

**Community Economic  
Development  
Assistance Corporation**



Commonwealth Workforce Coalition

# SHARING SKILLS~ BUILDING CONNECTIONS

**Wednesday, March 10, 2010**  
The DCU Center, Worcester

## Sponsors

- Commonwealth Corporation
- Nellie Mae Education Foundation
- Northeastern University College of Professional Studies
- SkillWorks
- United Way of Massachusetts Bay and Merrimack Valley

# SHARING SKILLS~ BUILDING CONNECTIONS

## New Approaches for Changing Times

The Seventh Annual Statewide Conference for Workforce Development Professionals  
Wednesday, March 10, 2010 || The DCU Center, Worcester



Over 1800 people have attended in the past six years.

**Register early to make sure you can attend!**

### CWC Partnership with the Northeast Human Resources Association

The Commonwealth Workforce Coalition (CWC) is very pleased and excited to announce our new partnership with the **Northeast Human Resources Association** (NEHRA). NEHRA is New England's premier human resources association. Its mission is to lead, advance and influence the management of human resources and its impact on organizational success. NEHRA is presenting two workshops at the conference, *Using LinkedIn to Reach HR Professionals* and *Getting Noticed: A Workshop for Job Developers*. These workshops provide opportunities to network with human resources professionals and gain insight into hiring practices and policies.

Through this new partnership, CWC participants can join NEHRA at the CWC rate of \$150 per year and participate in all that NEHRA has to offer professionals, and learn about the job needs of employers.

**For more information and a membership application go to [www.cwc.cedac.org](http://www.cwc.cedac.org)**

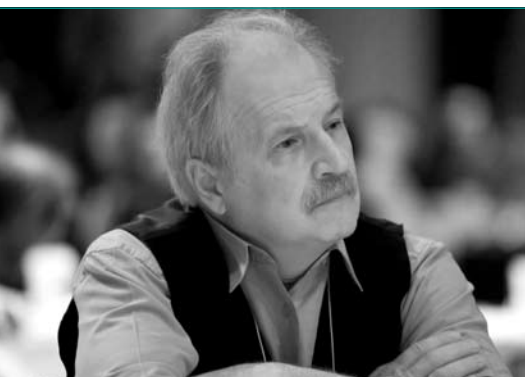


### This year's conference offers strategies to adapt to the changing economy

Over the past two years we have seen dramatic changes to our economic landscape. Workforce development programs have begun to adapt to these changing times by developing creative new approaches to their work. This year's conference is devoted to sharing promising new approaches and strategies that you can apply directly to your work. You will discover:

- how to make the most of technology, including social networking sites, to reach employers and build the skills of participants;
- new ways of working with employers;
- innovative strategies to help clients earn the post-secondary credentials critical to success in today's labor market;
- job opportunities in the "green" economy; and,
- unique methods to guide off-track youth toward successful adulthood.

The conference will leave you inspired and filled with new ideas, practical tools and strategies that can lead to greater success for the learners and job-seekers in Massachusetts' workforce development programs.



### Post-Conference Reception

The conference ends with an informal reception at 3:30 p.m. to provide an opportunity to meet and talk with other practitioners from around the state. Beer, wine, and soft drinks will be served and music will be provided by 2-4 Blues, Stephen Stern & Paul Speidel.

# CONFERENCE AGENDA AND WORKSHOP BY TRACKS AND SESSION

8:00-9:00 a.m. – Registration

9:00-9:15 a.m. – Welcome



**Working with Employers**



**Working with Participants**



**Managing Staff and Programs**



**Program Building Resources**



**Youth**

9:30-10:45 a.m. – Session #1 Workshops (choose one)



A New Web Tool for Job Development: The Job Guide



Getting Noticed: A Workshop for Job Developers



Meeting the Employment and Career Needs of Individuals with Disabilities



Making Evaluation Work for You



The Seven Ts of Teamwork



The Green Economy: What's Here, What's Coming and How to be Ready



CORI, Youth, and Employment

10:45-11:00 a.m. – Break

11:00 a.m.-12:30 p.m. – Session #2 Workshops (choose one)



Using LinkedIn to Reach HR Professionals



Sector Partnerships: Learning to Work Together



CORI and Employment: Practical Tips and Strategies for Job Developers



Motivating Employees Effectively During High Stress Times



ESOL for the Workplace



Preparing Youth and Adults for a Successful Transition to Post-Secondary Education



Multiple Pathways to Success for Youth

12:30-1:45 p.m. – Luncheon – Networking

2:00-3:30 p.m. – Session #3 Workshops (choose one)



Employer Engagement: Year Up's Value Added Sales Model



Using Coaching Skills to Better Reach Participants



Staying Afloat Through the Changing Economic Tides



Developing A Communications Strategy: How to Hone Your Message and Strengthen Your Impact



What's New in Workforce Development Policy



Making the Most of Distance Learning Options



In for the Long Haul: Lessons from A Youth Transitional Employment Model

3:30-4:30 p.m. – Post-conference reception with refreshments and music.

### Working with Employers Track

These 5 workshops offer workforce development professionals strategies and resources to help develop, maintain, and grow effective employer relationships that result in quality outcomes for both participants and employers.

E

#### E1 A New Web Tool for Job Development: The Job Guide

*Staff, Center for Labor Market Studies, Northeastern University*  
Learn about a new web-based tool, *The Job Guide*, developed by the Center for Labor Market Studies at Northeastern University. This new tool uses labor market data and business information to assist job developers and job seekers to hone a job search. *The Job Guide* uses a marketing approach to labor market segmentation that is akin to strategic marketing and sales methods used by private organizations. This workshop will introduce participants to *The Job Guide* approach and taxonomy and teach participants how to navigate it online. The workshop will also provide tips and strategies on how best to incorporate this new tool into your job development repertoire.

#### E2 Getting Noticed: A Workshop for Job Developers

*Robin Lucier, Piantedosi Baking Company, and Krisan Pope, Comcast*

We all know that personal connections with employers go a long way toward helping clients secure jobs, especially in a tight job market. Come hear what HR professionals have to say about the best approach to making the connections and building the relationships you need for effective job development. You'll learn what goes into company hiring decisions, and what approach will help your organization get noticed and come to be seen as a source for high-quality employees.

#### E3 Using LinkedIn to Reach HR Professionals

*Arnold Fertig, Northeast Human Resources Association*

Social networking sites are fast becoming an essential part of the toolkit for effective job searches and marketing efforts of all kinds. This workshop will help job developers develop their social networking know-how to build connections to HR professionals on behalf of their clients. Participants will learn about various social networking sites, with special emphasis on LinkedIn and the LinkedIn network created by the Northeast Human Resources Association (NEHRA), an organization of human resource professionals throughout the region.

#### E4 Sector Partnerships: Learning To Work Together

*Amy Rist, Baystate Health*

Developing sector partnerships can be challenging, as potential partners often have misconceptions about what each can bring to the project. Sector partnerships require open communication about what each partner can provide and what they need. This workshop highlights an employer lead partnership that has gained national recognition for successfully training incumbent workers and recruiting additional workers from the community into a health care career ladder. Learn from an employer perspective what it takes to make a partnership work and how you can best reach out to engage employers to work with you.

#### E5 Employer Engagement: Year Up's Value Added Sales Model

*Smajl Cengic, Year Up*

The employer engagement efforts of workforce development programs are most successful when they begin with a commitment to employer service. This workshop highlights the unique "value-added" sales features of Year Up, a youth program begun in Boston and expanded to 5 other cities. Year Up develops a careful understanding of employer needs, provides well-prepared interns for positions in several industries and applies a continuous improvement process to sharpen their services to employers and participants. This workshop offers valuable lessons for programs serving disconnected populations of youth and young adults.

### Working with Participants Track

These 4 workshops focus on the key skills and program components that staff need to work successfully with participants - from the time they first walk through your door to placement, follow up services, and retention.

P

#### P1 Meeting the Employment and Career Needs of Individuals with Disabilities

*David Hoff, Institute for Community Inclusion*

People with disabilities represent a significant portion of individuals served in workforce development programs. This session will provide practical hands-on strategies for assisting these job seekers to achieve employment success, including addressing disability issues as part of job search planning, how to positively present candidates with disabilities to employers, dealing with disability disclosure issues, negotiating accommodations, and integrating people with disabilities within workforce development programs. Examples of the employment successes of people with a wide range of disabilities will be shared.

**P2** **CORI and Employment: Practical Tips and Strategies for Job Developers**

*Rick Barron and Rich Devine, Hampden County Sheriff's Department*

A hands-on, interactive workshop that addresses, through role-play and other activities, the actual challenges that workforce development staff face in approaching employers for jobs open to people with CORIs, coaching program graduates on issues related to CORI, and dealing with current employer practices when people with CORIs apply for jobs.

**P3** **Using Coaching Skills to Better Reach Participants**

*Jeff Davis, Organizational Renewal Associates*

Many workforce development practitioners take a 'one-size-fits-all' approach when working with participants, and the results are hit-or-miss when it comes to creating rapport and trust. In these difficult times, with your workload overloaded and participants having a harder time seeing themselves in a better economic place, gaining their trust and creating rapport is more important than ever. Come learn about four distinct coaching styles used when working with participants. One or two of the styles you will likely already be proficient in, but think how much more effective you would be if you can add the others to your tool kit, and alter the approach to each participant to better assure that meaningful communication takes place?

**P4** **Staying Afloat Through the Changing Economic Tides**

*Stephanie Legatos, Be Well Partners*

Learn and practice ways of building resilience - for yourself and participants - to sustain momentum through employment and career transitions. Building on last year's interest, this "world cafe" approach will create an environment where you can playfully learn, share wisdom, make connections, and have fun. Come to network and contribute. Leave inspired and energized. If you are looking for an opportunity to network with your peers, this is the workshop for you!

**Managing Staff and Programs Track**

These 4 workshops focus on resources, tools, and skills for (1) effectively managing and developing staff, (2) gathering and using data for evaluation purposes, and (3) marketing programs.



**M1** **Making Evaluation Work for You**

*Julia Gittleman, PhD., Mendelsohn, Gittleman & Associates, LLC*

Many nonprofit organizations are seeking new ways to measure the effectiveness of their work, both to make a strong case to funders and to make programmatic changes

that will heighten their community impact. This workshop on the nuts and bolts of evaluation will help you design and implement an evaluation that works for your organization. It includes basic evaluation terms and techniques, the "9 essential steps" to evaluation planning and implementation, the use of data gathering tools and how to define staff and oversight roles to ensure successful implementation. Participants will come away with the knowledge to begin their own internal evaluation efforts or to work with an outside evaluator.

**M2** **The Seven Ts of Teamwork**

*Karen Schoch, Children's Hospital Boston*

Learn about the life cycle of teams so you can help your team grow from where they are to where you want them to be. Additionally, participants will learn the five key ingredients to team health, how to assess their own teams and ways to build their team's health. Learn ways to build these ingredients into daily team life so they can be as productive and enjoyable as possible.

**M3** **Motivating Employees Effectively During High Stress Times**

*Jeff Davis, Organizational Renewal Associates*

Do you face the dilemma of more pressure than ever in the workplace - more participants to serve, fewer resources, slower decision-making, ever shifting priorities? At the same time are your staff slowly disengaging from their jobs to the point that some are just 'going through the motions' when you most need them engaged and productive? This is a common situation being faced by supervisors, managers and directors across the human services spectrum. Come learn about the latest approach to re-engaging employees during high stress times. Find out how you can make THE difference between the engaged and disengaged employee!

**M4** **Developing a Communications Strategy: How to Hone Your Message and Strengthen Your Impact**

*Katherine Mainzer, The Strategy Group*

An organization's success lies in its ability to promote its programs with funders, employers and the public. In this workshop you will learn how to develop an effective message and use a variety of venues to get it out to your stakeholders. Topics will include how to conduct a "communications audit" for your organization, developing organizational "talking points," techniques for using social media outlets, and tools to help put your organization in the limelight.

## Program Building Resources Track

R

These 4 workshops for workforce development professionals who are actively involved in designing and improving programs, highlight successful models and the federal and state policy environments that are changing the workforce development landscape.

### R1 The Green Economy: What's Here, What's Coming and How to be Ready

*Conny Doty, Jobs and Community Service, City of Boston, and Alex Risley Schroeder, Finding Earth Works*

The “green economy” continues to change and grow, shaped by federal and state investment, legislation and policies, climate worries and consumer demand. This workshop discusses what we know about the jobs that are here now and the projections for the jobs to come. Participants will be invited to consider both the nitty gritty and the big picture of the green economy in terms of job preparation, skill training and career trajectories.

### R2 ESOL for the Workplace

*Lara Badalian and Babak Bagheral, Jewish Vocational Services*

Limited English skills prevent many immigrants from getting a job, and hinder the advancement of many others who are working but seek higher-paying positions. This workshop will give participants the strategies and tools for contextualizing ESOL curricula to specific jobs, so that ESOL students learn the language skills they need to succeed in the workplace. The workshop will cover how to analyze the English requirements of a job, how to modify curriculum and how to establish outcomes that are meaningful to employers. Examples will be drawn from JVS’ pre-employment and incumbent worker programs. Participants will learn to create materials and simulations for any job in any sector.

### R3 Preparing Youth and Adults for a Successful Transition to Post-Secondary Education

*Sandy Goodman, National College Transition Network/ World Education*

While post-secondary education is increasingly important for job attainment and job advancement, participants in workforce programs, especially first generation college-goers, English Language Learners, and those with a GED, face multiple barriers to college enrollment and success in postsecondary education. Learn how workforce programs can retool their services to better prepare participants for the transition to post-secondary education. This workshop

examines the type of academic and personal preparation that participants need for college success and promising practices gleaned from two New England demonstration projects: ABE-to-College and Transition to College and Careers.

### R4 What's New in Workforce Development Policy

*Deborah Mutschler, Massachusetts Workforce Alliance*

With federal economic recovery funding in play, the reauthorization of the Workforce Investment Act on the horizon, and an increasing focus on “green jobs” in every conversation about workforce development, it is clear that our landscape is shifting under our feet. During this time of systemic flux, come learn about and discuss key federal and state policies and contribute your questions about, and experiences of, how policy unfolds in your day to day work.

### R5 Making the Most of Distance Learning Options

TBD

As we seek to build participants skills more quickly and effectively to help them reach their career goals, learning that happens outside of the classroom is taking on greater import in workforce programs. What is this thing called distance learning? What are the pros and cons? How can you structure it so it is most effective? How do you support students to use it? This workshop will provide insight to these questions, present experiences of programs using distance learning in a variety of ways, and share useful online resources.

## Youth Track

Y

These 3 workshops increase the knowledge and skills of professionals in how to meet the special needs of youth in workforce development programs, and focus on the concerns of in-school, out-of-school and court-involved youth.

### Y1 CORI, Youth, and Employment

*Lisa Thurau-Gray, Esq., Suffolk Law School*

This workshop will provide an overview of the current CORI law and how it is implemented for young adults. Learn about key strategies and resources to support young adults with criminal records who are seeking employment.

### Y2 Multiple Pathways to Success for Youth

*Susan Lange, Commonwealth Corporation, and Ed Bouquillon, Minuteman Career and Technical School*

In a work world where post-secondary education or training is essential, what does the future hold for youth who are

struggling to get through high school, or those who have dropped out? This workshop will outline the key elements in developing a multiple pathways ecosystem to meet the needs of all youth. Programs using this approach combine work and learning in ways that keep youth engaged, meet their needs more effectively than traditional education models, and provide youth with the credentials they need to make it in today's labor market. One program to be highlighted involves an innovative partnership between Minuteman Career and Technical School and Middlesex Community College.



### In for the Long Haul: Lessons from A Youth Transitional Employment Model

*Matthew Thayer, Roca*

How do you engage high-risk, gang and court-involved youth in workforce development programs? For the past four years, Roca's Transitional Employment Program, without the authority to mandate participation, has successfully engaged youth for long-periods of time in a path toward employment. This workshop will discuss how to utilize the theory of stages of behavioral change to focus engagement strategies, structure intensive case management and develop transformational relationships with youth to sustain them over the long haul toward the goal of unsubsidized employment.

## Introducing our new Conference Registration Procedure

**Conference Fee: \$65** early bird registration (payment must be received by February 12 at 4 pm) **\$90** for registrations received after February 12 at 4pm

**The Final Registration Deadline is February 26 at 4 pm**

### TO REGISTER visit our website at <http://cwc.cedac.org>

1. Click on the "CWC 2010 Conference Registration" link in the top right corner of the home page.
2. Sign in to your member account with your username (email address) and password.  
*If you don't know or have forgotten your password, click on "Retrieve Account Information". You will then have the capability to retrieve your password via e-mail or First Name/Last Name if we do not have your e-mail address on file.*
3. Have you never attended a CWC event? Click on "New Member Registration" to set up your CWC account in order to register for the conference and future CWC events.
4. Once logged in, you will be directed to your "Members Profile". Please review all contact information on this page for accuracy.
5. Click on "Events". Choose the CWC 2010 Conference and click "Register now."
6. Fill out the entire form. One workshop must be selected for each session you plan on attending. If you are not attending a session please select "Not Attending."
7. When the form is complete, click "Register." Double-check all the information you provided and click "Finalize."

### Payment by check or credit card

Online registration features an option to pay by check or credit card. In order to receive the early bird registration fee, checks MUST be postmarked by no later than February 12. Please note, you are NOT considered registered, and will not receive a confirmation, until payment has been received.

All payments via check must indicate which participants the check is for, and be made payable to:

CEDAC  
Attn: Sharing Skills  
One Center Plaza, Suite 350, Boston MA 02108  
CEDAC's Federal ID #: 04-2657382

### Registration policies

- Each individual must register separately online.
- There will be no refunds.
- Registrations are transferable.
- You are not considered enrolled until payment is received. If you have NOT paid you will not be able to participate in the conference.
- We will email confirmation of registration upon receipt of payment.
- Please contact CEDAC to cancel your registration. This cannot be done online.
- Photographs will be taken at the conference. By registering and attending the conference, you are giving CWC permission to use your photo in written materials or on its website.



One Center Plaza  
Suite 350  
Boston MA 02108  
**Community Economic Development  
Assistance Corporation**

**RETURN SERVICE REQUESTED**

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**EARLY REGISTRATION DEADLINE:  
FEBRUARY 12 AT 4 PM**

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