

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

9:00 a.m. – 10:00 a.m.

Adopting a Distressed Community: Virginia Tech's Response to Danville, Virginia

Room 2203



Most states have both successful and distressed economic regions. Virginia is no exception. This session will highlight the role of a public research university in transforming a tobacco, textile, and furniture-based economy in an economically distressed region to a technology-driven economy. It is about research and innovation through creative people who are living and working 120 miles from the main campus.

Learning Objectives: Partner with universities to help communities, regions, and states address economic change.

Moderator: Laurie Moran, Secretary, NAWB Board of Directors, VA

Speakers: Ted Settle, Director, Office of Economic Development, Virginia Tech, VA

Tim Franklin, Director of University Outreach Programs, Virginia Tech, VA

Linwood Wright, Chair, Board of Directors, Future of the Piedmont Foundation, VA

Building and Promoting Regional Identity

Room 3501F



Economic regions, where companies, workers, researchers, entrepreneurs and governments come together to collaborate, are the locus of America's competitive advantage. But what is a regional identity and how do you develop and use it to support economic development and create prosperity? Come join a discussion about the elements and actions that can help build and promote regional identity. Grapple with question such as: What does regional identity mean? How do you build both internal and external identity? What is an authentic regional brand and how can you promote the region, even with limited resources? Learn how the Milwaukee-7, a regional economic development network, has successfully created and marketed its identity.

Learning Objectives: Identify community assets • Identify and implement strategies to develop a regional identity.

Moderator: Jan Sten, Division Chief, Division of Workforce System Support, U.S. DOL, ETA, DC

Speakers: Julia Taylor, President, Greater Milwaukee Committee, WI

Building the Next Wall Street West with Federal and State Investments in Infrastructure

Room 2502A



World-class infrastructure is a critical component of building a strong regional industry base. In regions that are experiencing significant industry decline, it can be an important strategy in repositioning the region for economic growth. Learn how Northeast Pennsylvania is revitalizing its economy by leveraging Federal and state investments to develop a telecommunications infrastructure and financial services training strategy to position the region as "Wall Street West."

Learning Objectives: Understand the use of infrastructure • Learn how to leverage Federal and state resources to build infrastructure • Understand how talent development strategies complement infrastructure developments.

Moderator: Len Wilson, Immediate Past Chair, NAWB Board of Directors, MA

Speakers: Jim Ryan, Director of Outreach and Networking Development, Wall Street West, PA

Susan Shaffer, Director of Workforce Initiatives, Wall Street West, PA

Business Expansion and Job Growth

Room 2505B



Learn how eight Manufacturing Extension Partnerships (MEPs) partnered with local WIBs and U.S. DOL to pilot two highly successful programs that have rapidly expanded advanced manufacturing firms across the nation. The results? More than 110 employers and 4,200 trainees participated in the eight pilots, reporting 662 high wage jobs created and 2,089 jobs retained. In one type of pilot, an accelerated training program draws from hard-to-serve populations and screens, trains and places machine operators in only four weeks. As a result of significant economic impact, the Innovation Program in Arizona received the 2005 Innovation award from the National Association of Development Organizations.

Learning Objectives: Name the components of innovation from a manufacturing perspective • Explore accelerated training model phases and the benefits to employers and trainees.

Moderator: John Ladd, Deputy Administrator, Office of National Response, U.S. DOL, ETA, DC

Speakers: Claudia Follet, Director of Partnership Development, MEP MSI, FL

Ted Bauer, Program Director, MOST, ME

Creating a Business Retention Council/Early Warning Network

Room 3501E



Eight city and county local economic development corporations in the Kansas City area have formed a regional business retention program focused on business retention and expansion strategies. These corporations, along with the two local utilities, the public workforce system, and the community college system, meet regularly to create retention and intervention strategies for companies in the region using a synchronous early warning network system. Learn what they're doing and how you can apply their approach and successes in your region.

Learning Objectives: Understand the success principles for planning and implementing a business retention/early warning system. • Learn what a synchronous early warning system looks like and how to develop one.

Moderator: Clyde McQueen, President, Kansas City Full Employment Council, MO

Speakers: Pete Fullerton, Executive Director, Platte County Economic Development Corporation, MO

John Engelmann, Manager of Economic Development, Aquila Energy Corporation, MO

Forming a Core Leadership Group

Room 2204



Regional, senior executive leadership is critical to visioning, formulating and implementing transformational growth strategies. Join us for an interactive discussion with WIRED regional leaders about their experiences with identifying and forming a strong, representative core leadership group to successfully guide transformation efforts.

Learning Objectives: Assess the status of core leadership group formation in your region • Take core leadership group development in your region to the next level.

Speakers: George Puia, Dow Chemical Company Centennial Chair in Global Business, Saginaw Valley State University, MI

Marv Pichla, Executive Director, Thumb Area Michigan Works!, MI

High Tech Manufacturing in Action

Room 2215A



Learn from a world leader in advanced manufacturing how a partnership between a local community college and the Registered Apprenticeship System has led to an increased market share and regional economic growth. Hear the story of Cummins Engine, and explore how partnership building, advanced technologies, and training of Cummins personnel have changed the face of manufacturing in the Region.

Learning Objectives: Use registered apprenticeship to enhance talent development for advanced manufacturing.

Moderator: Dana Daugherty, Deputy Director, Office of Apprenticeship, U.S. DOL, ETA, DC

Speakers: Larry Williams, Director of Human Resources, Cummins Engine, NC

Brenda Saunders, Bureau Chief, North Carolina Department of Labor

How to Craft and Run A Successful "HireVetsFirst" Campaign

Room 2211



Maureen Thomson will discuss how she successfully attracted both employers to veterans and veterans to the workforce system through her "HireVetsFirst" campaign in Clackamas County, Oregon. Her efforts helped 1,196 veterans find jobs at an average hourly wage of \$13 per hour. Participants will learn new ideas for how to use a HireVetsFirst campaign to grow their employer outreach.

Learning Objectives: Understand the benefits of a HireVetsFirst campaign • Produce an action plan/blueprint for a HireVetsFirst Campaign with resources for 2007-2008 • Use marketing tools to implement a campaign that results in more Vets being hired.

Moderator: William Offutt, Executive Director of the HireVetsFirst Campaign, U.S. DOL, Veterans Employment & Training Service (VETS), VA

Speakers: Maureen Thompson, Director, Community Solutions for Clackamas County, OR

Integrating Dislocated Workers into Regional Economic Development Strategies

Room 2210



The workshop will describe promising practices for utilizing the numerous resources available to dislocated workers, including Trade Adjustment Assistance, and integrating those workers and resources into larger regional economic competitiveness strategies. The workshop will showcase the complementary roles of the Employment and Training Administration and the Economic Development Administration, which exist for regions facing the effects of international trade and economic transformation. A local workforce practitioner will provide on-the-ground perspectives on how to assess, retrain, and redeploy dislocated workers.

Learning Objectives: Use WIRED-environment resources to address the affects of trade competition.

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

Speakers: Ralph DiBattista, Office of National Response, U.S. DOL, ETA, DC

William Kittredge, Program Manager, TAA, U.S. Department of Commerce, Economic Development Administration, DC

Deborah Wright, Vice-President for Workforce Development, Thomas Nelson Community College, VA

Leveraging National Science Foundation Partner Assets to Advance STEM Education

Room 2207



Join peers in an informative session on understanding and accessing the National Science Foundation (NSF) assets such as the STEP and S-STEM and the Advanced Technology Education (ATE) programs and how these programs contribute to helping the American workforce stay competitive in a global economy. Learn from a Program Director of an ATE program that is integrated into the Generation II Utah WIRED regional strategy how ATE program resources put into action ideas that have improved the skills of high school and community college students by providing career pathways in the biotechnology industry.

Learning Objectives: Understand NSF resources and assets to leverage and implement STEM education programs • Learn about NSF resources supporting and enhancing the Generation II Utah WIRED strategy.

Moderator: Mindy Feldbaum, Office of National Response, U.S. DOL, ETA, DC

Speakers: Liz Teles, Lead Program Director, Advanced Technological Education, VA

Tamara L. Goetz, Director, Biotechnology, Salt Lake City Community College, UT

Notes from the Field: An Update and Lessons Learned from Katrina

Room 2205



The gulf coast storms of 2005 destroyed the infrastructure of many cities and small towns. Individuals were forced to leave employment and their homes because of the devastation. States such as Mississippi, Louisiana, Texas, and Florida were challenged to come up with innovative ways to provide UI benefits and serve dislocated workers.

Learning Objectives: Discuss lessons learned from Katrina disaster • Learn how your experience can assist other states in future disasters • Learn to coordinate recovery efforts and Disaster Recovery Plans.

Moderator: Janice Sheelor, Office of National Response, U.S. DOL, ETA, DC

Speakers: Yolonda Boone, Recovery Assistance Coordinator, Mississippi Department of Employment Security
Barbara Griffin, Assistant Director, Agency for Workforce Innovation, FL

Larry Temple, Executive Director, Texas Workforce Commission

Girard Melancon, Special Assistant to the Secretary, Louisiana Department of Labor

Research Showcase: Putting the National Assessment of Adult Literacy to Use

Room 2208



On April 3, 2007, the National Center on Education Statistics released a comprehensive report for the 2003 National Assessment of Adult Literacy (NAAL). The NAAL information contains data elements on workforce participation, educational history/attainment, demographic, and economic characteristics that provide valuable insight into the literacy challenges faced by adults from a workforce perspective. This session will provide an in-depth overview of the NAAL and demonstrate how regional and local areas can use the data to identify and address the literacy challenges facing their customers.

Learning Objectives: Use NAAL data to plan and coordinate adult literacy services in your region.

Speakers: Mark Kutner, Vice-President, Workforce Research and Analysis, American Institutes for Research, DC

Daniel Miller, Deputy Director, Division of Adult Education and Literacy, Department of Education, Office of Vocational and Adult Education, DC

Try Out a New Web-Based Training Tool for DOL's Equal Treatment Regulations and Other Religion-Related Regulations

Room 2214



Learn how to use DOL's new Web-based training course for increasing the workforce systems' understanding of and compliance with DOL's Equal Treatment Regulations, as well as other religion-related regulations that are applicable to the One-Stop Career Center system. For the first time, training on compliance with these regulations will be available around the clock to workforce system officials and staff. In this computer lab, you can try out the training course, get on-the-spot answers to your questions, and shape future course design by providing feedback.

Learning Objectives: Use DOL's new Web-based training tool to comply with Federal Equal Treatment Regulations

- Provide feedback on ongoing tool development.

Speakers: **Rhett Butler**, Director, Center for Faith-Based and Community Initiatives, U.S. DOL, OSEC, DC

Denise Sudell, Senior Policy Advisor, Civil Rights Center, U.S. DOL, OASA, DC

Unlocking Rural Competitiveness: The Role of Regional Clusters

Room 2504A



Regional groups of industries that share common markets, suppliers or workforce skills are the key to stimulating economic development in rural areas. That's the message of "Unlocking Rural Competitiveness: The Role of Regional Clusters," a report from a federally funded study by the Purdue University Center for Regional Development, Indiana Business Research Center at Indiana University's Kelley School of Business and the Strategic Development Group Inc. This session will introduce you to the concepts, insights, data and tools generated in this project, and how to mobilize local leaders, leverage nearby metro economies, and focus your resources in the most promising areas.

Learning Objectives: Learn about the latest approaches to developing rural clusters.

- Understand how to access and use new analytical tools.

Moderator: **Ed Morrison**, Economic Policy Advisor, Purdue University, Center for Regional Development, IN

Using Apprenticeships to Train the National Guard and Build the Armed Forces

Room 2215B



What better way is there to contribute to our Nation's welfare than to assist with the development and training of the National Guard? Learn how the Indiana National Guard and United Services Military Apprenticeship Program

(USMAP) decided to partner using an apprenticeship model. Engage in group discussion about how One-Stop Centers can play a pivotal role in the success of such partnerships, how to determine the potential benefits, and how partnerships between apprenticeships and the armed forces can improve after-market value.

Learning Objectives: Understand the benefits of apprenticeships to military personnel and guard members

- Apply the successes of a National Guard apprenticeship model to your community
- Use your One-Stop program to better serve guard members and the employer community.

Moderator: **Terrence Benewich**, Office of Apprenticeship, U.S. DOL, ETA, IL

Speakers: **Danny Lewis**, Chief Master Sergeant, Indiana National Guard

John Newman, Colonel, Indiana National Guard

Using Assessment Tools for Talent Development for Regional Economic Competitiveness: What, Where, When, and How

Room 2215C



Learn how to strategically and effectively use assessment instruments to contribute to talent development for regional economic competitiveness, help transform the workforce investment system to better meet the skill needs of business, and empower individuals to better manage their own careers and lifelong learning.

Learning Objectives: Learn how Career Readiness Certificates will create a new regional advantage

- Learn how to implement Career Readiness Certificates.

Speakers: **Pam Frugoli**, Office of Workforce Investment, U.S. DOL, ETA, DC

Virtual Strategies for Expanding Health Care Education Capacity

Room 2502B



Demand for health care workers is soaring in regions across the nation, but education facilities cannot expand fast enough to meet current and future training needs. Learn how technology is changing the world of nursing education and expanding training opportunities across the country. This session will share strategies used by universities, community colleges, and hospital systems to expand classroom and clinical capacity through the use of online training and simulation technology. Learn about the critical players involved in implementing successful strategies, potential challenges and solutions.

Learning Objectives: Share strategies for expanding the capacity of educational institutions through technology

- Highlight a successful technology that has expanded capacity
- Leave with technology solutions that can be applied in your region.

Speakers: **Pam Holder**, Director of Nursing and Allied Health for the State Wide Collaborative of the Regents Online Degree Programs (RODP), Tennessee Board of Regents

Youth in Transition Toolkit: Preparing Youth with Disabilities for Employment and Educational Achievement

Room 2206



How do workforce providers build the future worker pipeline while maximizing self-sufficiency and career advancement for youth with disabilities, including significant disabilities? Participants and representatives of the Colorado Youth "Work Incentive Network of Supports" (WINS) project will share their practices and explore effective strategies for employing youth with significant disabilities through the One-Stop Career Center system, with a focus on systems transformation, partnership building, business engagement, and multiple educational pathways. Case studies and testimonials from youth and the workforce system will be presented.

Learning Objectives: Create systems change to effectively serve customers with disabilities • Leverage additional resources including Disability Program Navigators, Community Work Incentive Coordinators, and Area Work Incentives Coordinators • Support youth currently receiving disability-related benefits in moving toward self-sufficiency.

Speakers: **Judith Emery**, Director, Colorado Youth WINS
Peter Pike, Project Coordinator, Colorado Youth WI

Tools and Resources to Improve Services for Youth In and Transitioning Out of Foster Care (Sponsor Session)

Room 2209



Casey Family Programs will introduce more than 14 different tools developed to improve the educational attainment and employment outcomes for youth in and transitioning out of foster care. Learn how to adapt these research-based, no-cost tools to your local workforce organization, and see why more than 43 state child welfare systems either require or prefer Casey Family Programs tools and products to assist young people in foster care.

Learning Objectives: Learn about specific barriers that youth in foster care face • Put to use tested resources designed to address barriers to youth in foster care.

Speakers: **Eric Steiner**, Employment Advisor, Casey Family Programs, WA

Randa Downs, Life Skills Specialist, Casey Family Programs, WA
Ray Hoskins, President, Success Technologies, Inc., IN

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