

## **CWA Spring Conference for Workforce Development Professionals**

*Organize Regionally... Deliver Locally*

March 29 – 31, 2016

San Diego Marriott Marquis

### **CONFERENCE SCHEDULE**

*As of Feb 18th (subject to change)*

#### **Tuesday, March 29, 2016**

Pre-Conference Sessions (*times vary*)

9:30 – 11:30

##### **Regional Leadership and Governance Models**

John Chamberlin, Chamberlin & Associates

Are the Workforce Development Boards in your region considering entering into agreements to achieve coordinated strategic planning, invest in sector strategies and business partnerships, eliminate/reduce financial and administrative costs/effort, and/or align services to customers? If the answer to any of these questions is yes, the pre-session on regional leadership and governance models is the one for you.

John will discuss models for regional leadership and governance that are currently in the planning and implementation stages in states and regions across the country, discuss the critical components of successful regional leadership, and lead a discussion about the opportunities and challenges of creating regional collaboration.

9:30 – 11:30

##### **Have You Transformed Your Organization to Work in the WIOA Way?**

Larry Robbin, Robbin & Associates

Much of the conversation about WIOA focuses on changes in composition and functions of the new Board or about the changes to performance standards. Little has been said about how One Stop staff must change to work in the WIOA way. Do you see partnerships at the core of your work? Are staff tasked with placement beginning to see themselves as job coaches? Are you incorporating the employer voice into your design thinking?

Managers and supervisors need to provide the leadership that encourages these changes. They need to understand the characteristics and new job requirements that will make the vision of WIOA possible. And all staff need to understand and embrace the spirit and letter of WIOA! If you are doing WIOA correctly, it will change who you hire, what they do and how they do it.

This session will put your organization at the cutting edge of workforce development. Don't miss it!

9:00 – 11:30

**Slingshot Meeting** (current grantees only)

12:45 – 2:15            Opening Plenary

***Putting Ourselves in the Regional Vision***

The Honorable Christopher L. Cabaldon, Mayor, West Sacramento  
Chair, Jobs, Education & Workforce Committee, U.S. Conference of Mayors  
(invited)

2:15 – 2:45            Exhibit Visits / Refreshment Break

2:45 – 3:45            Action Sessions One

**The Evolution of Regional Collaboration**

Beth Kay, Manager, Workforce Development Services,  
The Foundation for California Community Colleges  
Robin Purdy, Consultant, California Workforce Development Board

Come explore the evolution of a sustainable regional alignment among workforce development, industry, education, community-based and intermediary organizations. Hear about a tool set of principles, processes, structure, and technology that are integrated to support college and career readiness for workforce development across the Greater Sacramento Region. Presenters represent all groups mentioned above. Come reflect on and suggest improvement to tested, successful mechanisms and methods for outcome driven regional alignment demonstrated in 9 other communities nationwide.

**From Sector Focus to Sector Strategy: Essentials for Operationalizing Programs around Sector Needs**

Mike Hough, President, ResCare Workforce Services  
David Shinder, Vice President, Service Delivery, ResCare Workforce Services

As local areas and regions pinpoint industries on which workforce programs will concentrate, the question of how best to address various needs of these sectors may remain unanswered. This session will examine a set of fundamental elements for designing and implementing sector-focused programs and services. Using a combination of economic and workforce data, industry intelligence and direct customer input, learn to craft strategies to meet the hiring and skills needs of target sectors.

**Integrating TANF and WIOA: A Case Study For Developing New Service Strategies To Targeted Populations**

Gary Goodson, Manager, Economic Empowerment Southern Alameda County,  
Rubicon Programs  
Vi Ngo, WIOA Supervisor, Rubicon Programs

As operators of a CalWorks Career and Employment Center and a WIOA Comprehensive Job Center, Rubicon was well positioned to initiate a pilot to determine the viability of merging TANF and WIOA resources. Now a successful part of their service model, they've compiled what worked and what didn't. This workshop presents the model along with recommendations for developing successful WIOA partnerships.

### **CASE (Consistently Achieving & Surpassing Expectations) Management: Maximizing Your Scope of Practice**

Maylyne Rayos, Training Account Coordinator

Joanne Morales, Career Agent

KRA Corporation, America's Job Center of California, San Diego, CA

As a case manager, your effectiveness with your clients will always be dependent on how well you understand your scope of practice and how consistent you are in your delivery methods. In this workshop, we explain a behavioral approach towards case management, to allow a balance between meeting your performance measures and providing excellent customer service to your participants, with the ultimate goal of employment.

### **CalJOBS – Today, Tomorrow and Beyond**

José Luis Márquez, Chief, Workforce Services Division

Employment Development Department

Jaime Gutierrez, WSD IT & Program Accountability Section Chief

Employment Development Department

Deane Toler, Region Manager, Geographic Solutions

In response to the Workforce Innovation and Opportunity Act (WIOA) and to the diverse business needs of California's WIOA program, CalJOBS has undergone significant enhancements in the past 12 months, with more to come!

In this session, discover the new functionality available in the version 16 upgrade, lessons learned from the VOScan and Generic Application pilots, and progress on the statewide rollouts of these tools. Get up-to-date on Document Management, CRM, Financial Tracking, Power BI reporting and the ongoing work to incorporate WIOA changes in the CalJOBS system.

### **WIOA & People with Disabilities: The Intersection of Hope & History**

Philip Pauli, Policy and Practices Director, RespectAbility

WIOA represents the opportunity to significantly improve employment outcomes for the 1.8 million working age people with disabilities who live in California. This workshop will provide attendees the chance to learn about proven models and effective methods for empowering people with disabilities to get the skills they need to succeed. Attendees will also have the opportunity to complete a site visit of a model employer who is succeeding at employing people with disabilities.

### **Creating Innovations in Workforce Development: The Workforce Accelerator Fund**

### *Facilitators*

Amy Wallace, Chief Deputy Director, California Workforce Development Board  
Joelle Hurst, Manager - Strategy, Innovation & Regional Implementation Team  
California Workforce Development Board

### *Presenters*

Tim Aldinger, Director, Workforce Development Services,  
Foundation for Community Colleges, Project: LaunchPath  
Beth Urfer, VP of Programs, JVS, Project: BankWork\$ and SNAP E&T Integration

Come learn how local project teams are using the Workforce Accelerator Fund to create and prototype innovative strategies to accelerate skill development, employment, and re-employment for California's job seekers. The Accelerator's continued goal is to fund "ground up" solutions to some of the most vexing challenges that are keeping Californians with employment barriers from achieving success in jobs and careers. In this session, you will also learn about the newest Accelerator solicitation!

### **Motivating Job Seekers: Helping Them to Discover Their "Why"**

Silver Rose, Silver Rose Enterprises

In his groundbreaking work on success, Simon Sinek identified a critical component: successful people know why they want to do something. The "why" is what drives people to forge ahead when it all seems too difficult.

Come to this session to explore ways to support job seekers in getting to their "why" so they stop looking to workforce professionals to fix problems for them and start proactively taking advantage of what we offer.

### **Transforming US Workforce Development Policies for the 21<sup>st</sup> Century**

#### *Moderator*

Leilani Barnett, Regional Manager of Community Development,  
Federal Reserve Bank of San Francisco

#### *Panelists*

Todd Greene, Chief Administrative Officer, Federal Reserve Bank of Atlanta  
Peter Callstrom, President and CEO, San Diego Workforce Partnership

National thought leaders will share their perspectives on transformative education and workforce development strategies and policies to:

- \* Improve opportunities for job seekers, students, and workers, especially those who face the greatest difficulties in the labor market
- \* Meet the needs of employers and society for a highly skilled, well-educated, competitive, and productive workforce
- \* Deliver effective and efficient solutions that can be adopted by state, or local/regional governments as well as by educational institutions, businesses, and nonprofit organizations.

### **John Chamberlin Workshop**

Description forthcoming.

4:00 – 5:20                      Quickshops: Tools for Success    (Pick 3!)

Quickshops provide you a quick look at some of the tools and technologies that are available on the market today to help you do your work. Pick your top three and enjoy a lot of scrambling as you move from Round to Round. Quick, quick, quick!

Round 1    **4:00 – 4:20**   /   Round 2    **4:30 – 4:50**   /   Round 3    **5:00 – 5:20**

### **B2B Engage: Social Technology for Collaboration & Operations**

Celina Shands Gradijan and Christine Bosworth  
Co-founders, Business U, Inc.

WIOA has a clear focus on regional partnerships that require multiple organizations to engage effectively, eliminate duplicative efforts and track and measure collective outcomes. This quickshop shares how California workforce, education and economic development stakeholders are using B2B Engage™ — a vertical-specific state-of-the-art technology platform that is a collaborative hub to manage business engagement workflow processes, match job seeker and student talent with employers, automate communications and outreach, and support outcomes among multiple funding streams.

### **Bridging the Gap: Using the *Get a Job Kit* as an Effective Tool to Employ Targeted Populations**

Melissa Davidson, Project Manager  
Leslie Nye, Employment Specialist  
Women's Empowerment

This workshop will provide a brief overview of the benefits of utilizing the Award-Winning *Get A Job Kit* to support employment success for targeted populations. Produced by graduates of Women's Empowerment, the GAJK combines each step of the job-seeking process in a tangible format that is easy to use and understand. Attendees will learn how implementing the GAJK in their workforce development efforts will promote attainment of the employment goals of the populations they serve.

### **Taking It to the Streets with a Mobile One-Stop**

Lynn Hoffman, Project Director, ResCare Workforce Services, One-Stop Operator, Workforce Connections, Southern Nevada

A Mobile One-Stop is an innovative way to reach your community but it takes a significant amount of planning to “get things rolling”. ResCare Workforce Services operates the Mobile One-Stop in Southern Nevada and will share resources and discuss creative ways to promote and schedule events, outreach job seekers, deliver services and track results. Through this Quickshop, you will learn how you can take your services “on the road” to serve both employers and job seekers through a Mobile One-Stop.

### **EconoVue™ Tools for Regional Layoff Aversion**

Cheryl Parker, CEO, The Urban Explorer  
Bill Greene, Strategic Customer Manager, Government Solutions, Dun & Bradstreet  
(pending)

Which sectors are specialized in your region, growing fastest and facing challenges? What occupations are tied to those sectors? Which businesses are driving that growth and which may be on the verge of layoffs? Who should you contact within those companies?

Come see a demonstration of EconoVue™, an intuitive data visualization and Customer Relations Management (CRM) platform for dissecting and understanding the economy at the neighborhood, city, and regional levels. It combines GIS, visualization tools for regional industry sector trend analysis and employer outreach tools. A layoff aversion module features filters using D&B's Financial Stress Score.

Data sources include current and historic Dun & Bradstreet data, the Quarterly Census of Employment and Wages (BLS), CareerOneStop.org and Indeed.com.

### **The CWA Career Catalyst Employer-of-Record Member Benefit**

Tim Aldinger, Director, Workforce Development Services  
The Foundation for California Community Colleges

The Career Catalyst employer-of-record service supports the implementation of work experience programs by the Foundation taking on the payroll and liability of your participants. As a CWA member you can use the service by piggybacking on CWA's procurement without having to do an RFP yourself. The Career Catalyst team will provide a quick overview of the service along with examples of how it has been implemented by local WDB's across California.

### **Empowering the Job Seeker with Current, Local LMI**

John Hawkins, Senior Consultant, Workforce & Economic Development  
Economic Modeling Specialists International (EMSI)

EMSI has built a tool that connects job seekers and students to local careers and training providers. Backed by EMSI data, this easy-to-use tool empowers decision making with current, local labor market information. Search for a job, narrow the results by completing an interest assessment or setting a desired wage, explore local education and training options, build a resume, or connect to live, local job postings relevant to your job search criteria. Simple. Fast. Effective.

### **Business Intelligence for Workforce Development Program Success**

Geoff Smith, Partner & VP of Marketing and Business Development  
Justin Ryan, Partner  
FutureWork Systems LLC

This interactive session showcases existing WIA data from across all WDBs in the state of California to inform sector strategies at the board and Regional Planning Unit levels.

Using WIA national data for program year 2014 presented within Business Intelligence technology, attendees will quickly explore their area's participant data in the context of industry sectors. By tapping actual pre and post industry codes and ONET training codes by each CA WDB and RPU, attendees can establish baselines as they fully implement WIOA.

### **Job Search and Career Management in The Mobile & Social Age**

Kamyar Faron, Founder and CEO, ZippyApp-Talentral

The advent of social media and mobile technology has dramatically changed the nature of job search and career management. Today over 90% of job searches involve a mobile device. This brings speed and opportunities to excel or impede. Social channels add a complete new dimension to job search and career management. We are in the midst of a career management revolution in age of social media. Job seekers have unmatched opportunities to take advantage of these new channels to take their careers to new highs yet the opportunity exists to do lasting damage if used inappropriately.

### **FREE!!! Creative Workshop Ideas and Materials**

Karine Kanikkeberg, Resource Teacher

Kern High School District, Career Resource Department

Matthew Dills, Career Development Instructor (pending)

Kern High School District, Career Resource Department

Are you always looking for new workshop materials? Those tied to WIOA requirements? For FREE?? Then this is the session for you! Career Resource Department has collected and designed workshop materials that are user friendly, accessible from the web, with topics that include; financial literacy, independent living/employability skills, targeted industry clusters, infusing youth to assist with facilitation and did I mention FREE!!!  
Flash Drive of Videos | Website Access | Example of Delivery with Youth

### **LMI Cluster Analysis Web Tool - Version 2**

Amy Faulkner, Deputy Chief, Occupational and Local Information Services Section

Angel Rodriguez, Research Manager, Regional Analysis and Support Group

Labor Market Information Division, Employment Development Department (EDD)

This session will provide participants with an overview of a web based interactive industry and occupational cluster analysis tool developed by the Employment Development Department. This interactive tool is designed to assist Local Workforce Development Boards, among other clients, by providing data for areas of employment growth and opportunity using the LMID economic market/sub-market framework and the Workforce Innovation and Opportunity Act regional planning unit framework. These data will assist customers in their strategic planning and data driven decision-making.

5:45 – 7:00

Networking Reception

Enjoy catching up with friends and connecting with other colleagues that share your passion for this work.

## **Wednesday, March 30, 2016**

6:30 CWA Annual Fun Run/ Walk

7:30 – 8:30 Continental Breakfast

8:30 – 10:00 Morning Plenary

*The State of the Workforce*

**Bob Lanter**, Executive Director, CWA

*Reaction Panel*

**Gregg Irish**, Executive Director,

City of Los Angeles Workforce Development Board

**Tony Myrell**, Chair,

San Bernardino County Workforce Development Board

**Tim Rainey**, Executive Director,

California Workforce Development Board

**Marlena Sessions**, CEO,

Workforce Development Board of Seattle/ King County

10:00 – 10:30 Exhibit Visits / Refreshment Break

10:30 – 11:45 Action Sessions Two

### **Regional Collaboration and Systems Alignment: Speaking the Same Sector Language**

Patricia Ramos, Dean, Economic and Workforce Development, Santa Monica College

Lori Sanchez, Director, Los Angeles/Orange County Center of Excellence for Labor

Market Research

Kevin Anderson, Deputy Director, Los Angeles County Workforce Development Board

The top 2016 priority for the Los Angeles County Community College-WDB Collaborative is to implement a regional policy initiative that establishes uniform terminology for in-demand industry sectors in our respective systems based on a single authoritative source, the North American Industry Classification System. This presentation will explain the difference between industry sectors and industry clusters, as well as how this initiative in Los Angeles County to adopt common sector language will enhance regional planning, collaboration and systems alignment.

### **Why Reinvent the Wheel: Workforce Alignment with Economic Development**

Carrie Rogers, Senior Vice President, Business Development,



Los Angeles County Economic Development  
Tim Foster, Director, Customer and Market Development, ResCare Workforce Services

How can workforce better align our work with EDCs to prepare a skilled pipeline of workers to fill the need for business recruitment and expansion? In this workshop, we will provide specific strategies that are proven to work based on our operations in Los Angeles.

### **Combining WIOA, CalWORKs, and CDBG Funding into a Single Unified Service Delivery Platform**

David Allee, Programs Manager, Glenn County Health & Human Services Agency  
Colusa-Glenn-Trinity Community Action Partnership, Glenn County One Stop AJC

This session will describe how one Agency went about combining its WIOA funding, its CalWORKs funding, and its CDBG funding into a single unified service delivery platform. A combined staffing, supervision, and management structure-model demonstration which includes interactive exercises (both small and large group) as well as helpful information and tips on how one may go about pursuing, persuading, and ultimately procuring similar funding streams and form new partnerships.

### **Pay for Performance Contracting**

Rick Beasley, Director, CareerSource,  
Miami/ Dade County Workforce Development Board

Description forthcoming.

### **Felon Friendly: Working with the Re-entry Population**

Grace Cleveland, Workforce Development Manager  
Cheryl Shelby, Workforce Development Manager  
San Bernardino County Workforce Development Department

The County of San Bernardino Workforce Development Board offers many programs to assist felony offenders with a positive re-assimilation into society. This workshop is designed to discuss challenges of serving this population, while providing success and partnership strategies. Our strong partnerships with Fontana and Rialto Police Departments, California Department of Corrections and Rehabilitation, County Sheriff's Department, and Probation Department have created uniquely designed opportunities to assist ex-offenders and those transitioning out of prison.

### **Leveraging WIOA to Create the Youth Program You've Always Wanted**

Dawn Karber, Chief Operations Officer, Spokane Area Workforce Development Council  
Jessica Cato, Workforce Program Manager,  
Spokane Area Workforce Development Council  
Trina Clayeux, Director of Future Pathways, Next Generation Zone

Come learn how the Spokane, WA WIB and partners created a modern youth one-stop that works! Customers have increased from 350 to 2,500 annually, and staff can finally serve the youth they know really need assistance. During the workshop the presenters

will share their new on-line tool that provides career planning services to ISY with no ongoing costs to WIOA, how they increased OSY services to 90%+, and their plan to meet WBL spending requirements.

### **Creating a Fresh Approach to an Old Challenge: Using Human-Centered Design to Connect Employers and Job Seekers**

Kelley Ring, Sr. Business & Research Analyst, San Diego Workforce Partnership  
Katrina Meredith, Career Coach, Kitchens for Good  
Linda Weber, Community Volunteer (former Business Service Representative, former Career Center Manager)

What is Human Centered Design (HCD) and how can it be applied to workforce development? Learn the steps of HCD and how one business service team used this process to identify what employers find most challenging in the hiring process, develop a prototype service, and implement a unique hiring event in a priority sector. This HCD project was selected by the Department of Labor to be presented at the White House in February 2016.

### **Literacy, Technology, Community: The Use of Smart Technology in Workforce and Adult Education**

Mitch Rosin, and White Paper\* Co-authors

The ability to use technology in the 21st century is a critical skill. Using online and mobile learning opportunities in the workforce training and adult education classroom provides learners with the skills they need, both academic and technical, to be successful.

This workshop will examine the research and trends for the use of technology in the classroom, best practices for teachers when instructing in an online and/or blended classroom, how to create blended learning models, and the benefits for learners. Participants will gain a deeper understanding of the research supporting the use of technology in the classroom, as well as practical applications and strategies for implementation.

\* This presentation is based on a white paper released by the National Association of Workforce Boards in collaboration with Aztec Software, the Ventura Adult School and the O'ahu Workforce Development Board.

### **Creative Communications for Greater Impact**

Heather Milne Barger, VP Communications, San Diego Workforce Partnership  
Nichole Jones, District Manager, Starbucks  
Maxine Suka, Program Manager, KRA

Effective communication strategies can drive program performance and outcomes. Workforce development service organizations and professionals must think like creative agencies and find unique methods to reach target populations, employers and influencers.

This workshop will discuss examples and successes of how to use social media, client success stories, e-communications, events and media relations to increase the numbers

of job seekers and employers served and position your organization as a workforce development leader.

### **Fiscal Management & Uniform Guidance: What You Need to Know**

Steve Malliaras, ETA, Region 6, U. S. Department of Labor

At the intersection of the Uniform Guidance ("Omni-Circular," "Super Circular") and the WIOA are new requirements - - some germane to One Stop operations and others relevant to all partners. This workshop will highlight important Uniform Guidance elements, changes and themes, and touch on other fiscal management matters.

Noon – 1:30 CHARLIE BROWN AWARDS LUNCHEON

1:45 – 2:45 Action Sessions Three

### **The SlingShot Initiative: Lessons in Working Together as a Region**

Edna Vallecillo-Garcia, Strategy Manager, Riverside County Workforce Development

Stephanie Murillo, Staff Analyst II, San Bernardino County Workforce Development

The San Bernardino County and Riverside County Workforce Development Boards have partnered on an innovative approach to regional sector strategy under the statewide SlingShot Initiative. The Inland Empire SlingShot Initiative is focused on large scale employer engagement and creating a model for how employer engagement is incorporated in the development of curriculum which will result in better training and employment outcomes. This workshop is designed to share successful techniques for industry sector partnerships.

### **GAP Training for RN's**

Debra Collins, RN, BSN, Program Manager, Healthcare Workforce, Workforce Connections

Susan Ullrich, EdD, MSN, RN, UNLV Instructor, RN GAP Training

Jodi Gilliland, Program Coordinator, UNLV Continuing Education

Transitioning into the hospital setting can be challenging for RNs who lack required experience needed for vacant jobs. Workforce Connections, UNLV and hospital partners developed the *Gap Training for RNs: Transition into Practice* program.

Training is an academic-practice partnership, providing RNs with additional education, mentoring and clinical experiences improving competence, professional skills and employability. The program incorporates the use of simulation clinical skills practice. We will share lessons learned, best practices and performance outcomes.

### **Taking Employer Engagement to the Next Level with LaunchPath**

Rebecca Sterling, Linked Learning Alliance, Program Associate

Marilyn Ashlin, Foundation for California Community Colleges, Capital Region Pathway Senior Specialist Education Partnerships

Mary Anne Rooney, Ventura County Civic Alliance, Project Director

When it comes to engaging employers for work-based learning, personal relationships are critical, but difficult to scale. This session provides an overview of current research on engaging employers, including a tiered approach that eases employers into work-based learning activities; LaunchPath, a technology tool that connects employers, educators, and students; and a partnership between a local intermediary and statewide organizations that is leading to regional success.

### **Incumbent Worker Training**

Moderator: Danny Patterson, Policy, Research and Legislation Group  
California Workforce Development Board  
Stewart Knox, Executive Director, Employment Training Panel  
Sandy Harmsen, Executive Director, San Bernardino County Workforce Board

*Description Forthcoming*

### **Developing Regional Partnerships for Jobs for People Facing Significant Barriers to Employment**

Robert Sainz, Assistant General Manager  
City of LA Economic and Workforce Development Department  
Ashely Cordero, Initiatives Manager, California, REDF  
Greg Irish, Executive Director, Workforce Development Board City of LA (*pending*)  
Social Enterprise representative

Social enterprise provides a unique and cost effective business approach to employing individuals with significant barriers to employment, including opportunity youth, people who have been formerly incarcerated, and/or homeless. This session will present the Los Angeles Regional Initiative for Social Enterprise (LA RISE), an innovative partnership among social enterprise businesses, one-stop centers and CBO's to provide an onramp for the chronically unemployed with an integrated wrap-around approach to job creation and a bridge to long-term employment.

### **Reentry and Employment: Employment Techniques for Serving Formerly Incarcerated Individuals**

Igor Koutsenok, Professor of Psychiatry, Director, UCSD-Second Chance Collaborative Behavioral Interventions Program, University of California San Diego/Second Chance  
Robert Coleman, President/ CEO, Second Chance  
Ricky Valdez, Vice President of Programs, Second Chance

Scientific research has proven that positive behavioral change is an important factor leading toward successful employment. It is particularly appropriate for individuals under criminal justice supervision. This interactive workshop will demonstrate the comprehensive approach, utilized at Second Chance, which achieves long term positive behavioral change. Attendees will learn how to simultaneously address employment readiness, criminal thinking, substance abuse and other criminogenic risk factors leading toward successful, sustained employment and reduced recidivism.

## **Customer-Centric Business Engagement: Building Transformational Relationships with Business & Industry**

Christine Bosworth, Ed.D, Co-founder, Business U, Inc.  
Celina Shands Gradijan, Co-founder, Business U, Inc.

WIOA provides an opportunity for the workforce system to move beyond customer-focused satisfaction surveys and transactional metrics. The demand-driven emphasis for workforce boards to serve business motivates us to build long-term, transformational relationships with industry. This session applies a customer-centric model and relationship development theory as a lens to analyze and leverage data to maximize business engagement as a partner (in work-based learning/sector strategies) and as a customer (with government-funded services).

## **Procurement: What You Need to Know to Stay Out of Trouble**

Steve Malliaras, ETA, Region 6, U. S. Department of Labor

Services must be procured under the WIOA (that did not change from WIA to WIOA). Even while the final regulations are pending, there are procurement principles that are important for the procurement of services. We'll discuss some of the basic tenets of procurement and ways to stay out of trouble through sound operational practices.

## **Professional Digital Career Portfolios**

Gustavo Cisneros, Workforce Development Manager  
Ravi Brahmbhatt, Workforce Development Specialist  
San Bernardino County Workforce Development Department

Covers information to assist workforce development staff in creating professional digital career portfolios for the benefit of job seekers using free cloud solutions. Professional digital career portfolios will give job seekers a unique platform from which to market, promote, and enhance their candidacy. Business Service Reps, the vital link to the business community, will be provided instruction on how to utilize portfolios to share candidate information to businesses, including, introducing candidates via 30 second commercials.

## **Workforce Professionals Apprenticeship Program**

Bob Lanter, Executive Director, CWA  
Babette Jimenez, Sacramento State University

Description forthcoming.

2:45 – 3:15            Exhibit Visits / Refreshment Break

3:15 – 5:15            *Essential Knowledge*

## **Creating Long Term Positive Behavioral Change**

Igor Koutsenok, Professor of Psychiatry, University of California San Diego (UCSD)  
Director, UCSD-Second Chance Collaborative Behavioral Interventions Program,

Former Director of Prevention, Treatment and Rehabilitation,  
United Nations Office on Drugs and Crime, Vienna, Austria

### **The Vulcan Mind Meld as an Essential Skill**

Silver Rose, Silver Rose Enterprises

### **Understanding Poverty from the Inside Out**

Dianne Owens, Community Trainer, Bridges Out of Poverty

### **How Might We...?**

Virginia Hamilton, Regional 6 Administrator, U.S. Department of Labor

7:00 – 10:00            MAKING THE RIGHT BETS

#### **Casino Night**

Whether you're feeling lucky or not, it's important to play the right cards and calculate your risks. Is winning everything or is playing well enough? If gambling isn't in the cards for you, there will be other kinds of magical experiences for you to enjoy.

Prizes will be awarded to the top five players including a trip to Las Vegas.

## **Thursday, March 31, 2016**

6:45 – 7:15            Pilates with Diane Walton

7:30 – 8:30            Continental Breakfast

8:30 – 9:30            MORNING PLENARY

#### *How Can We? Saying Yes to Systems Change*

"Say yes and you'll figure it out afterwards." — Tina Fey

Everyone has a part in creating systemic change! During this session, we'll tap into the wisdom in the room to figure out what change you think would most profoundly change the system and spend some time proto-typing solutions that could move the system forward in your communities, regions and states.

9:45 – 10:45            Action Sessions Four

#### **Upskilling: New Employer Strategies for Investing in Their Workforce**

Jaime Fall, Aspen Institute

#### **A Conversation About Regionalism: Linked Learning in California**

Francene Kennedy, Director of Work-Based Learning, Jobs for the Future

Marty Alvarado, Director of Learning Communities, Jobs for the Future  
Matthew A. Poland, Senior Program Manager, Jobs for the Future  
Other panelists / presenters from hubs TBD

Local workforce boards are looking for ways to connect regionally and find ways to build and sustain regional leadership. This session will offer insight from the work of Jobs for the Future in the design and implementation of the Linked Learning Hubs of Excellence to aid a discussion about regionalism. JFF will present the overall project and current status of the hubs and facilitate a guided discussion on regional leadership, planning and implementation across different CA communities.

### **Transforming Service Delivery Using innovative Mobile-Centric Technology and Strategies**

Robert Coleman, Executive Director, Second Chance San Diego  
Barbara Nyegaard, CEO, ERISS  
Tom Kavanagh, Senior Consultant, Public Consulting Group

INNOVATION is taking place at breakneck speed in "mobile-centric" service technologies. GSA says, "Mobile will be transformative for government." We'll share the latest youth/consumer mobile phone usage data and show how you can significantly increase youth engagement; how this engagement can significantly increase positive outcomes and how to significantly decrease manual follow-up activities and documentation. We'll demonstrate (live) one of the first-ever service delivery systems deployed in the US and the early data related to operations.

### **Best Practices for Using LMI to Serve, Engage, and Promote the Public Workforce System**

Tina Ngo Bartel, Director of Business Programs and Research  
San Diego Workforce Partnership  
John Hawkins, Senior Consultant, Workforce & Economic Development  
Economic Modeling Specialists International (EMSI)

Come learn how the San Diego Workforce Partnership is leveraging labor market information (LMI) to promote their organization as the go-to source for data and services. Using LMI, the SDWP has developed five "Priority Sector" reports and established an annual regional Workforce Conference. These are free resources, open to the public, that teach educators and other stakeholders about regional initiatives and help them understand how to connect education to the world of work.

### **Breaking Barriers to Employment for the Disabled Workforce: Innovation in Industry**

Amy Vance, Employment Supervisor  
Angel Ramon, Employment Specialist  
Maria Ray, Employment Specialist  
Ziad Eskharia, Employment Specialist  
KRA Corporation, America's Job Center of California

For some time, job seekers with disabilities have struggled to find competitive wages and meaningful employment. *Breaking Barriers San Diego* (BBSD) emerged offering clients the opportunity for rapid job search and placement, long-term, wrap around

case management and access to local community resources. This workshop will highlight the Individual Placement and Support (IPS) model and open the doors for employers and job seekers alike to break the barriers to employment for those living with mental illness and disabilities.

### **How Public School Diploma Partnerships Meet WIOA Out-Of-School Youth Elements**

Ernie Silva, Executive Director External Affairs,

School for Integrated Academics and Technologies

Nick Mathern, Associate Vice President for Policy and Partnership Development,  
Gateway to College

Phil Matero, Founder and CEO, YouthBuild Charter School of California

Long before WIOA, California created partnerships that provide job skills and high school diplomas for out-of-school youth aged 16 to 24. Explore the value of an accredited diploma as a cornerstone credential for out-of-school youth. Learn how to satisfy WIOA Program Elements and give out-of-school youth measurable skill gains and transition to post-secondary education.

Engage with experienced partnerships that incorporate technology, employability and core academic skills to meet WIOA metrics for their WIOA partners.

### **Human Centered Innovation and Everyday Design Challenges**

Gustavo Cisneros, Riccardo Canova, Jennifer Sowards

San Bernardino County Workforce Development Department

Five different areas in California were recognized nationally by DOL for developing and designing effective customer-centered design strategies. One Design Challenge was focused on improving customer service with cross-functional teams for seamless entry into the AJCC. This session will share the challenges and successes in strategizing and executing our practical approach to innovative solutions.

11:00 – 12:00      Closing Plenary

### **Transform Yourself To Transform Your Partnerships (One Last Chance)**

Josh Davies, CEO, The Center for Work Ethic Development

Personal and organizational ethics are the key to developing strong partnerships across a wide-range of providers. Josh will talk about a practical, proven methodology you can employ to build accountability to ensure the partnerships you're developing are built on integrity and accountability. Don't miss this opportunity to transform yourself and your partnerships before heading home.