

# SHARING SKILLS~ BUILDING CONNECTIONS



**Wednesday, March 9, 2011**  
Devens Common Center, Devens



Community Economic  
Development Assistance Corporation

**Sponsored By:**

Alexander, Aronson, Finning and Co  
Boston Private Bank and Trust  
Commonwealth Corporation  
Jobs for the Future  
Massachusetts Workforce Professional  
Association  
Nellie Mae Education Foundation  
O'Neil Associates  
SkillWorks  
United Way of Massachusetts Bay and  
Merrimack Valley

# SHARING SKILLS~ BUILDING CONNECTIONS

The Eighth Annual Statewide Conference for Workforce Development Professionals  
Wednesday, March 9, 2011 || Devens Common Center, Devens

Over 2000 people have attended in the past seven years.  
Register early to make sure you can attend!

## Keynote Luncheon Speaker

We are pleased to welcome Joanne F. Goldstein, Secretary, Executive Office of Labor and Workforce Development (EOLWD), as our keynote speaker this year.

Secretary Goldstein began as the Secretary of the Executive Office of Labor and Workforce Development in January 2010. As Secretary, she continues the Administration's efforts to support workforce training and education, and provide services and resources to the unemployed.

Prior to this appointment, since 2007, she served, as Chief of the Attorney General's Fair Labor Division, where she was responsible for enforcement of the wage and hour laws of the Commonwealth. In that role, she oversaw a 50-person team of attorneys, investigators, and staff, and worked closely with key stakeholders, including labor unions, employers, trade associations, and immigrant advocacy groups. Sec. Goldstein had previous experience with labor issues during her tenure as General Counsel for the Utility Workers Union of America AFL-CIO (UWUA), where she oversaw all union legal matters and spearheaded national union policy on issues including workforce development, health care, safety issues, and training. She completed her undergraduate work at the University of Michigan, and attended law school at Hofstra University in New York.

A Massachusetts native, Secretary Goldstein has spent her entire professional career fighting for the interests of working men and women across the Commonwealth and nation. She has been a tireless voice, as a labor attorney and public servant, in promoting the rights of workers to good jobs, with living wages, at safe workplaces. Her commitment to workers is fueled by her lifelong belief in insuring dignity and decent wages and benefits at the workplace. She believes that the pursuit of economic and social justice is the cornerstone of who we are as a community and a Commonwealth.

## Be Sure to Visit Our Exhibitor Tables

Find information and resources for your programs and participants at the Exhibitor Tables.

Maloney Properties

Massachusetts Association for Community Action

The Massachusetts Association of Community Development Corporations

Mel King Institute for Community Building



## 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.



# 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



Program Management and Design



Transitions to Post-Secondary Education and Training



Collaborations and Partnerships

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



Getting Noticed by Human Resources



Strategic Volunteering: Accelerating Participants' Careers



Performance Feedback: Tips for Supervisors



Preparing for Transitions to College and Careers



Partnerships Toward Placement in Union Jobs



Navigating the New and Understanding the Current CORI System



Career Skills and Youth Employment

## 10:45-11:00 a.m. – Break

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



The Massachusetts's Economy: What Job Developers Need to Know



CORI, Youth, and Employment



Sustainable Workforce Development: The ABC's of Program Design and Delivery



Integrating College and Career Readiness Across Programs: One Agency's Story



Strategic Collaborations: How CBOs and One-Stop Career Centers Can Work Together



Coaching for Transformation



Measuring Positive Business Impacts in Workforce Development

## 12:30-1:45 p.m. – Luncheon:

**Joanne Goldstein, Secretary, Executive Office of Labor and Workforce Development – Keynote Speaker**

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



LinkedIn Magic: Using Social Networking to Connect to Employers



Using Counseling Skills to Build Resilience, Motivation & Engagement



Work First: Lessons From Year One



Beyond Financial Aid: Helping Low-Income Workers Access Higher Education and Training



How HUD's Family Self-Sufficiency Program Can Support Your Work



Using the *Integrating Career Awareness Curriculum Guide* in Your Program



Blackboard to Briefcase: Joint Ventures Maximize Career Development for Inner-City Adults

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

# WORKSHOP LISTINGS

## Working with Employers Track



These 4 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.

### E1 Getting Noticed By Human Resources

*Northeast Human Resource Association*

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

### E2 Navigating the New & Understanding the Current CORI System

*Fran Fajana, Esq., Massachusetts Law Reform Institute*

Gain an understanding of the Criminal Offender Records Information (CORI) law and how the current and new CORI system now work. This presentation also covers how to read CORI reports, who has access to a CORI, what rights do CORI subjects have, and how to seal a CORI report.

### E3 The Massachusetts' Economy: What Job Developers Need to Know

*Paul Harrington, Center for Labor Market Studies, Northeastern University*

This workshop will provide an overview of what's happening in the Massachusetts economy and what job developers and employment specialists need to be thinking about to be effective in finding and placing clients into jobs. Evidence based research shows the increasing importance of focusing on informal networks for job seekers. This workshop will explore what informal networks are and under what circumstances they work best.

### E4 LinkedIn Magic - Using Social Networking in to Connect to Employers

*Wendy Gelberg, Employment and Training Resources*

Studies show that a large majority of employers/recruiters routinely use LinkedIn as part of their hiring practices to find and research candidates. Some have been heard to say, "If you're not on LinkedIn, you don't exist." Learn about this valuable tool and how to strategically connect with key people in target companies, occupations, or industries.

## Working with Participants Track



These 5 workshops focus on the key skills and program components that staff need to work successfully with participants, youth and adults - from the time they first walk through your door to placement, follow up services, and retention.

### P1 Strategic Volunteering: Accelerating Participants' Careers

*Mark McCurdy, The Work Place*

This workshop provides new and unique strategies to demonstrate how volunteering can be a career development tool for your participants. The strategies in this presentation have one objective: to accelerate the career of your participants! This presentation is high energy with real life examples and strategies you can implement today.

### P2 Career Skills and Youth Employment

*Jennifer Leonard, The Skills Library, and Keith Westrich, MA Department of Elementary and Secondary Education*

What skills do youth learn through youth employment programs? How can programs help youth to learn new skills, articulate what they are learning, and help evaluate their own learning? This workshop uses real-life data collected via the Massachusetts Work-Based Learning Plan to guide discussion and hands-on exercises. This workshop offers valuable lessons for programs serving disconnected populations of youth and young adults.

### P3 CORI, Youth, and Employment

*Lisa Thurau, Strategies for Youth*

This workshop will provide an overview of how juvenile arrest and court records are created, collected, and distributed under Massachusetts law. Workshop offers strategies and resources to support youth with criminal records who are seeking employment, access to higher education, and licensing. Workshop also describes how juvenile arrest and court records may be used by public housing, military and immigration authorities and the implications for youth participation in employment and related opportunities.

### P4 Coaching for Transformation

*Virginia Kellogg, Leadership That Works*

Coaching is a powerful tool used in for-profit and non-profit businesses. Coaches help clients reflect on goals that inspire them, and design actions to meet their goals. In this highly interactive workshop you will learn about coaching, participate in a coaching demonstration, and explore applications of coaching to workforce development and related fields.

**P5****Using Counseling Skills to Build Resilience, Motivation & Engagement***Amy Mazur, Jewish Vocational Service*

This workshop will focus on the counseling aspect of work done every day with individuals, and will draw on natural talents using empathy and compassion to assist students/clients. Emphasis will be placed on honing skills already possessed to establish rapport, build and strengthen relationships, and foster students'/clients' growth and change.

**Program Management and Design Track****M**

These 4 workshops focus on resources, tools, and skills for (1) effectively managing and developing staff, (2) program design and delivery, and (3) measuring business impacts.

**M1****Performance Feedback: Tips for Supervisors***Jeff Davis, Organizational Renewal Associates*

This workshop offers supervisors a structured method for offering performance feedback that can meaningfully alter an employee's performance. Additionally, selection of the right areas to focus upon for feedback will be reviewed.

Participants will walk away from this workshop with a better idea of how to create a meaningful feedback message for virtually every performance situation they have, and the improved confidence to go ahead and deliver that message in such a way that it is much more likely to change employee behavior for the better.

**M2****Sustainable Workforce Development: The ABC's of Program Design and Delivery***Lauren Hunter, Urban League of Eastern MA*

This workshop will provide a high level overview of key points in the effective design and delivery of community based workforce development programs. This workshop incorporates key strategies from corporate America and blends them with concepts and practical application from the nonprofit community.

**M3****Measuring Positive Business Impacts in Workforce Development***David Cruise, Regional Employment Board of Hampden County, and Lisa Soricone, Commonwealth Corporation*

In assessing the success of workforce development interventions, the focus has traditionally been on the impact of these interventions on participants, neglecting to analyze and document the benefits experienced by the employers involved. This workshop explores the process of measuring the business impact of workforce development interventions.

**M4****WorkFirst: Program Design Lessons From Working with Homeless***Wendy Lauser, Impact Employment*

Many workforce development programs are not equipped to work with people who have histories of homelessness, disabilities or multiple employment barriers. WorkFirst is a 3-year demonstration grant to increase housing retention and incomes among 140 formerly homeless clients using the stages of change model and supported employment principles. Workshop participants will learn how to incorporate WorkFirst's model, program design and learnings from the first year into their respective programs.

**Transitions to Post-Secondary Education and Training Track****T**

These 4 workshops offer models for integrated and collaborative transition to college programs for both CBOs and community colleges, and examples of curriculum and financial aid resources to support participants in taking the next steps to post-secondary education and training.

**T1****Preparing for Transitions to College and Careers***Elia Dreyfuss, Holyoke Community College, Sandy Goodman, National College Transition Network at World Education, and Robin Hodgkinson, Community Education Project*

Workshop participants will learn about Transition to College and Careers program model implemented by the Community Education Project and Holyoke Community College. TCC includes comprehensive college preparation, career planning and supplemental online instruction. We will share outcomes and discuss how attendees can apply the lessons learned to their own programs.

**T2****Integrating College and Career Readiness Across Programs: One Agency's Story***Amy Nishman and Carol Grady, Jewish Vocational Service*

Is your program/agency looking for effective ways to integrate college and career readiness skills into your services? JVS will present their two-year process of developing and implementing Core Skills, relevant to both instructors and job developers. Areas of focus will include: agency-wide culture change, integration of new tools, and sustainability.

## WORKSHOP LISTINGS, CONTINUED

### **T2** Beyond Financial Aid: Helping Low-Income Workers Access Higher Education and Training

*Marisela Gomez and Ruthie Liberman, Crittenton Women's Union*

Learn how your participants can become more informed consumers of post-secondary education and training. This workshop will provide an understanding of the challenges low-income adults face in paying for post-secondary education. It will provide practical ideas on how to counsel low-income adults on how to pay for higher education (and how not to). Learn how to help your participants make smart financial choices about schools and loans using information from the Crittenton Women's Union campaign against deceptive recruitment and lending practices at for-profit vocational schools. We will also share policy efforts to provide additional support for adult students.

### **T3** Using the Integrating Career Awareness Curriculum Guide in Your Program

*Kathleen Howell, Southeastern MA SABES, and Dori McCormack, Western MA SABES*

Many workforce development programs are finding the Integrating Career Awareness curriculum guide helpful and effective in helping participants plan for careers and further education. In this workshop, SABES staff will demonstrate some of the ways instructors, counselors/coaches, and program directors can incorporate career awareness into their programs.

### **Collaborations and Partnerships Track**

These 4 workshops focus on the importance of developing collaborations to harness resources to support participants in reaching their goals. The workshops describe the how and whys of successful collaborations among different configurations of community-based organizations, One-Stop Career Centers, unions, housing and adult education programs.

### **C1** CORI, Youth, and Employment

*Joe Connolly, UMass Amherst Labor-Management Worker Education Program, Marie Downey, BEST Corp./Greater Boston Hotel Workers Training Center, and Connie Nelson, MA Worker Education Roundtable*

This workshop will present two programs that have successfully placed participants in union jobs, with good wages, benefits and career pathways, in the construction and hospitality industries. The programs are partnerships involving community organizations, labor-management education organizations, unions and employers. Learn about the roles of the partner organizations and get resources and contacts.

### **C2** Strategic Collaborations: How CBOs and One-Stop Career Centers Can Work Together

*Don Anderson, Workforce Central Career Center, Elizabeth Keliher, Mass Workforce Professionals Association, Kimberly McLaughlin, CareerWorks, and Rexene Picard, FutureWorks One Stop Career Center*

While One-Stop Career Centers throughout the state offer a myriad of common services, they often have unique features that vary from center to center providing opportunities for collaboration. This workshop will provide an overview of One-Stop services and how best to access them for your clients. It will highlight promising practices of partnerships between career centers and local community-based and faith-based organizations.

### **C3** How HUD's Family Self-Sufficiency Program Can Support Your Work

*Joanne McKenna, and Gretchen Weismann, MA Department of Housing and Community Development*

The Massachusetts Family Self-Sufficiency Program currently serves more than 1000 families. Designed to support and encourage families to increase their earned income so that they no longer need public assistance and ideally, no longer need rental assistance, FSS candidates are ideal participants for many job training programs: they have stable and affordable housing, they have additional support through their FSS case manager, and they are highly motivated to enter and remain in the workforce. This workshop will help you understand the mechanics of the FSS program and how workforce development programs and FSS program can support each others goals and outcomes. Learn how to market your program to FSS participants and program staff.

### **C4** Blackboard to Briefcase: Joint Ventures Maximize Career Development for Inner-City Adults

*Lisa Beatman, JPCC Adult Learning Program, Ed Crognalo, JobNet Career Center, and Karla Torrez, Jamaica Plain Neighborhood Development Corporation*

Jamaica Plain is home to thousands of inner-city adults looking to improve their lives. Three local nonprofit agencies (the JP Adult Learning Program, JP Neighborhood Development Corporation, and JobNet) have a longstanding partnership, pooling resources to help their participants move toward economic self-sufficiency. Come learn how the relationship was established, how we are currently working together to better serve our adult learners/job seekers, and the the benefits of the collaboration, especially in a time of economic shrinkage.

## Conference Registration Procedure

**Conference Fee: \$65** early bird registration (payment must be received by February 18 at 4 pm) **\$90** for registrations received after February 18 at 4pm

**The Final Registration Deadline is February ?? 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**

# SHARING SKILLS~ BUILDING CONNECTIONS

**Wednesday, March 9, 2011**  
Devens Common Center, Devens

**EARLY REGISTRATION DEADLINE:  
FEBRUARY 18 AT 4 PM**



A Conference for Workforce Development Professionals  
Presented by the Commonwealth Workforce Coalition

**Sponsors:**



Where Every Client is a Valued Client