

WIRING BRAC: Catalyzing Regional Economic Development

Room 2502B



The WIRED initiative focuses on the transformation of regional economies through talent and economic development, and increased job growth. By leveraging all available economic development assets available to the Region, BRAC-impacted communities can use the WIRED principles to focus on innovative and effective talent development that can bring new businesses and industries into their cities and towns.

Learning Objectives: Use resources and WIRED principles to transform communities and develop long-term regional economic growth and competitiveness.

Moderator: Lori McConnell, Office of National Response, U.S. DOL, ETA, DC

Speakers: Andy Moser, Assistant Secretary for Workforce Development, State of Maryland, Department of Labor, Licensing and Regulation

Andrea Morris, BRAC Workforce Project Manager, DHS - Economic Independence Division, VA

Microsoft Business Certification (Sponsor Session)

Room 2203



Come learn how to implement cost-effective validation of business worker training programs' effectiveness. Microsoft Business Certifications is a new program for entry-level through professional business workers who need to validate their skills.

Learning Objectives: Understand the benefits of business worker certifications to customers, agencies, and individuals • Determine how best to implement certification as an ROI measure of training programs.

The informational pages pertaining to sponsors included in this document are not intended to be an endorsement by the U.S. Department of Labor or American Society for Training & Development (ASTD) of any entity or its products and services.

Town Hall Level 3, 3501A-D 2:30 p.m. – 3:30 p.m.

WORKING WITH FEDERAL PARTNERS TO TRANSFORM REGIONAL ECONOMIES

A strong economic, technological and transportation foundation is critical for talent development and job creation to flourish. If the workforce investment system is to drive regional economic transformation, its leaders must know where the resources and expertise necessary to build that economy lie. This Town Hall will highlight the methods, resources, programs and expertise available through the U.S. Departments of Agriculture, Commerce and Transportation necessary to address the common challenges regional economies face. The session will also focus on methods and opportunities for connecting these assets to talent development strategies.

Moderator: Emily Stover DeRocco, Assistant Secretary, Employment and Training Administration, U.S Department of Labor, DC

Speakers: Thomas Dorr, Under Secretary for Rural Development, U.S. Department of Agriculture, DC

Ben Erulkar, Deputy Assistant Secretary, U.S. Department of Commerce for Economic Development, DC

Workforce Innovations 2007 Conference Icons

Conference Pathways



Conferences Within a Conference



State Specific



Learning Labs Wednesday, July 18, 2007 2:30 p.m. – 3:30 p.m.

Apprenticeship in Community Colleges

Room 2215A



Apprenticeship has a long and productive relationship with many community colleges throughout the country. At the same time, there is a pressing need to expand and strengthen the relationships between the schools, businesses, and employers who sponsor apprenticeship programs because the educational component complements the on-the-job learning of apprentices. Representatives of community colleges and apprenticeship sponsors will discuss the benefits, issues and best practices that lead to well-prepared and trained apprentices. Apprentices themselves will speak personally about the horizons offered.

Learning Objectives: Identify key areas where coordination between community colleges and apprenticeship makes the biggest impact • Learn best practices in training apprentices.

Moderator: Laura Ginsberg, Office of Apprenticeship, U.S. DOL, ETA, DC

Speakers: Clark Coco, President, North Central Kansas Technical College

Attracting Global Talent to Support Regional U.S. Economies: A Timely Look at Foreign Labor Certification Data in PERM

Room 2208



Employers are continuously searching for global talent to increase their stock of human and technological skills, redress domestic skill shortages, and quicken the pace of regional economic competitiveness. Their increasing use of employment-based immigration programs such as the

Permanent Labor Certification Program is reflective of the strong demand for highly skilled foreign-born workers. This session will provide attendees with regional data analysis on current occupations employers are trying to fill with foreign labor, and explore how this information can be used to make strategic workforce investments within the context of regional economies.

Learning Objectives: Use foreign labor certification data to analyze regional labor needs and inform strategic workforce investments.

Speakers: Brian Pasternak, Division Chief, Office of Foreign Labor Certification, U.S. DOL, ETA, DC

Book Club: What can YOU do to Bridge the Skills Gap?

Room 2201



What can you do to bridge the gap between the skills employees have and the skills organizations need to help them grow and succeed? Join ASTD and others for a discussion of *Bridging the Skills Gap*, published by ASTD's Public Policy Council in 2006, in this discussion of the causes and possible actions for bridging the skills gap affecting our workforce.

Learning Objectives: Understand how the skills shortage threatens growth and competitiveness • Learn what individuals, organizations and governments can do to close the skills gap • Take ideas home to better address the skills shortage issue.

Moderator: Alexandria Griffin, Director of Policy and Public Leadership, ASTD, VA

Breaking Through: Helping Low-Skilled Adults Enter and Succeed in College and Careers

Room 2207



Around the country, innovative community colleges are helping low-skilled adults gain the valuable skills and credentials that are the gateway to family-supporting careers. Breaking Through, a multi-year demonstration project, promotes and enhances the efforts of community colleges to help low-literacy adults prepare for and succeed in occupational and technical degree programs. Learn how Breaking Through strengthens post-secondary outcomes for low-income adults by focusing on strategies that create more effective pathways through pre-college and degree-level programs.

Learning Objectives: Build an Adult Basic Education (ABE) program using current career pathway partnerships • Use career pathway models that link ABE students to post-secondary courses that result in a degree or certificate.

Speakers: **Judith Taylor**, Program Director, Jobs for the Future, MA

Cindy Fiorella, Dean, Owensboro Community College and Technical College, KY

Pat Phillips, Associate Dean, Basic Skills, Davidson County Community College, NC

Career Pathways and Regional Economic Development: The Necessary Steps to Build Capacity and Align Resources

Room 2210



More than a buzzword, Career Pathways represents a proven strategy for taking workers of all backgrounds and skill levels and building their skills capacity to meet the demands of employers - today and tomorrow. In this session, which is designed for both employer and workforce system participation, learn how communities have created career pathways and how their experience and promising practices can help guide your regional workforce and economic development efforts through partnerships and collaboration. The Finger Lakes WIRED Region will collaborate with Workforce Strategy Center to help participants gain insight into their own organization's assets, the partners they engage, and the steps that establish and maintain career pathways in a WIRED, regional, entrepreneurial framework.

Learning Objectives: Connect Career Pathways initiatives with WIRED regions • Develop Strategic Partnerships around the Career Pathways model in WIRED regions • Develop a protocol on how to connect your pathways work to the nearest WIRED region.

Speakers: **Julian Alssid**, Executive Director, Workforce Strategy Center, NY

Collaborating with K-12: Partnering for Successful Regional Talent Development Solutions

Room 3501G



In the globally competitive economy, workforce development starts as early as teaching a child to read. Join us in a dynamic conversation about developing effective partnerships with the K-12 education system. Participants will be introduced to the National High School Alliance's on-line resources. In small groups, through the use of case studies, participants will use the on-line tools to identify and develop solutions to create stronger linkages with the K-12 education system and to learn about the high school reform efforts occurring in their state.

Learning Objectives: Learn about the National High School Alliance's on-line tools and resources • Gain an overview of national high school reform initiatives.

Speakers: **Naomi Housman**, President, Philadelphia Youth Network, Inc.

Connecting Rural America

Room 2504A



The challenge: Provide access to efficient, creative, and cost-efficient training people in rural areas. Iowa's solution: Using a fiber-optic network. The Iowa Communications Network allows Iowans in rural locations to access 773 video-classrooms located in schools, National Guard armories, government offices, libraries, and hospitals. The Network is closing the geographic gap by providing rural Iowans increased access to educational opportunities and personal development. Learn how it's done, what the challenges are, and how to overcome them to achieve measurable success.

Learning Objectives: Provide educational access to rural communities through a statewide lifelong learning initiative • Leverage statewide resources and build statewide partnerships for education and talent development.

Speakers: **Joseph Cassis**, Deputy Director, Iowa Communications Network

Creating High Demand Pathways for Youth: Job Corp Strategies

Room 3501E



Job Corps is in the process of transforming its education and training system to align with the skill needs of employers in high-growth industry sectors and the requirements of the 21st century workplace. Career pathways in high-demand occupational areas will incorporate instruction based on industry, applied academic and career success standards and industry-based certification requirements. Come learn first-hand about the processes and tools Job Corps is using to revamp its education and training delivery system and the important partnerships it is developing with employers and other partners in the Workforce Investment system, including community colleges, apprenticeship and One-Stop Career Centers.

Learning Objectives: Access a variety of electronic resources and tools for developing career pathways for “at promise” youth • Align career technical training curricula with industry-based certification requirements • Implement “win-win” partnerships with Job Corps Centers in high growth industry sectors.

Speakers: **Audrey Theis**, *President, Key Links, OR*

High Impact: Community Colleges' Return on Investment to Business and the Workforce System

Room 2215C



Community colleges excel at offering workforce development and training programs with a high return on investment to employers. How can you channel that expertise into developing even more customized training programs to meet the needs of high growth employers in your region? By showing employers that you know the “score” through compelling statistics about your training program such as increased job placements, higher job retention, more promotions and earnings increases. Hear how a community college, in partnership with its local workforce investment system, tracks and markets its training outcomes to create “buzz” among employer partners.

Learning Objectives: Maximize the impact of grant dollars and other leverage resources to demonstrate a strong return on investment.

Speakers: **Mary Yarbrough**, *Dean of Workforce and Technology Education, Calhoun Community College, AL*

How Does Your State Measure Up? The State-by-State Report Card on Educational Effectiveness

Room 2211



The U.S. Chamber of Commerce and the Center for American Progress have graded all 50 states and Washington, DC on their K-12 school systems in order to identify both leaders and laggards in the tough business of school performance. The conclusion of this report is unambiguous: the states need to do a far better job of monitoring and delivering quality schooling. This session will provide an overview on the findings including the state success stories that can be emulated.

Learning Objectives: Understand the criteria that was used to measure educational effectiveness • Explore the implications of the report's findings for your local area • Take away state K-12 education success stories.

Speakers: **Lydia Logan**, *Co-Executive Director, Institute for a Competitive Workforce, U.S. Chamber of Commerce, DC*
Elena Rocha, *Senior Education Analyst, Center for American Progress, DC*

Implementing the Career Readiness Credential in the West Michigan WIRED Region

Room 2205



Learn how WIRED regional partners are working towards a regional goal of making West Michigan the national leader in the adoption of performance-based credentialing in their workplaces, schools, and workforce development organizations.

Learning Objectives: Learn the benefits of using a Career Readiness Certificate. • Implement the Career Readiness Certificate.

Speakers: **Philip Rois**, *Project Manager, WIRED West Michigan, MI*
Pamela Tate, *President and CEO, Council for Adult and Experiential Learning, IL*
Bill Guest, *Managing Director, Metrics Reporting, Inc., MI*

Industries, Competencies, and Competitiveness: Industry Cluster Strategies in the Finger Lakes and Piedmont Triad Regions

Room 2203



Until recently, developing an industry cluster focused on counting employment and wage concentrations among a variety of sectors, institutions, and job-generators. However, the emergence of knowledge-based competencies, especially “know-how, know-what, and know-whom,” is distinguishing regional competitiveness, innovation and branding. Learn from two WIRED regions -- both with traditional and legacy industries transforming into highly competitive opportunities for their citizens -- how to capture the assets, economic and workforce models, and the “story of transformation.”

Learning Objectives: Implement Industry Cluster Strategies in your region.

Moderator: Michael Gilroy, Office of National Response, U.S. DOL, ETA, DC

Speakers: Richard Seline, CEO and Principal, New Economy Strategies, DC

Matthew Hurlbutt, Executive Director, Finger Lakes Partnership, NY

InnovaBio: Creating a Valuable Talent Pool Through Innovative Corporate/Education Internships

Room 2505B



InnovaBio is an innovative partnership of corporations and educators working to support Utah’s biotechnology industry by enhancing student education through challenging corporate internships utilizing peer-based learning. In this workshop, learn how InnovaBio contracts with established and emerging biotechnology companies for research projects performed by high school and community college student interns, hear a student’s perspective on the valuable laboratory experience gained that gave him the competitive edge in the job market, and hear a satisfied employer discussing the experience of seeing research projects preparing students for future company positions.

Learning Objectives: Explore innovative approaches to providing challenging, credible industry-based internships for students • Discuss a creative model that results in stronger industry and academic partnerships • Learn how internships can be designed to provide cross-disciplinary training and education.

Moderator: Tamara L. Goetz, Director, Biotechnology, InnovaBio and Salt Lake Community College, UT

Speakers: Douglas Steel, President, Paleotechnologies, Inc., UT

Kasey Schuster, Biotechnology Program Graduate, UT

Leveraging Philanthropic/Workforce Partnerships for Talent Development

Room 2204



The workforce system and philanthropic community bring numerous and diverse assets, expertise and resources to talent development. How do these two partners collaborate to support regional talent development strategies? Hear about the collaborative process and model that the San Diego Workforce Partnership and the California Endowment are implementing to educate and train a competitive workforce and meet industry demands.

Learning Objectives: Learn from a successful model of collaboration between the workforce system and philanthropy • Take away tips for leveraging philanthropic resources in talent development.

Speakers: Mark Cafferty, Vice-President and Chief Operating Officer, San Diego Workforce Partnership, CA

Sid Voorakkarra, Program Officer, California Endowment

Mining for Valuable Resources: Changing the Workforce System’s View of UI Beneficiaries

Room 2215B



Changing the workforce system’s view of Unemployment Insurance (UI) beneficiaries from a special group to be “served” to a valuable resource for economic development is an essential element of the workforce system’s transformation. Explore with your colleagues ideas and options for making the UI beneficiary talent resource part of your regional economic development plans.

Learning Objectives: Understand the value that UI beneficiaries contribute to regional economic development • Take away strategies for utilizing the talent of UI beneficiaries in your own region.

Speakers: Larry Temple, Executive Director, Texas Workforce Commission

Navigating Grants.gov (repeated)

Room 2214



In today’s economy, potential grantees in the workforce system are continually looking for additional resources to provide much needed services to their constituents. This session will provide participants with a guided, hands-on tour of Grants.gov -- a central repository for information on all types of federal grants. Learn about the resources available through Grants.gov, and how to effectively access them.

Learning Objectives: Access Grants.gov to perform searches for federal grant funding opportunities. • Learn to use the Grants.gov on-line application system to submit grant applications electronically.

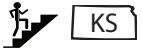
Moderator: Lance Grubb, Deputy Administrator, Office of Financial and Administrative Management, U.S. DOL, ETA, DC

Speakers: Elizabeth Norris, Office of Financial and Administrative Management, U.S. DOL, ETA, DC

Michael Pellegrino, Grants.gov Outreach Coordinator, U.S. Department of Health and Human Services, DC

Reach out, Reach Up: Strategies for Enhancing Services to Military Spouses

Room 2502A



BRAC and global repositioning communities seeking a successful transition must create a talent development strategy for military spouses. This will require the alignment of resources and knowledge from military installations, family service centers, One-Stop Career Centers, and the educational community, as well as aggressive business engagement focused on flexible and portable careers. Join us to discuss key collaboration strategies for inter-government partnership and business engagement principles. You will learn from two innovative retraining and re-employment responses, the Florida Military Spouse Advocate program and the Medical Transcription Apprenticeship program targeted toward military spouses.

Learning Objectives: Explore specific partnership strategies between the workforce system and military infrastructure

- Learn key business engagement strategies for military spouses.

Moderator: **Christine Ollis**, Division Chief, Division of Adult Services, U.S. DOL, ETA, DC

Speakers: **Linda King**, Program Manager, Military Family Employment Advocacy Program, FL

Peter Preziosi, Chief Executive Officer, Association for Healthcare Documentation Integrity (formerly AAMT), DC

Trade and NEG Solutions: Leveraging Resources to Counteract the Affects of a Major Dislocation Event

Room 2206



Creating solutions for dislocated workers can involve the pooling of resources among federal programs. Leveraging resources from Trade Adjustment Assistance to include National Emergency Grants provides funding for transition assistance.

Learning Objectives: Use wrap-around services to create positive results for effected workers.

Moderators: **Nancy Williams**, Office of National Response, U.S. DOL, ETA, DC

Erica Cantor, Administrator, Office of National Response, U.S. DOL, ETA, DC

Speakers: **Craig Holloman**, Workforce Program Coordinator, West Kentucky Workforce Board

WIRED MEP Technology Transfer and Transition Pilots

Room 2502B



Eight WIRED regions were selected to participate in a pilot initiative to identify opportunities to leverage and align the activities of the U.S. Department of Commerce's NIST Manufacturing Extension Partnership (MEP) Program in the areas of technology transfer, commercialization, and

diffusion. This participative session will highlight partnership experiences and multiple approaches for identifying sources of technology and tools available to support the innovation agendas of the WIRED regions. North Central Indiana and Finger Lakes Partnership will share detailed case studies, including measures of success and lessons learned.

Learning Objectives: Build awareness of the Manufacturing Extension Partnership • Identify how WIRED regions have leveraged partnerships to address the technology transfer and commercialization limitations of some regions • Integrate workforce development with adoption of emerging technologies in manufacturing settings.

Moderators: **Linda Fowler**, Director of Strategic Partnerships, Office of Regional Innovation and Transformation, U.S. DOL, ETA, DC

Alex Folk, Center Operations Manager, NIST MEP, DC

Speakers: **Wetenahl Paul**, President, High Technology Rochester, NY

Christy Bozic, Business Innovation Manager, Purdue University, IN

Terri Helminger Ratcliffe, Director, Industrial Extension, North Carolina State University

Youth in the Works

Room 2209



This interactive workshop will highlight Jobs for American Graduate's (JAG) comprehensive model designed to keep young people in school through graduation and improve their rate of success in achieving education and career goals. JAG and its business partners will engage the audience in a learning exchange by sharing ideas and solutions for employment challenges faced by out-of-school youth. You will take away "how to's" for developing partnerships between industry and the youth development organizations that meet the needs of growing regional economies. Leave with creative ideas and approaches for maximizing employment opportunities for youth that lead to careers in high-growth industries.

Learning Objectives: Understand JAG's out-of-school youth model and its application for training youth with skills to pursue careers in high growth industries. • Learn how to develop a youth pipeline that will fuel regional economic growth.

Moderator: **Liz Cannell**, Project Coordinator, Jobs for America's Graduates, VA

Speakers: **LaMoyn Williams**, Chief of Workforce Development Office, Louisiana Technical College

Ginger Laurent, Senior Vice-President and Director of Administration, Louisiana Bankers Association