supporting People Seeking Work but Not Jobs
* The Future of Manufacturing: What Do We Need to Know?
* Strategies for engaging remote workers
* Assisting Companies in Successful Implementation of Automation
* The Future Economy: Trends and in demand sectors after and during COVID

## Going Virtual and Digital

* Recruiting in the Digital Age
* Welcome to 2021: Using Alexa, YouTube, TikTock, and other social media tools for reqruitment.
* Wikipedia to Support Peer to Peer Sharing, Online Learning & More
* Best Apps for Job Seekers and Employer recruitment
* The Emerging Future of Career Exploration: Online & Other Tools
* Adult Education Reimagined

## Becoming Better Partners and Collaborators

* Group Process Skills
* Designing Effective Meetings
* Models for Leading Large-Scale Change
* Creating common vision…then holding accountability

## Regional Work

* Doing Regional Work That Matters
* Regional Industry Advisory Groups – strategies and best practices
* Using Regional Economic Data to be turned into program design
* Measuring regional impacts of the workforce eco-system during and post COVID
* Connecting regional strategies to local program design and delivery
* Playing to each other’s strengths.

## Improving Service Delivery

* Re-Opening Safely – Best Practices
* Human Centered Design: Best Practices
* What Evidenced Based Practices Tell Us for Virtual Service Delivery
* Different Thoughts and Approaches about Dealing with a multi-generational work environment.
* Integration & Alignment Within AJCCs
* L.E.A.N. Innovation and Other Quality Management Practices

## Services to Vulnerable Populations

* How vulnerable are “Vulnerable” Populations?
* Increasing Employment Participation Rates for people with disabilities
* Reentry Programs that Reduce Recidivism
* Youth vs. Young Adult Program and Service Designs
* Virtual Services and strategies for serving English Language Learners
* Services and programs for Veteran Job Seekers

# SUBMISSION DATES, HOTEL & REGISTRATION INFO

## DEADLINE FOR SUBMISSION

Please submit proposals no later than Friday July 23, 2021 for consideration. Proposers are encouraged to submit prior to that date to [presenter@calworkforce.org](mailto:presenter@calworkforce.org)

## PROPOSAL ACCEPTANCE

Presenters will be notified by Friday July 30, 2021. CWA reserves the right to suggest changes to the proposal concept. Not all proposals will be accepted.

## TARGET AUDIENCE

* Members and Staff of Workforce Development Boards
* Career Center Staff, including partners from EDD, DOR, CalWorks, Adult Education, Adult Schools, ROP, COE, and more
* Educators from community colleges, K-12 and the CSU campuses involved with Career Technical Education, contract education and other specialized certificate programs within key industry sectors
* Community based organizations connecting constituencies with basic skills, bridge programs, and other skill enhancements
* Organizations involves with apprenticeship and pre-apprenticeship programs, and other initiatives leading to industry recognized credentials
* Professionals involved in economic development, small business development and who support entrepreneurship
* Researchers and practitioners involved in entrepreneurial training and other support for thriving in the emerging economy
* Foundations supporting workforce development solutions
* Businesses interested in learning more about education and workforce development resources and support
* Stakeholders involved in building strong regional economies

## ANTICIPATED ATTENDANCE

Over 600 individuals will attend the Conference.

## MONTEREY MARRIOTT CONFERENCE HOTEL

Monterey Marriott Hotel

350 Calle Principal

Monterey, CA 93940

(831)649-4234

## HOTEL RESERVATIONS

Presenters are responsible for their own hotel reservations:

**Monterey Marriott Hotel CWA Group Rate Information**

[Click here to book your room for MMM 2021](https://book.passkey.com/go/CAWorkForce2021)

or call (877)901-6632 and mention “CWA” for discounted group rate.

$192.00 per night for Single/Double. The special room rate is available until Aug 15, 2021 5pm PST, or until the block is sold-out.

## REGISTERING AS A PRESENTER

We ask that all presenters register for the Conference. We encourage you to come, to stay, to play and to pay.

1. PRESENTER ONLY RATE: **No Charge**

Use only if you are coming to present and not attending any other Conference sessions or functions; meals and special events are not included with this registration type.

1. ONE-DAY PRESENTER RATE: **$499.00**

Gives a presenter access to all Conference sessions and functions on the day of your presentation.

1. FULL CONFERENCE PRESENTER RATE: **$599.00**

Full three-day access to all Conference sessions and functions.

In order to register, please click the following link to visit CWA’s [Meeting of the Minds in Monterey registration page](https://activeevent.net/event/Login.aspx?ec=MMM1). We look forward to seeing you there!

**QUESTIONS?**

Please email CWA Conference Coordinator, Matt Hidalgo: [mhidalgo@calworkforce.org](mailto:mhidalgo@calworkforce.org)

# PRESENTER SUBMISSION PROCEDURES

Please send your proposal(s) via email to CWA to [presenter@calworkforce.org](mailto:presenter@calworkforce.org?subject=MMM2019:%20Title%20of%20your%20Workshop)  
Subject Line: MMM2021: Title of your Workshop

Please follow the outline below in crafting your proposal:

**Proposed Session Title:**

**Draft Session Description:**  
Describe what will be covered in the session. Imagine you are an attendee deciding what is relevant to your learning. (1,200 characters or less; please be concise) This description will be used for the program.

**List all corresponding Topics for Workshop:** *(Workforce Board Track, RDEI, Workforce and Economic Data & Interpreting LMI, Work Based Learning, Business Engagement, The Future of Work, Going Virtual and Digital, Becoming Better Partners and Collaborators, Regional Work, Improving Service Delivery, Services to Vulnerable Populations)*

**Discussion Leader, Panelists or Presenter(s) (as appropriate):**List First/Last Name, Title, Affiliation, Email Address, and Cell Phone Number for each

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| --- | --- | --- | --- | --- |
| First & Last Name | Title | Organization | Email Address | Cell Phone |
| (Lead) |  |  |  |  |
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**AV Needs:** *(all rooms are equipped with LCD, screen, and power strip)*

Check any of the following A/V services you may need for your presentation:

Sound

Flip Chart

Internet Access (WiFi available at a cost to the presenter)

**Additional AV Needs?:**

Provide a brief description of any additional AV needs for your presentation

**Presenter Registration Policy:**

Yes, I am aware of the need for all presenters in my session to register, and for presenters to pay conference registration fees if attending other functions or sessions during the conference.