



MEETING OF THE MINDS IN MONTEREY

*Rising to the Challenge:
From Rescue to Recovery*

Monterey Marriott Hotel

September 7 - 9, 2021

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MMM 2021

Monterey Marriott Hotel
September 7 - 9, 2021

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Rising to the Challenge: From Rescue to Recovery

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PreConference Sessions (times may vary)

Tuesday, September 7, 2021

🕒 9:00 — 10:30 • San Carlos I

The Future of Learning & Working in the New Economy

Demystifying the Secrets of AR, VR, AI, & Blockchain (and how they will work together)

- **Indresh Chauhan**, Vice President of eLearning, Sify Technologies
 - **Dr. Vigayanandraj**, Head of New Technologies Solution Design, Sify Technologies
 - **Debasis Dutta**, Vice President & GM Products & Design, SumTotal
 - **Sean Hinton**, CEO, SkyHive
 - **Sergey Bukharov**, Chief Solutions Officer, SkyHive
-

According to McKinsey Global Institute (MGI), by year 2023, almost 25% of US jobs will potentially get displaced to full or partial automation. On the other hand, almost 19% of new, replacement jobs will be created. Majority of these new jobs will require new skills, knowledge, and abilities. The recent Department of Labor report emphasizes the ongoing trend regarding the changing nature of jobs – jobs, new and old, becoming more digital, more technical, and more agile. According to Pew Research Institute survey, 66% of unemployed are convinced that they will need to transition to new areas of work, but almost 50% are pessimistic about successfully making the change. Add to this the persistent shortage of workforce in broad sectors of the economy and one cannot help but come face to face with the reality of a perfect and fierce storm brewing on the horizon for Workforce Development.

During this workshop, you will learn: The foundations of Augmented Reality (AR), Virtual Reality (VR), Artificial Intelligence, Machine Learning (AI/ML), Blockchain technologies; Demonstration with examples of each technology; Showcase how the Workforce Development Boards of the Future will unleash the real power of these technologies working together holistically to dramatically simplify recruitment, accelerate training, develop an agile workforce, and instill the habit of life-long, self-directed learning that will lead to value-added jobs, upwardly mobile skills, & societal happiness & equity; and answer question and answers from Workforce Board members to get them complete clarity about practical applications.

PreConference Sessions (times may vary)

Tuesday, September 7, 2021

🕒 10:00 — 11:00am • **San Carlos II**

Leadership and Innovation

Theory to Practice for WIOA Service Providers

- **Mitch Rosin, MA, MS, MPS**, Strategist, P2C Solutions
- **Emma Diaz, Ed. D.**, Executive Director, Inland Adult Education Consortium, San Bernardino Valley College

Leadership and innovation don't only come from agency leadership. Service providers and AJCC workers are leaders and innovators every day in the work they do to serve WIOA participants. This workshop will focus on identifying your leadership style, understanding the 5 skills of disruptive innovation, and putting your leadership skills into best practice.

Workshop participants will learn strategies that can be implemented immediately in their agencies and workplaces to enhance WIOA outcomes through leadership action and operational innovations.

Clients will benefit from more engaged service providers and leaders who are striving for innovation while delivering WIOA services.

🕒 10:00 — 11:00am • **Los Angeles**

Challenging Racism in Workforce Development

A How-to for Workforce Development Leaders

- **Eli Romero**, Workforce Officer, Pacific Gateway WDB

Economic outcomes vary significantly by race in the United States. This session will provide an overview of racial differences in employment and will highlight practices Pacific Gateway and the City of Long Beach have learned through their Racial Reconciliation Initiative how they can help other workforce systems advance racial equity and drive toward better futures for companies, jobseekers, and families.

🕒 10:00 — 11:00 • **Santa Barbara**

The Power of the Pivot

Collaboration Makes You Nimble

- **Kim Tesch-Vaught**, Business Development Supervisor/Project Manager, PCG
 - **Erin Jaszczak**, Associate Director of Workforce Grants, Clark University
 - **Jesse Aronson**, WorkSource Services Manager, Worksystems, Inc.
 - **Mancin Boyd**, Sr. Project Manager and Tech Sector Lead, Worksystems, Inc.
-

PreConference Sessions (times may vary)

Tuesday, September 7, 2021

Expanding IT apprenticeships across the country, during a pandemic moves forward if you pivot. A university, consulting firm, 9 LWDBs, 35+ employers, 7+ strategic partners, built a collaboration that all LWDBs can learn from. Increase career opportunities through apprenticeship!

Employers embracing apprenticeship as a part of their recruitment, retention and advancement strategy find people ready to work, right now. Motivated people who may not have the technical skills...yet! Employers can: reach a wider audience of potential employees, meet their diversity, equity, and inclusion goals, hire people with great attitudes, train the technical skills, leadership and team building needed, in their workplace, on their equipment. The apprentice benefits from mentorship, educational instruction; they can apply real time in the workplace and earn industry credentials.

Clark University's Tech Quest Apprenticeship, a US Scaling Apprenticeship grantee supports LWDB partners with technical assistance, employer engagement resources and strategies to catch their employer's attention including support to address options for braiding funding.

Resources for ALL LWDBs on TQAClark.com



The graphic features a stylized illustration on the left side showing a woman with glasses and a stethoscope, a person wearing a hard hat, and various industrial and educational buildings. To the right of the illustration, the text reads:

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PreConference Sessions (times may vary)

Tuesday, September 7, 2021

🕒 10:00 — 11:30am • **Ferrantes Bay View** (top floor of Monterey Marriott Hotel)

The Executive Edge

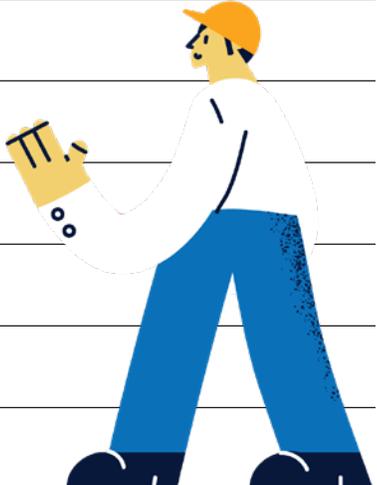
- **Tim Aldinger**, Moderator, Director of Workforce Development Services, Foundation for California Community Colleges
 - **Bob Lanter**, Moderator, Executive Director, CWA
 - **CWA Boot Camp Graduates**
-

Leadership and innovation don't only come from agency leadership. Service providers and AJCC workers are leaders and innovators every day in the work they do to serve WIOA participants. This workshop will focus on identifying your leadership style, understanding the 5 skills of disruptive innovation, and putting your leadership skills into best practice.

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Clients will benefit from more engaged service providers and leaders who are striving for innovation while delivering WIOA services.

Notes



Conference Sessions

Tuesday, September 7, 2021

Opening Plenary

🕒 12:45 — 2:00pm

Warrior Princesses Strike Back

Welcome and Speaker Introduction

📍 San Carlos Ballroom

- **Teresa Hitchcock**, Vice-Chair, CWA; Executive Director of the Kern, Inyo, Mono Workforce Development Consortium.
- **Sarah Eagle Heart**

Emmy Award Winning Storyteller, Sarah Eagle Heart will share with you a first-hand glimpse into the lived reality of growing up on Pine Ridge Indian Reservation, home to the original people of this land yet one of the poorest communities in America, and how a Lakota overcame all odds to become a contemporary voice for truth and healing. Sarah will share with us how her journey led her to understand how difficult and how much work bridge-building takes but how to focus her energy where it is needed most.

Lessons of intentionality, family units, culture, trust and environment will be explored as they relate to government, public service and most importantly workforce development and job training!

Exhibits & Refreshment Break

🕒 2:00 — 2:30pm

Conference Sessions

Tuesday, September 7, 2021

Round 1 Workshops

🕒 2:30 — 3:30pm

The Real Role of Workforce Boards

Workforce Board Member Track

📍 Ferrantes Bay View Room

(**The Workforce Board Member Track workshops have been specifically selected for Local Workforce Board Members attending Meeting of the Minds. These workshops will cover a variety of topics such as roles, strategy, best practices, local and regional work, equity, and more. Please feel free to attend these sessions, even if you do not sit on the board of a local workforce development board. Look for the special ** symbol for all workshops within this track)

- **Bob Lanter**, Executive Director, CWA
- **TBD** - Veteran Local Workforce Development Board Member

This interactive session will examine how innovative boards across California and the Country are positioning their organizations as impactful leaders in their communities. This capacity allows their board and operations to play a central role in workforce and economic development strategies that result in true economic impact for business and job seekers alike. The session will explore the current workforce development landscape and the strategic role workforce boards are now playing. We will look at the skills necessary for the next generation of workforce development leaders and steps you can take to move your workforce board into a position of influence!

Conference Sessions

Tuesday, September 7, 2021

Notes

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Sandra Villafan, Community Outreach Director
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*Voted Favorite Career College in 2021 Readers' Choice Awards in the Long Beach Press-Telegram and the Los Angeles Daily News.
**Programs vary by length and campus. ACC cannot guarantee employment.



Conference Sessions

Tuesday, September 7, 2021

Preparing Job Seekers for a Post-Pandemic World

Six Strategies to Develop Essential Skills

📍 San Carlos I

- **Josh Davies**, CEO, The Center for Work Ethic Development

The COVID pandemic has forever changed the workplace as we know it. Millions of jobs are being lost as others have been radically transformed. While technical skills are still important, the biggest concern employers have, are the diminishing soft skills of the emerging workforce. Nearly 9 out of 10 hiring managers in the U.S. report that the lack of these soft skills, are THE most important factor in their hiring, and yet less than 20% of today's employees demonstrate these crucial work ethic behaviors on a consistent basis. Even more alarming is that most, if not all, of an employee's on-the-job training is focused on their technical skills. This gap is also a barrier to our efforts in building a more equitable and inclusive workforce. The good news is that there are viable solutions that can improve the employment outcomes for the job seekers we serve.

In this workshop Josh Davies, the CEO of The Center for Work Ethic Development, will provide six key strategies for developing the essential work ethic skills with your customers. These proven strategies are already being used by leading organizations to improve performance, retention, and job satisfaction. Discover how you can build work ethic and set your job seekers up for success in this post-COVID world.

Notes

Conference Sessions

Tuesday, September 7, 2021

Driving Workforce Initiatives with H.E.A.R.T. and Strategy

 San Carlos II

- **Tami Hutchins-Nunez**, Manager Workforce Initiatives, CVS Health
 - **Maritza Dubie-Uribe**, Senior Deputy Director, LA County WDB
 - **Greta Setian**, Deputy Director, LA County WDB
 - **Aravinda Edussuriya**, Deputy Director, WDACS
 - **Robert Chavez**, Director, South Bay WIB
 - **Dr. Ozzie Lopez**, Regional Director of Employer Engagement, Health Workforce Initiative
-

Recovery and Building Back Better continues to be a top priority for all workforce professionals. In this session you will learn about a dynamic private-public partnership and how H.E.A.R.T and strategy are driving a critical workforce initiative in Los Angeles County that evolved in response to the immediate need to administer vaccinations and the development of a statewide apprenticeship as a Pharmacy Technician.

Promising Workforce Strategies for Serving Individuals Living with Mental Illness

 Los Angeles

- **David Shinder** (Facilitator), Workforce Development Consultant
 - **Heather Henry**, President/Executive Director, WDB of Solano County
 - **Ray McDonald**, Executive Director, Santa Barbara County WDB
 - **Frank Ricceri**, Vocational Services Director, Transitions Mental Health Association
 - **Yazmin Robledo**, Individual Placement and Support Supervisor, Caminar
-

California's AB 1111 legislation created the Breaking Barriers to Employment Initiative, which is focused on providing workforce development services that enable vulnerable job seekers to acquire skills, overcome obstacles, and secure employment. Among the 26 projects funded by this groundbreaking initiative are two that focus on one of the state's most underserved job seeker groups: individuals living

Conference Sessions

Tuesday, September 7, 2021

with mental illness. The Workforce Inclusion Initiative Solano project is a collaboration between the Workforce Development Board of Solano County and Caminar, a mission-driven community-based organization that provides employment services to individuals with severe mental health disabilities. Transitions-Mental Health Association formed a partnership with the Santa Barbara County WDB to launch the Growing Grounds Enterprises project. While the two projects represent different approaches, they are alike in their ingenuity. Join us as panelists from these two ambitious projects discuss their service delivery strategies, the projects' goals, their "Breaking Barriers" partnerships, and the opportunities and challenges of working with this unique target group.

Breaking Barriers in Employment for Young Adults with Autism

 Santa Barbara

- **Edmund Knighton**, President, Meristem
- **Michelle O'Camb**, Manager, Workforce Development, SETA
- **Eric Steward**, Work Skills Manager, Meristem
- **TBD** – Student Participant, Meristem

Numerous studies have documented the challenges individuals with autism face when trying to obtain and retain employment. The California state legislature responded to this issue in 2018 by funding the Breaking Barriers in Employment for Young Adults with Autism pilot program (Breaking Barriers Pilot), designed to increase the long-term employment opportunities for youth with autism.

This pilot program was operated through a partnership between Meristem, Sacramento Employment and Training Agency (SETA), and California Workforce Development Board (CWDB) and incorporated input from young adults on the autism spectrum in order to gain insight on the best way to educate California employers on how to hire, train and retain people with autism—and in turn help them become the valuable employees they have the potential to be.

As California shutdown due to COVID-19 we were able to adapt the pilot and moved from an in- person training platform to an online platform that is adaptable to a wide range of employers.

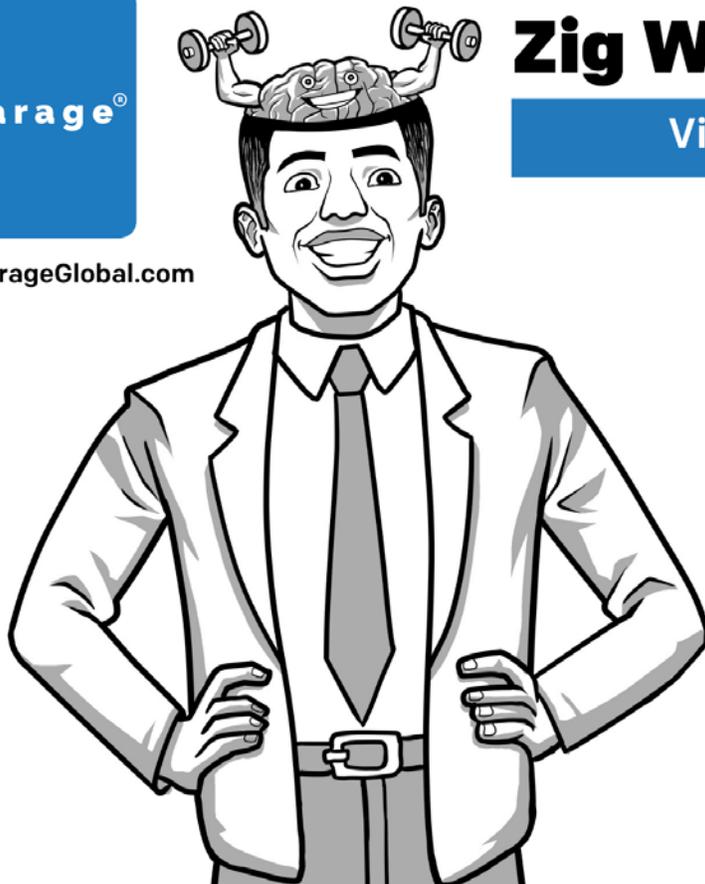
Conference Sessions

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Notes



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Conference Sessions

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Equitable Access to Workforce Programs for Foster, Juvenile Justice, and Homeless Youth—via a Statewide Waiver

📍 San Diego

- **Sean Hughes**, Consultant/Facilitator, Social Change Partners, California Opportunity Youth Network (COYN)
- **Joseph Herrity**, Director, Santa Clara County Opportunity Youth Partnership, California Opportunity Youth Network (COYN)
- **Robert Sainz**, President and Executive Director, New Ways to Work
- **Lauri Collier**, Director, Los Angeles Opportunity Youth Collaborative (OYC), California Opportunity Youth Network (COYN)

Learn about the emerging California Opportunity Youth Network’s (COYN) Bay Area Transition Age Youth Workforce Initiative. This joint effort aims to increase access to workforce programs and improve employment and self-sufficiency outcomes for 16-to 24-year-old transition-age foster youth, juvenile justice, and youth homelessness systems in the Bay Area. The objective of the initiative is to expand workforce opportunities by identifying the barriers these youth are currently facing, discovering, and supporting implementation of innovative strategies, and advancing policy and programmatic changes.

COYN is collaborating with the California Workforce Development Board (CWDB), to replicate on a statewide level a waiver that is being utilized across the seven workforce boards in Los Angeles allowing all “systems-involved

youth” (foster youth, youth involved with the justice system, and homeless youth) to be counted as “Out-of-School Youth” (OSY) for the purposes of WIOA’s spending requirements, providing for a greater percentage of WIOA youth dollars to be focused on these populations before they become disconnected. We intend to build on the work led by the Los Angeles Opportunity Youth Collaborative (LA OYC) and City of Los Angeles and supported by the seven workforce boards in the region, to better serve these systems-involved youth and young adults.

Conference Sessions

Tuesday, September 7, 2021

Six Feet of Service Delivery

Creative Ways to Serve and Assist Clients at a Social Distance

📍 Santa Monica

- **Paul Toomey**, President, Geographic Solutions
- **Deane Toler**, Director of Sales and Marketing, Geographic Solutions

Learn how agencies across the country have implemented many of Geographic Solutions' staff efficiency, job seeker, and no-touch service delivery tools prior to and during the onset of the pandemic. As a vast majority of America's workforce took order to work from home, staff members, employers, and job seekers have used these tools to successfully navigate social distancing challenges by employing digital signatures, remote document uploading, live chat, virtual job fairs, and mock interview tools. Hear how these tools provide remote service delivery, maintain high levels of business continuity, facilitate hiring events, and better prepare job seekers for their return to work.

Building Equitable Pathways

Using Apprenticeship from Startup to Completion, Tips from the Field

📍 Salon 207

- **Chris Cagle**, Regional Affairs Manager, South Bay WIB
- **Laura Bischoff**, Contracts Manager, South Bay WIB
- **Amelia Klawon**, Special Projects Development Coordinator, South Bay WIB

Funding for apprenticeship is on the rise with both the state and federal government making apprenticeship a priority and providing the budget to support its growth. Apprenticeship can provide job quality, wage progression and stable employment to participants, while offering employers a way to strategically build their workforce pipeline, reduce turnover and increase productivity. Apprenticeship also aligns with the state's High Roads Partnership goals and can deliver meaningful skills and employment to participants with stackable industry recognized credentials that are portable and may include a college degree. In this presentation you will learn how to start your own non-traditional apprenticeship program or expand an existing one and hear some tips on effective ways to build partnerships to help grow your program and ensure its long-term success.

Conference Sessions

Tuesday, September 7, 2021

How the Central Valley Forestry Corp is Paving the Road

for Residents to Take on High-Paying, In-Demand Jobs Across California

📍 Salon 209

- **Eric Carleson**, Executive Director, Associated California Loggers
- **Blake Konczal**, Executive Director, Fresno Regional WDB
- **David Clark**, Dean of Instruction, Reedley College
- **Shawn Riggins**, Executive Director, Fresno EOC Local Conservation Corps

For nearly 30 years the Associated California Loggers have been serving the business and education needs of the logging industry. With millions of dead trees across California, logging companies must keep up with forest management needs by removing hazardous trees, which contribute to record-breaking fire seasons annually. The Fresno Regional Workforce Development Board has recognized an opportunity to train Central Valley residents to take on these jobs, and has engaged industry leaders to assist in the development of a unique training program- the Central Valley Forestry Corps. In just one year the partnership between ACL, FRWDB, Reedley College, and the Fresno EOC Local Conservation Corps has proven

successful in preparing trainees to take on jobs in logging, fuels management, and wildland firefighting, with 79% of trainees receiving job offers before receiving their Certificate of Completion. Graduates have already launched into new careers with an average starting wage of \$17.26 per hour. Learn how strategic partnerships and industry engagement have led to the success of a unique training program that is providing human capital to agencies across the state and allowing Central Valley residents to take on high-paying, in-demand jobs across California.

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The advertisement features a computer monitor displaying a virtual career fair interface. The interface shows a grid of video feeds for participants, a list of job opportunities on the right, and navigation controls at the bottom. The background is a light yellow color with a large white spiral graphic on the right side.

Conference Sessions

Tuesday, September 7, 2021

Afternoon Mini-Plenary Sessions

🕒 4:00 — 5:15pm

Thought Leaders Collaboration to Shape USDOL's Registered Apprenticeship Center of Excellence

📍 Los Angeles

- **Judy Blanchard**, Project Director, SAFAL Partners
- **Katie Adams**, Senior Director, SAFAL Partners

Join the Registered Apprenticeship Technical Assistance Strategic Partnership and System Alignment Center of Excellence team to discover if being a thought leader and innovator is for you! Learn how you can partner with the leadership team for the opportunity to drive policy development and implementation to align the workforce, education, and employment system more closely with registered apprenticeships. This 'rollout' session will be an opportunity to gather information from participants on what is or is not working in California for expanding apprenticeships. Participants will also learn how they can join in future sessions spanning the next two years.

The Road to Regional Collaborations and Systems Change

📍 Santa Barbara

- **Mara Lockowandt**, Senior Program Manager, JFF
- **Molly Dow**, Program Manager, JFF

Inclusive economic recovery will require innovative workforce systems solutions. In this session, learn about how Regional Plan Implementation (RPI) 4.0 stakeholders are codesigning a system change framework to support critical work across California with Jobs for the Future (JFF). Featuring the stories of two regions who are aligning regional plans to state goals in real time, we will explore decision points, prioritization, benchmarking, and offer opportunities to weigh in on core questions around how regional efforts can contribute to meaningful systems change.

Conference Sessions

Tuesday, September 7, 2021

What is happening and How do we rise to the Challenge?

📍 San Carlos I

- **Bob Lanter**, Executive Director, CWA
- **Chris Andresen**, Senior Vice President, Dutko Government Relations

The timing could not be more critical in positioning the public workforce development system as a critical solution to not only aiding in our Nation's economic recovery, but to ensure the system can continue to innovate and expand, ensuring access to economic self-sufficiency to everyone. CWA's legislative leaders will share with you the latest activities related to workforce development from Washington DC and Sacramento. Time will be given to allow for interactive Q&A and an overview of the Homeless Hiring Tax Credit, launching in January 2022, thanks to the leadership of CWA's advocacy work.

📍 San Carlos Foyer & San Carlos Ballroom III & IV

Welcoming Reception

🕒 5:30 — 7:00pm

Welcome back to Monterey! It's been a LONG two years since the last MMM reception. So it's time, you've earned it. Come join colleagues for bites, drinks, amazing conversation and even more amazing views. See you at CWA's Welcoming Reception.

End of Day One



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Conference Sessions

Wednesday, September 8, 2021

Continental Breakfast

🕒 7:30 — 8:30am

📍 San Carlos Foyer

Registration Open

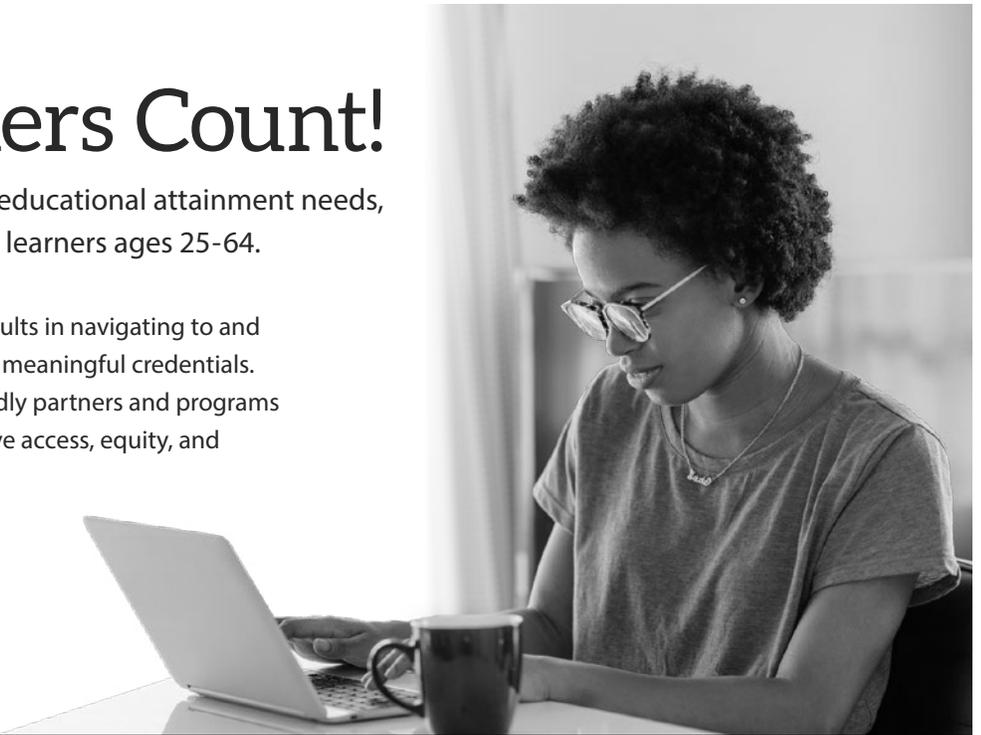
🕒 8:00 — 4:30pm

📍 San Carlos Foyer

Comebackers Count!

ProjectAttain! highlights the educational attainment needs, and serves as a voice for, adult learners ages 25-64.

The Comebacker Services support adults in navigating to and through programming to complete meaningful credentials. The initiative showcases adult-friendly partners and programs and data-driven solutions to improve access, equity, and support for adult learners.



ProjectAttain! 

www.projectattain.org

info@projectattain.org

Conference Sessions

Wednesday, September 8, 2021

Morning Plenary

8:30 — 10:00am

A Workforce Development System for All

San Carlos Ballroom

Welcome

- **Adam Peck**, Legislative Vice Chair, CWA, Executive Director, Tulare County Workforce Board

Message from

- **Marty Walsh**, Secretary, U.S. Department of Labor
Rising to the Challenge

Keynote Address

- **Dr. Agelo Farooq**, Chair California Workforce Development Board

In July, Governor Gavin Newsom and the Legislature completed and the Governor signed the \$100 Billion California Comeback Plan, the biggest economic recovery package in California's history. The California Comeback Plan expands the transformative work of the Labor & Workforce Development Agency and the California Workforce Development Board, work that reflects Governor Newsom's vision of a California for All and a High Road economic recovery. That approach starts with deep industry sector partnerships to create the conditions, sector by sector, for pulling more Californians into good quality jobs. The California Comeback Plan and President Biden's Build Back Better are bold and complementary. They prioritize investing in infrastructure, the creation of good jobs, economic fairness and equity, and a climate neutral future. Now, the State Labor and Workforce Development Agency and its Administration partners are working together to roll out these plans and significant new investments in High Road industry partnerships, workforce education and training, and regional economic recovery.

Conference Sessions

Wednesday, September 8, 2021

Moderator

- **Adam Peck**, CWA Legislative Committee Vice Chair

Panelists

- **Chris Andresen**, Senior Vice President, Dutko Government Relation
- **Zima Creason**, Executive Director, California EDGE Coalition
- **John Brauer**, Program Director for Workforce and Economic Development, California Labor Federation
- **Melissa Robbins**, Chief Executive Officer, National Association of Workforce Development Professionals
- **Gregg Irish**, Executive Director, City of Los Angeles Workforce Development Board

Listen to Federal and State Leaders' reaction to the vision around workforce investments to spur economic growth – from Rescue to Recovery. How will we Rise to the Challenge?

Notes

Conference Sessions

Wednesday, September 8, 2021

Exhibits & Refreshment Break

🕒 10:00 – 10:30am



Round II Workshops

🕒 10:30 – 11:30am

Transformational Leadership for Modern Workforce Boards**

Workforce Board Member Track

📍 Ferrantes Bay View

- **Tressa Dorsey**, President, TAD Grants

The world has changed significantly over the last year, prompting our workforce development leaders to seek to revisit, reimagine and reestablish skills and strategies for enhancing the capacity to serve their workforce areas in a new and different environment.

This evolution will take creativity, innovation, and lots of progressive problem-solving. The futures of so many are depending upon you, the leaders of our industry, to bridge the gaps in a demand-driven system while encouraging and supporting diverse teams of professionals within your local areas to implement skills and strategies that will meet the needs of your post- pandemic customer base.

Attendees will learn principles and strategies for creating a transformational service delivery model; for building a flexible and adaptive infrastructure, for improving employee engagement; and supporting practitioners and job seekers as they seek to navigate the virtual and in-person hybrid service delivery model.

Conference Sessions

Wednesday, September 8, 2021

Less Talk, More Action

Eliminating Barriers that Hinder Inclusive Equitable Economic Growth for Workers and Small Businesses

 San Carlos II

- **India Heckstall**, Policy Analyst, National Skills Coalition
 - **Cesar Lara**, Director of Programs and Policy, MILPA & Executive Director of the Monterey Bay Central Labor Council
 - **Ana Luz Gonzalez-Vasquez**, Project Manager, WEI, UCLA Labor Center
-

Over the past year, the nation faced the most devastating economic crisis since the Great Depression. Small businesses and workers who have historically been underserved were hit hardest by the COVID-19 pandemic. As we move towards a post-COVID economic recovery, we need to invest in the economic future of all workers - including BIPOC, documented and undocumented workers, LGBTQ+, justice involved, and others who face barriers to employment - in a way that ensures that every worker and every small business can be part of an inclusive economic recovery.

An inclusive economic recovery entails workers and businesses who were most impacted by the recession, as well as those previously held back by structural barriers of discrimination or lack of opportunity, are empowered to equitably participate in and benefit from the economy's expansion and restructuring.

This session will examine the gaps that exist in the current public workforce development system, particularly how it affects historically marginalized communities; examine how states and localities are using creative policy levers to address this gap even in tight budget environments; and identify opportunities to advocate for a greater public investment in the workforce development system.

Conference Sessions

Wednesday, September 8, 2021

Notes

WHY DO PEOPLE USE LARRY ROBBIN WEBINAR TRAINING?

"As someone with a long career in workforce development including working for the Department of Labor and being a Director of a Workforce Development Board and now as Executive Director of the California Workforce Association, I have had an opportunity to be acquainted with the work of the majority of the national trainers and consultants in the workforce development field. I have used the training, webinars and consulting services of Larry Robbin on many occasions. The reason we have invited Larry to do more training for CWA than any other presenter is because he provides some of the highest quality and most innovative services of anyone in the field. The consistently outstanding evaluations of his presentations show that view is also shared by the people in workforce development that take his training. His work is the state-of-the-art and yet very practical. Larry transforms the work people are doing to higher levels and helps his training attendees and consulting clients get results they never imagined. I highly recommend him to any organization."

Bob Lanter, Executive Director of the California Workforce Association

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Conference Sessions

Wednesday, September 8, 2021

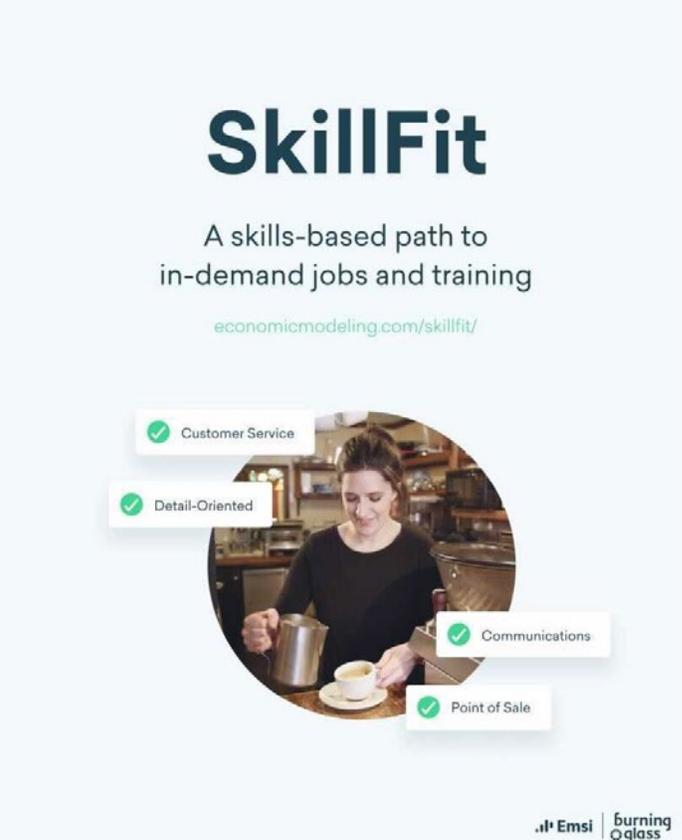
Pushing the HRTP/HRCC and WDB/AJC Collaboration Along

📍 Los Angeles

- **Adine Forman**, Executive Director, Hospitality Training Academy (HTA)
- **Greggory Irish**, Executive Director, City of Los Angeles Workforce Development Board
- **Anne McMonigle**, Executive Director, Apprenticeship Readiness Fund (ARF)
- **Sara Miles**, Workforce Development Adviser, UFCW Western States Council

The High Road Training Partnership/Construction Careers (HRTP/HRCC) Initiative includes sectors ranging from construction to food production to hospitality and embodies the sector approach championed by the CA WDB — industry partnerships that deliver equity, sustainability, and job quality. Along with these investments, the Board is producing a body of policies and principles to guide related undertakings across the workforce system. Indeed, the initiative was designed as a campaign — to advance a field of practice that simultaneously addresses urgent questions of income inequality, economic competitiveness, and climate change through regional skills strategies designed to support economically and environmentally resilient communities across the state. The industry-based, worker-focused training partnerships build skills for California’s “high road” employers — firms that compete based on quality of product and service achieved through innovation and investment in human capital and can thus generate family-supporting jobs where workers have agency and voice. For many of the

HRTPs& HRCCs/labor-management partnerships, there is minimal collaboration, if any, with the local WDBs and AJCs. In a time when funding and placements is everything, it is time to show up, step up and partner up!



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What Employers Need Today

📍 Santa Barbara

- **Daniela Devitt**, Vice President, Workforce Division, CEA
 - **Kim Gusman**, President and CEO, CEA
-

Employers need your help to overcome the challenges they face today. California Workforce Development Boards hold the key to providing employers with support in recruiting and training their next employees. California Employers Association has worked closely with our members to provide them with resources to assist them in finding opportunities during this unprecedented time.

This training will explore new ways to engage and assist employers through services you provide to help them succeed. Our discussions will include collaborative ways to ensure that employers are able to obtain employees that are ready to hire and resources that will help employers succeed. This interactive session will cover: Strategies in business engagement that help struggling businesses; Recruiting tips for remote workers; Preparing your clients for virtual recruiting and work; Remote work policies and support; What employers need from employees today; Explore new ideas to help employers find opportunities.

Trauma – Informed Care for Workforce Development Professionals

📍 San Diego

- **Joseph L. Seymour**, Managing Director, Operational Excellence, KRA Corporation
-

Trauma-informed care is an approach in various service-based fields that recognizes the presence of trauma symptoms and acknowledges the role that trauma may play in the lives of the program participants we all serve every day. In this highly informative and engaging workshop, we will discuss the various types of traumas, the five principles of trauma-informed care, and best practices that will help mitigate and hopefully eliminate re-traumatization in our service delivery. In addition, we will explore the impact that trauma has on our own lives and in the lives of our fellow colleagues. This learning experience will transform your approach to workforce development.

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Los Angeles Early Childhood Equity Project

Partnering for Student Success

 Salon 207

- **Steve Zimmer**, Senior Education Advisor, City of Los Angeles, Mayor’s Office
- **Christina Hernandez**, Early Childhood Equity Project Coordinator, City of Los Angeles, Mayor’s Office
- **Francisco Narciso**, Integrated Education & Training Advisor, LA Unified School District, Division of Adult & Career Education
- **Sam Powers**, WIOA & Partnership Advisor, LA Unified School District, Division of Adult & Career Education

The City of Los Angeles, Mayor’s Office and the LA Unified Adult Education Division have launched a partnership focused on supporting adult students, particularly vulnerable adults, on getting training and obtaining sustainable wage employment in the Early Childhood Development career pathway. Aligning with one of the governor’s key initiatives, the LA Early Childhood Equity Project addresses equity by eradicating the school readiness gap through the goal of recruiting, certifying, and training 2,500 new early childhood educators by 2025. Please attend this important presentation to learn more about how the partnership has successfully shared resources, conducted outreach to the community, provided targeted training and provided access to quality careers for participants.

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Measuring Up – Data-Driven Recovery Strategies for California

📍 Salon 209

- **Geoff Smith**, President, FutureWork Systems

After a two-year delay, U.S. DOL is now releasing a quarterly public use PIRL file for WIOA Title I and III activity. The current file includes over 22 million records through PY20 Q3 or March 31, 2021. This session will focus on using this data, which includes 787,000 California records, to benchmark California with other states, Workforce Boards and Regions within California to inform workforce strategies during the recovery. Throughout this data exploration, we will leverage over 200 PIRL data elements to focus on areas of interest. The session will identify promising practices among California Workforce Boards and Regions to inform workforce strategies and training investments during the recovery.

Networking Lunch in the Memory Garden

🕒 11:45 – 1:00pm

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 lunch is sure to please, regardless of your palette or dietary requirements.



On the Menu:

STRADA OF ITALY: Caesar Salad, Herb Roasted Tomato Salad, Mushroom Ravioli, Chicken Saltimbocca, Baked Ragatoni, Water and Iced Tea provided.

Conference Sessions

Wednesday, September 8, 2021

Afternoon Plenary

🕒 1:15 – 2:15pm

If You Can See it, You Can Be it

Welcome and Speaker Introduction

📍 San Carlos Ballroom

- **Heather Henry**, Capacity Building Char, CWA; Executive Director, Solano County Workforce Board
- **Jeff Henderson**, Founder, Chef Jeff Project

In this presentation Jeff shares two decades of life lessons that he gained on his redemptive journey from drug dealer to TV celebrity chef to internationally acclaimed speaker. With his 12 inspiring and pragmatic street-smart recipes for success, discover why the programs we design and implement need to focus on hidden business aptitudes, how to make life-changing decisions, and secure personal and professional success. If we can do this, we can truly help EVERYONE rise to the challenge!

Closing Remarks

PARTNER SPONSOR

- **Chris Bernhardt**, Senior Vice President of Training, Grant Associates

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Conference Sessions

Wednesday, September 8, 2021

Round III Workshops

🕒 2:45 — 3:45pm

Back to (Predicting) the Future**

Workforce Board Member Track

📍 Ferrantes Bay View

- **David Shinder**, Workforce Development Consultant
- **L. Bradley Williams**, Chief Customer Officer & Vice President of Operations, Equus Workforce Solutions

Nearly every day we hear “COVID has changed everything.” Did it? Your presenters have scoured editorials, major media outlets, and other publications to uncover what experts from various disciplines are saying about the future for workers, workplaces, and workforce development. The results are surprising. As you continue to prepare for and support economic and labor market recovery, join us as we unpack the opinions, forecasts, and plans that will shape the direction of how we work and the implications for workforce

development. We’ll examine what pundits, practitioners, and prognosticators opine regarding top recruitment challenges of 2021 and beyond, business insights on applicant and worker skills gaps, DEI strategies, forecasts on remote work, trends concerning employee benefits, tech trends, what younger workers now value most, COVID changes that are expected to last, and much more. Let’s put the past in the rearview mirror and get back to preparing for the future of workforce development!

Conference Sessions

Wednesday, September 8, 2021

Developing a Cross-Sector Work-Based Learning Consortium to drive Regional Career Pathways and Collaboration

📍 San Carlos I

- **Rebeca Evans**, Executive Director, Workforce Development Board of Ventura County
- **Jessica Daugherty**, Principal, Cause IMPACTS
- **Dr. Cynthia Herrera**, Vice Chancellor Institutional Effectiveness, Academic Affairs & Educational Services, Ventura County Community College District

In the fall of 2020, the Ventura County Work-Based Learning Consortium was established to develop a collaborative regional approach to work-based learning. The Consortium guided a regional asset mapping process that identified many gaps in the existing continuum of work-based learning programming from K-12 through career. A central gap identified was the lack of an agreed-upon framework for regional career pathway development that all stakeholders use to build career pathway programs. The consortium has since developed a unified approach and framework for regional career pathway development that increases collaboration, bridges education and training gaps, and aligns work-based learning programs with industry needs.

This workshop will share some of these templates and key learnings and feature a panel of Cross-sector consortium members from Industry, Education, and Workforce who can share their perspectives on the process, how challenges

were overcome and what they foresee is possible through the consortium that is not possible alone. Additionally, the consortium will demonstrate the newly created interactive online work-based learning resource guide that was developed to streamline resource identification and increase collaboration.



Conference Sessions

Wednesday, September 8, 2021

Regional Fiscal Agency

Protecting your Local WDB

📍 San Carlos II

- **Ken Price**, Attorney-at-Law, Baker Manock & Jensen
- **Blake Konczal**, Executive Director, Fresno Regional WDB

Those conversant with recent discretionary workforce funding initiatives understand the necessity of regional proposals to be competitive for State and Federal funding. Nonetheless, Workforce Development Boards are “local creatures” by design of federal law. This Local Workforce Areas are made up of LWIAs nested in municipal or county governments. These entities act locally and are not designed to be a regional partner.

Learn from legal and workforce experts on concrete steps you can take to better position your LWIA to act as fiscal agent, including how to design networking MOUs and contracts to limit liabilities arising from such regional functions, to successfully deliver on such regional initiatives, and protect your board.

Notes

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Dr. Kordilia Noble, Director,
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Conference Sessions

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Meet & Greet with Chef Jeff Henderson

📍 San Carlos III & IV

Interested in learning more from this afternoon's keynote with Chef Jeff and the Chef Jeff Project? Join this session when he will be available to answer questions and offer suggestions on keys to success. Don't miss this amazing opportunity!

Sector Skills

Online Learning Strategies with Gamification

📍 Los Angeles

- **Nick Schultz**, Director, Pacific Gateway Workforce Development Board
 - **Frank Louie**, Chief Operating Officer, Sacramento Asian Pacific Chamber of Commerce
 - **Michael Greenlow**, Consultant, Metrix Learning
-

This session discusses how to leverage cutting-edge virtual services for on-demand skill building. Virtual learning tools are becoming more important in workforce development. Hear how Long Beach, Oakland, and Sacramento are leading the charge in online learning, gamification, and local digital badges to complement their services for youth, public assistance, and small

businesses. The programs use a combination of dynamic training via video courses, games, and leaderboards. These workforce boards are the first in the country to implement gamification SkillUp badges for the growth sector of cannabis. Through these online tools, customers can close skill gaps and provide proof to employers of being job-ready.

Finding and Developing Leaders Within Your WDB

📍 Santa Barbara

- **Yolanda Castro**, Executive Director, SELACO WDB
 - **Stacey Girdner**, Managing Partner, The PRAXIS Group
-

Are you finding it difficult to secure the talent needed for your WDB to succeed? Might you have hidden talent within your WDB with leadership potential? Are you concerned about a succession plan? Do you struggle to have difficult performance conversations with your staff? Learn how one WDB went about defining various levels of competencies that led to a process that uncovers the hidden gems with leadership potential who could grow to become the future of workforce development. During this workshop, you will learn: Why leader development and hiring from within is essential to the future of your WDB. How to

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involve staff in identifying the key competencies to be successful at each organizational level of performance within your WDB. One way to determine each employee's development strengths and needs and what you can do to strengthen their competencies. Training that equips managers to build leaders from within the WDB as well as have those difficult performance conversations. How to create an objective structure to determine salaries, promotions, and development.

Worldwide Reflections

📍 San Diego

Reinventing and Reimagining the Future of Work

- **Maxine Suka**, Director of Workforce Operations, KRA Corporation

In a world which is gradually adjusting after the COVID-19 lockdown, one of the only certainties that we can have is that this will have a lasting impact on how people work from now onwards. It's said that the worst of times brings out the best in people; as it happens, this is true of organizations as well. All over the world, companies are being challenged by the COVID-19 crisis to find new ways to serve their customers and communities. Many are rising to the occasion. The scale of workforce transitions set off by

COVID-19's influence on labor trends increases the urgency for businesses and policymakers to take steps to support additional training and education programs for workers. Companies and governments exhibited extraordinary flexibility and adaptability in responding to the pandemic with purpose and innovation that they might also harness to retool the workforce in ways that point to a brighter future of work. To support a working world that has become more "hybrid," now is the time to rise to the challenge. Join the conversation and seize the opportunity to reinvent and reimagine a future of work that is far more equitable; there is light at the end of the tunnel.



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Using Data to Influence Industry & Equity Change in Solano County

📍 Santa Monica

- **Heather Henry**, Executive Director, WDB of Solano County
 - **Matt Moon-Bailey**, Industry & Community Engagement Specialist, WDB of Solano County
-

The Workforce Development Board of Solano County has made a commitment to build data driven solutions and has also made Race, Diversity, Equity & Inclusion a priority. Hear how Solano WDB utilized data to inform Covid Response and Recovery Strategies, increased job quality in specific occupations and used data analysis to drive equity and inclusion efforts. Solano County ranks as the Most Diverse County in the Nation

with two of its larger cities (Vallejo & Fairfield) ranking among the Top 10 Most Diverse Cities in the Nation. Many of Solano Counties top Industries do not come close to representing the diversity of the region. In this workshop, we will present the strategies being employed to get “buy-in” and commitment from Industry, Education and Community Leaders to join in this mission.

Serving Job Seekers with Disabilities in 2021 and Beyond

📍 Salon 207

- **Lead: Philip Kahn-Pauli**, Policy and Practices Director, RespectAbility
 - **Nelly Nieblas**, Manager of Policy, Advocacy, and Engagement, RespectAbility
-

2020 was a hard year and many people with barriers to employment are struggling to find a place in a changed labor market. However, there is cause for hope, especially for jobseekers with disabilities. According to the Bureau of Labor Statistics, the labor force participation rate for people with disabilities is now higher than it was before the pandemic. From a workforce professional perspective, this presents a

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tremendous opportunity to place talented jobseekers into new jobs. However, supporting jobseekers with disabilities requires specific knowledge and collaboration across agencies.

This session will provide participants with key ideas, resources, and recommendations on best practices to support the recruitment, hiring, and placement of qualified individuals with disabilities into competitive jobs. This session will also discuss leveraging resources to provide quality virtual services even in a post-COVID world. Please join us to learn from subject-matter experts about cutting accommodations, potential employer partners, and strategies to advance your work on disability, equity, diversity, and inclusion. We cannot wait to share our knowledge and lived experiences with you!

The Future of Work: Challenges and Opportunities

📍 Salon 209

- **Renee John**, Project Leader 21st Century Workforce, Valley Vision

COVID-19 accelerated the pace of change and automation by estimates of up to 10 years. Recovery from the pandemic and future workforce development strategies need to be responsive to multiple factors including meeting current and projected job needs, reducing future risk of automation/obsolescence, improving job quality, and improving equity for communities of color, women, and underserved groups. How

do workforce system stakeholders support their dual constituents, employers, and job seekers, in the highly evolving workforce marketplace? Hear about the skills most valued by employers, enhanced strategies for workforce development and coaching, and approaches to ensure a demand driven system responsive to employer skill needs.

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Round IV Workshops

🕒 4:00 — 5:00pm

Sleepless in Monterey?***

📍 Ferrantes Bay View

- **Tim Foster**, Vice President, Customer and Market Development, Equus Workforce Solutions
- **Bruce Wilson**, Executive Director, Workforce Alliance of the North Bay
- **Erik Serrato**, Executive Director, Merced County Workforce Development Board
- **Irene Bustamante Adams**, Deputy Director & Chief Strategy Officer, Workforce Connections

the workforce easier and more affordable and reliable? Housing—what are some ways in which the workforce system can support networks and partnerships that will expand the development of affordable workforce housing, thus supporting the recruitment of a skilled workforce? Improved Wages—are there ways to work with employers to promote livable wages, with the goal of building a stronger/stable workforce. We are excited to present our ideas and open a lively and informative conversation. Our goal is to share solutions that will help us all have peaceful nights of sleep!

What keeps you up at night? This panel will discuss some top issues that face the workforce system even though not generally considered workforce development issues. The panel of WDB members will provide a foundation for audience participation/discussion about these issues and, more important, possible solutions. Among the issues to be addressed: Transportation—how does the workforce system partner in developing transportation solutions that allow employers to expand their recruitment zones? Child Care—what are some strategies that the workforce system might support to expand childcare services/resources to make the decision to enter



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Recycling Lives

📍 San Carlos I

- **Teresa Hitchcock**, Assistant County Administrative Officer, KIM WDB
- **Mark Wyatt**, Principal, Bakersfield Adult School/Kern HS District
- **Jodi Leoffler**, Supervising Administrator, Bakersfield Adult School/Kern HS District
- **Sean Mullen**, Lead Instructor, Bakersfield Adult School/Kern HS District

American's dispose of approximately 10 million metric tons of glass annually. Unfortunately, only about one third gets recycled. The Kern, Inyo, and Mono Workforce Development Board (KIM WDB) through its non-profit arm Kern Alliance of Business, Inc. doing business as Recycling Lives (RL) has implemented a workforce training program to eliminate glass from the local landfill. RL is targeting participants with significant barriers to employment and providing them with education, training, and supportive services to help them succeed. RL has aligned with workforce development, education, and economic

development programs to meet the needs of employers. Kern High School District's Bakersfield Adult School provides classroom training on basic safety and equipment operation, soft skills, and work readiness in addition to equipment operation training, forklift training, and warehouse management training. KIM WDB is working with CBO's and governmental agencies to find eligible participants for the program. RL is using a Pulverizer System to turn waste glass into fine sand and decorative glass with no sharp edges. The sand will be sold in bulk and the glass will be sold for landscape material.

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LinkedIn and Remote Services

How to Leverage social media in a Post-Covid World

 San Carlos II

- **Cecily Hastings**, Workforce Development Relationship Manager, United States
-

Please join LinkedIn to discuss how workforce organizations have shifted due to the COVID-19 pandemic. In the session, we will cover remote service delivery, ways to sustain relationships with employers and job seekers using social media, and free resources that were designed specifically for workforce organizations.

Workforce Board Partnering Together

Taking Virtual Career Fairs to the Next Level

 Los Angeles

- **Terri Carpenter**, Workforce Development Manager, SETA-Sacramento Works
 - **Erica Johnson**, Program Coordinator, YoloWorks!
 - **Brandon Littlejohn**, Statewide Career Strategist, CalHR
 - **William Walker**, Workforce Development Manager, SETA-Sacramento Works
 - **Simon Kronenberg**, Director, Business Development, Talentspace
-

The pandemic forced Workforce Development systems to move into the virtual service delivery arena. Many of us are using platforms like Zoom to deliver services. We have experienced the challenges associated with managing breakout sessions and live chats when coordinating larger events such as career fairs for example. This session will showcase how two Workforce Boards partnered together (SETA-Sacramento Works and Yolo Works) to coordinate three virtual career fairs for one of the largest employers in the State and how we utilized a new virtual platform to host over 43 recruiters with over 900 job seekers in attendance.

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Not Your Dad's Marketing Strategy

How to Recruit Younger Talent in the Digital World

📍 Santa Barbara

- **Taylor Toledo-Kearns**, Director of Strategy, 3fold Communications
- **John Dunn, Principal**, Twin Rivers Consulting

Marketing to 20-somethings about technical fields and their career opportunities doesn't have to be complicated. The challenge is that too many workforce recruitment agencies and initiatives focus on how they were recruited and not what is attractive to this younger group. This session will take the audience through the decision-making journey of Gen Z and Gen Alpha, looking at motivations, messaging, and marketing tactics from their point of view. We will discuss how recruiting has shifted away from flyers, job boards, and career fairs to online influencers, virtual trends, and experiential marketing - and why integrating both traditional and digital may be your best bet. Outcomes of this session include a summary of Gen Z and Gen Alpha's decision-making process and motivations, recommended messaging, and an attention-grabbing media mix that recruits younger employees.



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For More Information: Brian Lee, CEO | brian.lee@metrixlearning.com

Conference Sessions

Wednesday, September 8, 2021

Advancing the Bioeconomy in California's San Joaquin Valley

 San Diego

- **Wes Jurey**, Founder/CEO, ATIP Foundation (VIA ZOOM)
- **Rick Brenner**, Director, ATIP Foundation
- **Kris Costa**, Dean, Career Technical Education, West Hills College
- **Julian Ramos**, Manager, Fresno County Economic Development Corporation
- **Chris Klein**, Klein Educational Solutions
- **Christine Nieto**, ACT Workforce Solutions

The ATIP Foundation, in collaboration with the Economic Development Corporations in the San Joaquin Valley, continues to cultivate and develop programs to support California's Bioeconomy. As the Bioeconomy works to find new solutions to reduce and reuse biomass from farms to transform waste into a byproduct that can contribute to other valuable products, it is essential to help organizations, businesses, and leaders prepare for this growing sector. Equally as important is to ensure career seekers have the necessary skills to be successful in bioeconomic jobs. ATIP has collaborated with both Klein Educational Systems to provide training resources, and ACT WorkKeys assessments to ensure career seekers entering this industry have the foundational skills necessary to be successful in the training program and associated career.

This session invites leaders to learn about what the bioeconomy initiative is, how to become involved, and discuss what resources are available to help train workers for jobs that will be needed for this field.

Notes



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Wednesday, September 8, 2021

Who is the Captain of Your Ship?

Building a Demand Driven System in a Post Covid Economy

📍 Santa Monica

- **Tressa Dorsey**, President, TAD Grants

How do you create your strategic plan, set goals for your business services units, implement new sector strategies or develop performance measures for business services? Partnering with your business community is critical to fulfilling the mission of the workforce boards throughout California and other states. The impact of Covid-19 demonstrated the critical role our business community plays in our day- to- day quality of life, our sense of community and the ability to thrive financially. This workshop will discuss the 5 elements of a demand driven system, how those elements can be optimized to develop an effective business services model and how to utilize businesses as partners to foster an expedited economic recovery. Attendees will learn how to engage businesses in a meaningful and relevant way that leads to true partnership by using specific strategies designed to foster the development of mutually beneficial programming.



Monterey Beach Party



🕒 5:00 — 9:00pm

Enjoy dinner on the beach overlooking beautiful Monterey Bay, with live music provided by **DNA Entertainment**.

And, good news regional competitors...the volleyball tournament returns! Get your team together and head to the courts for a quick tournament prior to dinner.

Beach Party sponsored by

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Conference Sessions

Thursday, September 9, 2021

Continental Breakfast

7:30 — 8:30am

San Carlos Foyer

Morning Plenary Sessions

8:30 — 9:45am

Workforce Board Chairs Tell All with Bob Lanter

Welcome and Speaker Introduction

San Carlos Ballroom III and IV

- **Bob Lanter**, Executive Director, California Workforce Association

What's it like to be a local workforce board chair? What are the pressures, what is the glory? Come find out the work behind the workforce board for some of California's most innovative and leading workforce boards. We will ask the questions on your mind, we will explore how boards are positioning themselves now to tackle many of the tough issues explored throughout the Conference. These leaders will share their aspirations and goals for their workforce boards along with hopes for California and beyond.

Local Workforce Board Chairs

- **Anette Smith**, Vice-Chair, Sacramento Workforce Development Board
- **Brett Frazier**, Chair, Madera County Workforce Development Board
- **Jamil Dada**, Vice-Chair, Riverside County Workforce Board
- **Sonny Santa Inez**, Vice-Chair, SELACO Workforce Board Policy Council
- **Dr. Kim Armstrong**, Chair, Pacific Gateway Workforce Development Board

Conference Sessions

Thursday, September 9, 2021

Round V Workshops

🕒 10:00 — 11:00am

After 3 Years, Elon Musk Returns From Mars and Looks for a Job**

Workforce Board Member Track

📍 Ferrantes Bay View

- **Robert Knight**, Director, Government Relations & Workforce Policy
- **Bradley Williams**, Chief Customer Officer, Equus Workforce Solutions

As he heads to the American Job Center in the Bay Area what will have changed since he left our atmosphere in 2021? Will the Big Box mania of the past few decades which led to comprehensive career centers be replaced by small business-like services in multiple neighborhoods? Will the work-first mantra which came to fruition in the 1990's continue to dominate social services or will support for children through the tax structure change poor and middle-class expectations? And what might that mean for the workforce system? How will free 2-year community college change the role and services of the workforce development system? Will workforce move from a focus on eligibility, jobs, skills, sectors, and demand to a focus on neighborhood development, intergenerational advancement, and wealth capture? Put another way, will workforce continue to focus on job-placement services or move to a

long-term career counselor strategy for individuals and families over the course of their education, training, and career development? Will workforce focus on companies that invest in their workforce through apprenticeship, education/training, work-based learning, and career pathways? These are a few of the questions one might ask about the future of workforce development. Rather than providing answers, this session is an opportunity to look up to the sky and imagine a future for our system as you would like to see it. And that future is much closer than we think.

Conference Sessions

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Employer Engagement Through Workforce DEI

Workforce Board Member Track

📍 San Carlos II

- **Jessica Daugherty**, Principal, Cause IMPACTS
- **Natalie Lehman**, Senior Research Analyst, Cause IMPACTS

Many workforce entities struggle to develop meaningful employer partnerships. Meanwhile, many employers struggle to develop Workforce Diversity, Equity, and Inclusion Programs and to hire staff that represent the local community. This hands-on workshop teaches participants how to develop symbiotic partnerships with employers by addressing one of their central needs-workforce diversity. Participants learn through case studies and personal reflection and develop initial strategies to bolster employer engagement. We provide real world examples of private and public sector companies that collaborated to develop workforce diversity initiatives and programs.

Why Socratic Delegation is the Transition Tool We Badly Need

📍 Los Angeles

- **Silver Rose**, Principal Trainer, Silver Rose Enterprises, LLC.

We have all been deeply changed by the pandemic. Team members are easily shaken, and less willing to follow directions without question. Many have gotten used to operating more autonomously and will resist, in both subtle and overt ways, returning to an environment that is “command-and-control” versus collaborative. This creates an opportunity for “bosses” to transform into leaders by adopting a delegation approach based on Socrates’ style of asking questions versus providing answers. In her book, *The (Incredibly Useful) Book of Delegation*, workshop presenter Silver Rose coined this process “Socratic Delegation.” If you are confused by how to lead in today’s climate more effectively, this is a not-to-be-missed program.

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- Virtual Job Fairs
- Online Skills Development with Metrix Learning
- Mock Interview with Big Interview

Conference Sessions

Thursday, September 9, 2021

Mental Wellness as a Necessary Component of Rapid Response Design

 San Diego

- **Christina A. Roup**, Executive Director, National Alliance on Mental Illness
 - **Martha Espinosa**, Marketing and Special Projects Manager, Fresno WDB
 - **John Lorance**, Government Sector & Rapid Response Coordinator, Fresno WDB
-

Confusion, Stress, Fear and Depression. These are only a few of the mental states that employees face during lay-offs and closures particularly during these times of COVID. Join us for an eye-opening session regarding the state of our community and how our Rapid Response Partnership is helping our fellow community members to not only combat Mental Illness but also effectively prevent extreme cases before they start.

Lessons from CalChamber

How Employer Leadership can transform Talent Pipelines and College Promise Programs

 Santa Monica

- **Loren Kaye**, President, California Foundation for Commerce and Education
 - **Anna Fontus**, Senior Program Director, Capitol Impact
 - **Paula Allison**, President, Los Rios Colleges Foundation
-

In 2019, the California Foundation for Commerce and Education and Capitol Impact brought Talent Pipeline Management (TPM) to California, a process using employer data to design solutions for business and community pain points. The Kaiser Permanente sponsored project aimed to remove barriers to entry into construction jobs for Black + Latinx communities and citizens returning from incarceration while maximizing competitiveness for individual businesses. Implementing the 6 TPM Strategies led the employer collaborative of commercial construction contractors to: realizing their job demand was much higher than LMI projections, prioritizing skills and collectively defining a skilled worker, understanding

Conference Sessions

Thursday, September 9, 2021

their current talent sources, and identifying changes to create a pipeline that is responsive to both businesses and prospective workers. Insights were also gathered from target communities to understand job entry roadblocks. All the perspectives and data gathered informed a Promise-to-Career program with the Los Rios Community College District, to provide fiscal support and wraparound services for students and that enables employers to continue to inform training programs. This session will feature a panel of practitioners who led the TPM process and used the outcomes to design a mechanism to intake communities into postsecondary and ultimately into high-paying jobs.

WOMEN NEED HELP!

Re-engaging Women in the Workforce

 Santa Barbara

- **Purvi Rami**, Sr. Specialist, Education to Work Partnerships, Adult Education, Foundation for California Community Colleges
- **Joy Jamerson**, Workforce Development Manager, Ed2Go
- **Shawna Wright**, Principal and Chief Possibilities Officer, Growing Big Ideas

Disproportionately impacted by the COVID-19 pandemic, women left the workforce at a rate four-times that of men. Those that stayed were impacted by reduced work hours, lay-offs, time spent on childcare, and household demands. Women are weighing their options to return to the workforce. Can they have it all? Will employers provide mentorship, development, and support that leads to engagement, retention, and promotion of women? Join the conversation and learn how you can become part of the solution!

Conference Sessions

Thursday, September 9, 2021

Closing Plenary

11:15 – 12:30pm

San Carlos Ballroom

Welcome and Gift Giveaways

- **Matt Hidalgo**, CWA Conference Coordinator

Boss Your Brain

Hardcore Mental Conditioning for Workforce Development

San Carlos Ballroom III and IV

- **Eric Fan**, Gen Z and Millennial Whisperer – Squarage

Workforce administrators (Workforce Board Departments, CalWORKS, Adult Education, ROP, COE, etc.) need to rise to the challenge of evolving their career readiness programs and not romanticize about the past. It's no longer a modern workforce, but a Post-Modern one.

Squarage LLC's keynote session will instruct, from research and data, a remix of old school vs. new school contents about Mental Health Conditioning to help workforce programs prepare their resident populations for the workforce climate by enhancing their mental fortitude. The mental conditioning contents will help populations and workforce staffers get through this difficult time by managing their negativity diet, neutral thinking, and cognitive distortions, so they can rise to the challenge that COVID-19 has created for us all.

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Contact: Elia Evans, Interim Associate Vice President of Educational Partnerships

Email: EvansE@IECColleges.com

Phone: (626)404-3622

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Contact: Deane Toler
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Email Address: ptoomey@geosolinc.com
Website: www.geographicsolutions.com



ProjectAttain!

ProjectAttain! highlights the educational attainment needs, and serves as a voice for, adult learners ages 25-64. We showcase adult-friendly partners and programs and feature data-driven content that improves access, equity, and support for adult learners. <https://projectattain.org>

California Workforce Development Board



Established by Executive Order in response to the mandate of the federal Workforce Investment Act (WIA) of 1998 (Public Law 105-220), the Board assists the Governor in setting and guiding policy in the area of workforce development.

The California Workforce Development Board (State Board) is responsible for assisting the Governor in performing the duties and responsibilities required by the federal Workforce Innovation and Opportunity Act of 2014.

All members of the Board are appointed by the Governor and represent the many facets of workforce development – business, labor, public education, higher education, economic development, youth activities, employment and training, as well as the Legislature.

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The Employment Development Department (EDD) is one of the largest state departments with employees at hundreds of service locations throughout the state. For more than 70 years, we have connected millions of job seekers and employers in an effort to build the economy of the Golden State.

edd.ca.gov

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Established in 1982, the Employment Training Panel (ETP) has proven itself for 30 years as the state's premier program supporting job creation and retention, through training. ETP is funded by a special tax on California employers and differs from other workforce development organizations whose emphasis is on pre-employment training. ETP fulfills its mission by reimbursing the cost of employer-driven training for incumbent workers and funding the type of training needed by unemployed workers to re-enter the workforce. Overall, the ETP program helps to ensure that California businesses will have the skilled workers they need to remain competitive.

Contact Address: 1100 J Street, Suite 400, Sacramento, CA 95814

Contact Phone: (916) 327-5640

Website: <https://v/>

LinkedIn: <https://www.linkedin.com/company/employment-training-panel/>

Twitter: <https://twitter.com/etpca?lang=en>

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KRA supports WDBs across the country to provide businesses with a trained and reliable workforce by preparing jobseekers for today's competitive workplace and global economy. Since 1981, KRA has supported public- and private-sector organizations that improve the lives of individuals and their families, strengthening the communities in which we live.

Dr. Kordilia Noble, Director, Partnerships & Market Development, knoble@kra.com, (301) 502-1397

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EMSI



Emsi Burning Glass provides labor market data and analysis to help professionals make sound decisions in their regions. We tell stories with individual-level LMI data that are unmatched in the market. Our data, software, and consulting services help economic development professionals understand and communicate their communities' workforce strengths, quickly respond to business inquiries, benchmark their regions against their peers, and boost their business services.

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Sandra Villafan, Community Outreach Director

(323) 842-3502
svillafan@americancareercollege.edu

Safal Partners



Safal Partners is a nationally recognized education and workforce development consulting firm, founded in 2010, focused on improving education and employment outcomes across the workforce system. Safal provides an integrated approach to technical assistance, program review and management, technology solutions, data visualization, and training delivery to meet the needs of diverse audiences. We are proud to support numerous federal agencies including DOL, ED, DOD, and the VA.

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Career TEAM provides innovative solutions to complex social challenges such as closing the opportunity divide, reducing unemployment and eradicating poverty. Career TEAM offers case management, business services and a revolutionary workforce technology platform called Career EDGE.

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Brian Lee, CEO

518-462-1780 | brian.lee@metrixlearning.com

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Chad Hannah
Strategic Account Manager
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317 616 5443

TAD Grants



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Tressa Dorsey, FCD Instructor, CBSC,
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tressa@tadgrants.com

ACT



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Jarlath O'Carroll -jarlath@jobspeaker.com-415-350-5140

FutureWorks



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Geoff Smith, President
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