

**Town Hall**  
**Level 3, 3501A-D**  
**4:00 p.m. – 5:00 p.m.**

**WIBS AT THE FOREFRONT OF TRANSFORMING TALENT DEVELOPMENT**

WIRED is more than an initiative for a select group of funded regions. It provides the framework for driving talent development strategies that promote economic prosperity in regional economies throughout the nation. Workforce Investment Boards can be catalysts for bringing key strategic partners together to innovate and model systemic and organizational transformation in driving a regional economic growth and competitiveness agenda. WIRED is based on the need to actively integrate the workforce system with economic development and education systems. In other words, we have new challenges that require new relationships and solutions and, to be successful, our work must be different. How can we build on our work to be more demand-driven? What do we need to change? And what does it all mean for you? Discuss these issues with WIB directors within and outside WIRED regions to consider our future as talent development innovators in the context of regional economies.

**Moderator: Gay Gilbert**, Administrator, Office of Workforce Investment, U.S. DOL, ETA, DC

**Speakers: Joe Carbone**, President and CEO, The Workplace, Inc., CT

**Clyde McQueen**, President, Kansas City Full Employment Council, MO

**Charlie Ware**, Member, NAWB Board of Directors, WY

## Workforce Innovations 2007 Conference Icons

Conference Pathways



Regional Economic Competitiveness



Workforce System Transformation



Lifelong Talent Development

Conferences Within a Conference



Apprenticeship



Education



Business Leadership Day



YouthWorks! Day

State Specific



## Learning Labs

Wednesday, July 18, 2007

4:00 p.m. - 5:00 p.m

### A Holistic Look at Higher Education's Capabilities to Support Local Economies

Room 3501G



In a knowledge economy with a major emphasis on innovation and entrepreneurship, institutions of higher education are no longer amenities in communities, but are critical drivers of economic, workforce and community development. This session focuses on the holistic consideration of the economic, workforce development, and technology commercialization impact of higher education on a local and regional economy. Specific conversation will focus on approaches to integrate higher education into the economic development activity of a community, region and state.

**Learning Objectives:** Expand the role that institutions of higher education play in regional economic development.

**Speakers:** **Craig Weidemann**, Vice-President, Outreach, Pennsylvania State University

**Julia Rosen**, Assistant Vice-President, Arizona State University

### Developing Service Industries to Support Economic Growth: Case Study of Arlington, Texas

Room 2210



The Arlington Chamber of Commerce launched "Team Arlington"™ in 2002 with a clear vision for advancing their economic development agenda in four key ingredients including: 1) the commercialization of research, primarily at UT Arlington; 2) a competitive workforce in industry clusters through partnerships with the Arlington Independent School District, Tarrant County College, UT Arlington, and the Tarrant County Workforce Board; 3) community redevelopment that centered around Arlington's downtown and the entertainment district; and 4) enhanced mobility

via improved highways and airports. This session will feature a dynamic dialogue among all of the key partners on the "Team" who will share the secrets of their success!

**Moderator:** **Frank Thompson**, Member, NAWB Board of Directors, TX

**Speakers:** **Wes Jurey**, President & CEO, Arlington Chamber of Commerce, TX

**Ron Elsenbaumer**, Vice-President for Research, University of Texas at Arlington

**Judy McDonald**, Executive Director, Arlington Chamber of Commerce, TX

Representatives from Arlington Independent School District, TX and Tarrant County College, TX

### Harnessing Data Tools To Improve Strategic Decision Making

Room 2204



Explore several web-based information sources and tools that will help guarantee improved decision making and successful investment of your scarce talent and economic development resources. Many tools will be highlighted, including the Census Bureau's Local Employment Dynamics (LED), Community Economic Development HotReports (CED) and the Workforce and Innovations Technical Solution (WITS), trade data and non-profit sector information and tools. All of these tools are geared towards improving understanding of your state, regional, and local economies, workforce, and industries to assist communities to become globally competitive.

**Learning Objectives:** Become knowledgeable about currently available data tools • Use powerful data resources to inform decisions about resources. • Provide an opportunity for participants to share their favorite site or information or economic intelligence tool.

**Speakers:** **Anthony Dais**, Office of Workforce Investment, U.S. DOL, ETA, DC

## Industry Leadership in Regional Economic Strategies

Room 2215A



Regional economic transformation requires input and collaboration between workforce development, economic, industry, education and other civic leaders. The California WIRED region is a case study of engaging industry in visioning and implementing talent development strategies, including Join this interactive discussion of what it takes to create industry leadership in a variety of settings.

**Moderator:** Jamil Dada, Vice Chair, NAWB Board of Directors, CA

**Speakers:** Vicki Connor, CIC Partner, Strategic Vitality, LLC, CA

## Integrating Immigrants into the Labor Force

Room 2207



Immigrants make up nearly 15 percent of the U.S. labor force. Projections from the Bureau of Labor Statistics reveal that immigrants will account for one fourth of total projected labor growth. Training programs that offer contextualized learning curriculum decreases the timeframe for limited English proficient individuals to obtain the occupational skills and English language skills needed to transition into high growth occupations with opportunities for advancement. However these types of programs come with a number of challenges from participant buy-in and retention to measuring success and engaging employers. During this session you will hear from organizations that have faced these challenges and more and overcame them.

**Learning Objectives:** Structure and market workplace literacy programs to attract businesses and participants • Establish effective workplace literacy partnerships • Measure success in workplace literacy programs.

**Speakers:** Israel Mendoza, Director, Adult Literacy and Basic Skills Programs, Washington State Board for Community Education and Technical Colleges

**Stephanie Emrich**, Coordinator, Step Up Program, Metropolitan Community College, NE

## Leveraging USDA Rural Development Assets to Support Regional Competitiveness: Case Study of North Central Indiana WIRED Region

Room 2505B



Through its \$86 billion portfolio of loans and administration of nearly \$16 billion in program loans, loan guarantees and grants, USDA Rural Development is committed to improving the economy and quality of life in all of rural America so that rural regions can compete in the global economy. Learn how the North Central Indiana WIRED region is collaborating with USDA Rural Development to support talent and infrastructure development to drive regional prosperity.

**Learning Objectives:** Learn about the extensive assets and resources available from USDA Rural Development to support regional competitiveness • Models for collaborating with USDA Rural Development to support regional talent development strategies.

**Speakers:** Robert White, State Director, Indiana, U.S. Department of Agriculture, Rural Development

**Ed Morrison**, Economic Policy Advisor, Purdue University, IN

## Market-Driven Strategies to Serve Ex-Offenders

Room 3501E



Explore Twin Cities RISE!, a non-profit anti-poverty workforce development organization that serves employers by focusing on educational and occupational training in addition to brokering connections between underemployed and unemployed individuals with career opportunities. This market-driven model yields a high degree of return on investment and its transformational training empowers individuals to break down the cycle of poverty resulting in permanent living wages and benefits. Under the Department of Labor demonstration grant, TCR! will serve 250 African-American male inmates with a focus on employment, stable income, work experience, and other services.

**Learning Objectives:** Describe promising strategies for providing transitional stability and jobs to ex-offenders, which meet the needs of local employers. • Understand preliminary activities based upon past performance of Twin Cities RISE! projects and evaluation objectives.

**Speakers:** Steve Rothchild, Chairman and Founder, Twin Cities RISE!, MN

## Networking with a Purpose: Leveraging Resources for Regional Competitiveness

Room 2208



Networking is more than shaking hands and kissing babies -- it's about taking partnerships to the next level. Join us in learning from two networkers extraordinaire who will share tips on the resources they have accessed through partnership building and exercising leadership to advocate for change. Join us for a lively discussion on creating your own winning approach!

**Learning Objectives:** Research and acquire resources from public and private sources • Approach prospective partners and brainstorm your own possible connections and resources • Package your economic and workforce development vision into a value proposition.

**Moderator:** Amanda Ahlstrand, Business Relations Group, U.S. DOL, ETA, DC

**Speakers:** Paul Scianna, Executive Director, Alliance for Innovations in Manufacturing - KC (AIM KC), MO

**Gibson Morris**, Executive Director, Arkansas Delta WIRED Region, AR

## Older Workers: A Strategic Business Decision

Room 2215B



Employers across the country have difficulty finding workers, which limits regional economic growth. Older workers are a key untapped labor pool that can help employers meet their hiring needs. WIBs, education and training providers, and other stakeholders will learn about employers' interest in hiring older workers, and highlight promising workforce solutions targeted at older workers. Manpower and employers from the North Central Indiana WIRED region will discuss the regional hiring and training needs of employers and their interest in employing older workers. Representatives from regions across the country will provide detailed information about promising regional workforce solutions that are targeted at older workers.

**Learning Objectives:** Understand how employers find value in hiring older workers • Learn about the strategies employers are pursuing to hire and retain older workers.

**Moderator:** Tom Hooper, Office of Workforce Investment, U.S. DOL, ETA, DC

**Speakers:** Manpower, Portland Community College, Tecumseh Area Partnership, IN

## REALifelines for REAL Heroes

Room 2211



Journey with a veteran from "Medical Hold" status through the REALifelines Program to a career. Gordon Burke will discuss how REALifelines fits into the workforce system and how together we can better meet the needs of our nation's severely wounded and injured services members.

**Learning Objectives:** Understand the value of the REALifelines program and explain it to colleagues at home • Produce a career pathway/blueprint using federal, state and local resources • Access ongoing assistance from REALifelines regional and national coordinators.

**Speaker:** Gordon Burke, Director of Operations, Veterans Employment & Training Service (VETS), DC

## Research Showcase: Serving Ex-Offenders - Successful Strategies for Increasing Employment and Reducing Recidivism

Room 2203



This session showcases three exciting efforts: The Ready4Work Program, the St. Louis Community Action Re-entry Employment System, and a study of collaborations between workforce investment boards and faith-based and community organizations (FBCOs). These partnerships between federal agencies, local employment agencies, and community-based organizations are designed to proactively assist ex-offenders find employment and, equally important, keep it. Outcomes from these programs include: 60% of participants find a job, a recidivism rate of less than 40% of the national average, and reduction in criminal violations of 67%. This session will focus on the quantitative data supporting the outcomes and findings.

**Learning Objectives:** Learn about promising strategies for providing employment-related services to ex-offenders • Enhance partnerships between the criminal justice and workforce investment systems to provide coordinated services to ex-offenders • Learn preliminary findings from analysis of outcomes across sites participating in these activities.

**Speakers:** Wendy S. McClanahan, Vice-President for Research, Public/Private Ventures, PA

Douglas Burris, Chief U.S. Probation Officer, Eastern District of Missouri

Sheena McConnell, Associate Director and Senior Economist, Mathematica Policy Research, DC

## STEM Education: A Catalyst for Change

Room 2209



Over the next decade occupations in Science, Technology, Engineering and Math (STEM) will increase, but the number of U.S. youth entering these occupations will not meet the future needs of our economy. Many communities are testing approaches to address this challenge. Join representatives from the California Space Authority and the WIRED Metro Denver region in exploring strategies to encourage youth to pursue STEM education and developing the youth pipeline in these critical fields.

**Learning Objectives:** Understand the importance of STEM education in a robust economy • Learn how to develop programs that attract youth to STEM.

**Speakers:** Deborah Hirsh, Director, California Space Education and Workforce Institute

Joan W. Smith, Executive Director, Planning, Research, and Strategic Initiatives, Red Rocks Community College, CO

## Success Stories from the Prisoner Reentry Initiative

Room 2206



Ex-offenders returning to their communities face multiple barriers to obtain self-sufficiency. In response, DOL's Prisoner Reentry Initiative (PRI) is fostering system transformation through its partnership with the Department of Justice. The goal of the project is to help communities create a seamless process from recruitment and assessment behind bars to job training and supportive services after release. Hear success stories and learn how valuable ex-offenders can be in growing our regional economies.

**Learning Objectives:** Learn about innovative strategies to develop the ex-offenders pipeline to enter high-demand occupations. • Take away ideas for developing partnerships that better serve the ex-offender population and hiring employers.

**Moderator:** Gregg Wertz, Division Chief, Division of Youth Services, U.S. DOL, ETA, DC

**Speakers:** Felix Mata, Project Director, Baltimore City Ex-Offender Initiative, Re-entry Center (ReC), MD

Jean Cushman, Executive Director, Episcopal Community Services of Maryland

## Technical Assistance on the WIRED Performance Accountability Framework

Room 2502B



This is a technical assistance session designed specifically for the WIRED regions and their state and local workforce investment system counterparts involved in reporting the performance outcomes of the WIRED regions. During the session, we will review the WIRED Performance Accountability Framework, provide guidance on using the WIA performance reporting forms to collect WIRED participant performance outcomes, and discuss any issues related to reporting outcomes and results in the WIRED regions.

**Learning Objectives:** • Gain a general understanding of the overall WIRED Performance Accountability Framework • Understand the approach and connections necessary to report the common performance measure outcomes for WIRED participants • Receive the information for the WIRED region and the workforce investment system to facilitate reporting on WIRED participants and other outcomes of the WIRED region.

**Speakers:** **Karen Staha**, Office of Performance and Technology, U.S. DOL, ETA, DC

**Greg Hitchcock**, Office of Performance and Technology, U.S. DOL, ETA, DC

**Michael Qualter**, Office of Workforce Investment, U.S. DOL, ETA, DC

## The Healthy Way: The Central Texas Model

Room 2502A



Examine how a simple idea served as the catalyst for successful agreements and practices that are changing the face of the medical community in Central Texas. The Office of Apprenticeship, Scott and White, and Employers in Central Texas will demonstrate how they are partnering to address the critical challenge of healthcare sector talent development, while impacting the regional economy and opening doors for new entries into the workforce.

**Learning Objectives:** • Develop new kinds of partnerships that serve healthcare employer needs. • Adapt an apprenticeship model to address the healthcare worker challenge.

**Moderator:** **Kenneth Lemberg**, Office of Apprenticeship, U.S. DOL, ETA, DC

**Speakers:** **Danette Toone**, Associate Vice-President, Business and Community Education, Temple College, PA

**Pamela Posey**, Instructor of Medical Transcription Central Texas College

## The Role of the Entrepreneurship “Continuum” in Regional Economic Development

Room 3501H



Entrepreneurs help regional economies ride the wave of innovation to continued success and prosperity. In this learning lab national entrepreneurship experts will talk about the environmental conditions necessary to promote the “continuum” of entrepreneurship at the regional level. The presenters will discuss entrepreneurship efforts including cottage industry micro-enterprise, small business development, and life-cycle, high-growth entrepreneurship and how each plays an important role in regional economic development.

**Learning Objectives:** Introduce the concept of the entrepreneurship continuum and how it drives regional economic development • Apply entrepreneurial best practices and lessons learned from WIRED and other workforce investment system-led initiatives.

**Moderator:** **Jonathan Simonetta**, Office of Policy Development and Research, U.S. DOL, ETA, DC

**Speakers:** **Duncan Moore**, University of Rochester, NY

**John Gregory**, CEO, Golden Capital Networks, CA

## Transition Management for Regional Economies: Innovations in Talent Development for a Global Economy

Room 2504A



Responding to major worker dislocations requires a regional response. Learn about multiple paths to developing a regional response, including Regional Innovation Grants, planning grants which support communities in developing a regional identity, and how to use Rapid Response funds for WIRED-related activities under current funding guidelines. We will discuss how to combine research and planning for other state and federal programs, including incumbent worker training strategies and workshare programs, to focus on layoff aversion, business retention, and expansion.

**Learning Objectives:** Discuss strategies and activities for regional transformation through Rapid Response and Regional Innovation Grants.

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

**Speakers:** **Tim Theberge**, Region 1, U.S. DOL, ETA, MA

**Mindy Feldbaum**, Division Chief, Division of Worker Dislocation and Special Response, U.S. DOL, ETA, DC

**Why Make What You Can Steal: Industry-Driven Solutions That Are Ripe for the Taking**

Room 2215C



If you've ever thought about funding a new high-growth industry curriculum, supporting a new apprenticeship model, or developing a new training programs, STOP! They might already exist for free. Come and learn about the broad array of products created by High Growth Job Training Initiative and Community-Based Job Training grantees that are ready to go to market for developing a skilled workforce! Join cutting-edge grantees for a preview of their products and a discussion about how they can be used at your community college and applied in your regional economies for maximum talent development. You will walk away with a bag full of products, plus learn about how you can continue to connect with many more products in the future.

**Learning Objectives:** Demonstrate actual industry-driven products stemming from ETA grantees • Use lessons learned and apply these products in other environments and industries • Walk away with actual products in hand

**Moderator: Jennifer Troke, Business Relations Group, U.S. DOL, ETA, DC**

**Speakers are Representatives from:** Columbia Gorge Community College, OR  
Gateway Technical Community College, KY  
Southwestern Michigan Community College  
Temple College, TX

**Beyond the Boundaries of Performance (Sponsor Session)**

Room 2205



Stretch the boundaries of one-stop program integration, enhanced service delivery processes, and improved program performance. This workshop will focus on improving performance and increasing customer satisfaction by deploying a systematic methodology for controlling, measuring and improving service delivery processes, all within the context of program integration.

**Learning Objectives:** Develop and deploy processes to measure and control service delivery to meet requirements • Know the difference between correction and corrective action • Embed continual improvement into program management

**Speakers: Charlie Cianfrani, Vice-President, MultiStates Operations & Managing Director - Quality Consulting Group, Arbor E&T, PA**

*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.*



**fostering families... fostering change**

**Casey Family Programs is proud to support the 2007 Workforce Innovations Conference.**

Casey Family Programs is the largest national operating foundation dedicated to providing, improving – and ultimately preventing the need for – foster care. We are committed to working collaboratively to improve employment opportunities for youth in care. Please visit our booth to learn more.