

## **Wednesday, March 15, 2017**

**7:00 am – 8:00 am**

Continental Breakfast **Ballroom, Wedgewood Foyer, Cameo Foyer**

**7:00 am – 10:30 am**

Registration **Hallway Between Ballroom and Wedgewood**

**7:30 am – 2:30 pm**

Exhibit Hall **Cameo**

**8:00 am – 9:30 am**

Opening Session and Keynote **Ballroom and Wedgewood**

Paul Allen, Gallup

### **WORKSHOP SESSION 1**

9:45 am -- 10:45 am

#### **Serving Disconnected Young Adults: Lessons Learned from @LIKE Program**

*Sonam Gupta, Senior Research Associate, IMPAQ Corporation; Timothy Griffith, Unemployment Insurance Integrity Center Director, National Association of State Workforce Agencies; Lori Strumpf President and Founder Strumpf Associates*

#### **Location: Waterford B**

Since the Workforce Innovation and Opportunity Act (WIOA) passed in 2014, there has been a renewed emphasis on identifying proven strategies to serve young adults (ages 18-24) through the public workforce system. In this workshop, we will present evidence-based strategies employed by Linking Innovation, Knowledge, and Employment (@LIKE) program for recruiting and retaining young adults. @LIKE, a workforce development program in Southern California, focused on providing disconnected young adults with career pathways. Disconnected young adults were individuals who were disconnected from education and employment for at least 90 days. @LIKE assigned each participant a dedicated Life Coach, utilized innovative social/psychological assessments to understand participant needs, and provided tailored services. IMPAQ's quasi-experimental evaluation revealed that @LIKE had a positive and statistically significant impact on the employment and educational outcomes of the participants. Further, the cost-benefit study findings indicated that the measured benefits of the @LIKE program exceed its measured costs, one year following program completion. This workshop will take a three-pronged approach and include a discussion of WIOA requirements for serving out-of-school youth and program evaluation provisions; unique and intensive recruitment, outreach, and engagement strategies employed by @LIKE; and how to build a successful evaluation using @LIKE as an example.

#### **Improving Workforce Development Programs: Lessons Learned from Listening to Dads**

*Eugene Schneeberg, Outreach Lead, National Responsible Fatherhood Clearinghouse; Stacey Bouchet, Consultant, National Responsible Fatherhood Clearinghouse*

#### **Location: Willows AB**

For many responsible fatherhood programs, workforce development and financial empowerment are key components. Traditionally, though, workforce development programs have not included parenting skill building as a key component. The passage of the Workforce Innovation and Opportunity Act of 2014 (WIOA) provides an opportunity for programs to bridge this divide. Under WIOA, programs now serve individuals with substantial barriers to employment who may require additional supportive services. In considering strategies for aligning workforce services with parenting supports, the National Responsible Fatherhood Clearinghouse and the Center for Urban Families held two listening sessions. The first session comprised fathers engaged in responsible fatherhood and workforce development programs, and the second included representatives from workforce development agencies. These listening sessions allowed practitioners to better meet the needs of fathers when engaging in workforce development activities. First, they saw a need to put people before performance measures, as client success often depends on supportive services. Additionally, all panelists indicated a desire for higher standards of excellence on behalf of fathers and programs. Finally, the listening sessions manifested the importance of multi-general service delivery. This workshop will convey how workforce development agencies can integrate client-centered approaches to meet the needs of fathers and families.

### **Demand-Driven Sector Strategies: An Industry Navigator Approach**

*Samantha Stallybrass, Anne Arundel Workforce Development Corporation; Donna Camp, Anne Arundel Workforce Development Corporation; Chioma Obi, Anne Arundel Workforce Development Corporation; Aggie Nteta, Anne Arundel Workforce Development Corporation; LeVorn Smalley, Anne Arundel Workforce Development Corporation; Mary Young, Anne Arundel Workforce Development Corporation*

#### **Location: Ellicott**

Sector strategies is a key concept in WIOA, and requires new approaches in workforce delivery to be successful. Anne Arundel Workforce Development Corporation created an Industry Navigation approach that blends business and job seeker service strategies into a comprehensive industry solution. The solution incorporates business-led initiatives, partner engagement, and regional approaches through key staff called Industry Navigators. Learn how this nationally-recognized staffing approach is being implemented, the lessons learned, and how two WDBs are using the approach to drive workforce innovation in targeted industry sectors.

### **Helping TANF Clients Connect to Maryland's Workforce Development System**

*Lisa Nicoli, Assistant Research Director, University of Maryland; Sara Muempfer, Director of Workforce Development, Maryland Department of Human Resources*

#### **Location: Amphitheater**

As part of the changes WIOA has brought to Maryland's workforce development system, TANF is now a mandated partner. Furthermore, TANF clients are listed as a target population in Maryland's statewide WIOA combined plan. Compared to other workforce system clients, TANF recipients may be particularly disadvantaged, and they may require different service strategies. The Director of Workforce Development at the Family Investment Administration will discuss potential strategies, including the value of partnerships in the new workforce system. In order to support these efforts, researchers at the University of Maryland School of Social Work created one-page profiles of TANF clients in each workforce area. These profiles help orient strategies

to serve this target population, providing a clearer picture of what the workforce system can do to help TANF clients be successful.

### **Sectorial Employment for Jobseekers with Criminal Background Issues**

*Gerald Grimes, Project Manager, Mayor's Office of Economic Development; James Smith, Navigator, Mayor's Office of Economic Development*

#### **Location: Willows DE**

Over the past two decades, an innovative approach to workforce development known as sectorial employment has emerged, resulting in the creation of industry-specific training programs that prepare unemployed and under-skilled workers for skilled positions and connect them with employers seeking to fill such vacancies. The Mayor's Office of Employment Development's Reentry Center has developed a sectorial employment initiative called Bridge 2 Career. Bridge 2 Career project has served as a catalyst in winning over employers to hiring ex-offenders. The employers see that this population, if given a chance, produces skilled workers who are retained at higher levels than other groups. Many of the fears that employers have are debunked and everyone wins –employers, ex-offender jobseekers and the community. Evolving from a grant from the Opportunity Collaborative, B2C has achieved some outstanding results and has won awards for its innovative programming.

### **Career Pathways in Context**

*Beth Brinly, Vice President of Workforce Innovation, Maher & Maher*

#### **Location: Oakdale**

Career pathways offer a solution to meeting educational and workforce training needs of adult learners and regional workforce demands. Federal joint guidance outlines six guiding principles for developing a comprehensive career pathway system. These principles include building partnerships, engaging employers, designing education and training programs, identifying funding, aligning policies and programs and measuring change. This interactive session explores these six principles, current examples and strategies for advancing them in your community.

### **Assisting Job Seekers to Overcome the Age Factor**

*Sue Roach, Workforce Development Specialist/Facilitator, Professional Outplacement Assistance Center*

#### **Location: Waverly**

This fun and interactive workshop is designed to help workforce professionals to assist their clients to overcome the perception of age discrimination in their job search through upbeat motivation and positive changes in attitude. Additionally, they will be provided with specific strategies for resume writing and interviewing which lessen the focus on age while increasing the likelihood becoming employed.

### **Veteran Services Across the Partnership**

*Ryan Thompson, Workforce Administrator, Ohio Department of Job and Family Services*

#### **Location: Wedgewood**

Since the release of Veteran Program Letter 03-14 by the DOL/VETS, providing services to our nations veterans is not solely a Jobs for Veterans State Grant (JVSG) funded program. All programs and all partners serve veterans. The VPL officially labeled significant barriers to employment to which DVOPs are to focus their efforts on. Since this release and even more so with the signing of WIOA, serving veterans has become all-hands on deck. This session will detail best practices to identify opportunities to increase understanding of all partner's roles in serving this population, expanding knowledge levels of serving the veteran population for non-veteran service providers, and the importance of creating a seamless workflow during intake.

### **Making Documents Accessible to Everyone**

*Donna Lettow, Digital Accessibility Specialist, MSDE Division of Rehabilitation Services*

#### **Location: Merriweather**

These days, thanks to the ADA, everyone knows what makes a building accessible – ramps, automatic doors, wheelchair-friendly bathrooms, etc. But what does it take to make a website, annual report or the emailed flyer for Ted in Accounting's retirement party accessible to all your colleagues and constituents? This workshop will address what digital accessibility is, who benefits from it, and simple guidelines on how to make more accessible documents and PDFs.

### **Civility in the Workplace**

*Daphne Snowden, Director of Operations, Baltimore City Community College*

#### **Location: Waterford A**

The Maryland Department of Labor, Licensing and Regulation (DLLR) Veteran's Service program has identified a need for staff development in the area of Civility in the Workplace. DRSnowden Training Consultants has developed a customized training seminar for participants centered on the Core Values of the United States Military Services. These principles and values are used as a template to guide a seminar that will assist the organization and its participants in ensuring civility in the workplace. The workshop will address basic civility principles: (1) Civility is about more than just politeness, although politeness is a necessary first step. (2) Civility is the ability to disagree without disrespect. (3) Civility is seeking common ground as a starting point for dialogue about differences, listening past one's preconceptions, and teaching others to do the same. (4) Civility is the hard work of staying present even with those with whom we have deep-rooted and fierce disagreements. (5) Civility is political in the sense that it is a prerequisite for civic action. (6) Civility is negotiating interpersonal power such that everyone's voice is heard, and nobody's is ignored.

## **WORKSHOP SESSION 2**

11:00 am -- 12:00 pm

### **Port Covington Workforce Strategy**

*Alicia Wilson, Vice President, Sagamore Development Corp; Jason Perkins-Cohen, Director, Mayor's Office of Employment Development; Ed Trumbull Vice President ICF*

#### **Location: Oakdale**

Port Covington, which is in South Baltimore, is an unprecedented economic opportunity expected to support 42,000 jobs and \$7.6 billion in economic activity during construction, and 26,000 jobs and \$4.3 billion in economic activity annually upon completion. The Port Covington redevelopment brings with it an obligation and commitment to ensure that the economic benefits of Port Covington are shared with Baltimore City residents. The two goals for the project are 1) create a world-class, employer-driven workforce system to efficiently and effectively connect employers located in Port Covington with Baltimore City residents, and 2) establish a laboratory for innovation, replication and scaling up successful workforce solutions. For the Port Covington project, Sagamore Development Company (SDC) and its professional services contractor, ICF, prepared industry and occupational labor market projections, created an asset map of construction-focused employment and training capabilities in Baltimore City, and developed a long-term workforce strategy that will continue to identify employer needs, connect employers and workers, align training to employers' needs, and continuously improve the project through evidence-driven Innovation. This workshop will highlight those strategic planning activities and next steps to pilot the strategy.

### **WIOA Out-of-School Youth Motivation, Retention and Success Strategies**

*Darrell 'Coach D' Andrews, Workforce Development Consultant, Darrell Andrews Enterprises*

#### **Location: Waverly**

WIOA has changed the rules of the game. With a more significant focus on Out-of School Youth, workforce development staffs have to be creative and passionate in their recruiting, retention and success strategies. This high interactive workshop will provide proven strategies ranging from building powerful community alliances for recruitment and retention efforts to innovative ways to enhancing relationships with out-of-school youth. My insights come from 20 years of experience working with challenged workforce development youth in organizations and schools nationally as well as running two highly ranked workforce youth initiatives in the northeast. Attendees will walk away with real world strategies for WIOA Out-Of-School Youth success that can be used immediately upon return to their programs!

### **Money Smart for Young People and Savings Strategies**

*Tracie Morris, Senior Community Affairs Specialist, FDIC; Cynthia Durant, Community Affairs Specialist, FDIC*

#### **Location: Willows DE**

The Federal Deposit Insurance Corporation (FDIC) offers several free resources for delivering age appropriate financial education, including youth and young adults. Learn about the various financial education delivery options, including classroom instruction, one-on-one coaching, self-

paced and podcast. The FDIC resources are written to an appropriate reading education comprehension level and support the financial literacy program element of the Workforce Innovation and Opportunity Act (WIOA). Additionally, the FDIC provides train-the-trainer webinars and technical assistance to support the opening of safe, affordable accounts with financial institutions.

### **Advancing Apprenticeship under WIOA**

*Beth Brinly, Vice President of Workforce Innovation, Maher & Maher*

#### **Location: Amphitheater**

Business-driven. Career Pathway. Work-Based Learning. These words all describe Registered Apprenticeship programs - and WIOA creates new opportunities for the workforce system to take advantage of this effective model. The workforce system and partners can utilize apprenticeship as a training strategy that creates career paths for workers and provides employers with a skilled workforce. Through peer discussion and sharing examples of state and local strategies, this interactive workshop will help workforce professionals take advantage of these new opportunities and operationalize WIOA's new emphasis on apprenticeship.

### **Section 503 & Me: How Can Employers Create a Disability-Friendly Workplace?**

*John Cavanagh, Chief Information Officer, Bridge Multimedia Corporation*

#### **Location: Merriweather**

Section 503 of the Rehabilitation Act requires federal contractors and subcontractors to take affirmative action to recruit, hire, promote, and retain individuals with disabilities (“IWDs”). The new 2013 regulations establish a nationwide 7% utilization goal for qualified IWDs. What are the steps to get there? What are some of the challenges? What are some success stories? Join John Cavanagh, Chief Information Officer for Bridge Multimedia (a NYC-based assistive technology company) for a fact-filled workshop.

### **Customer-Centered Strategies for Serving Refugees and Immigrants**

*Daniel Wilkinson, Workforce Engagement Coordinator, Lutheran Immigration and Refugee Service*

#### **Location: Willows AB**

WIOA places an increased emphasis on serving job seekers with barriers to employment, including many barriers common to refugee and immigrant populations. What can local workforce areas, American Job Centers and training providers do to alleviate the barriers that often prevent immigrants and refugees from accessing services? What does it look like to provide customer-centered services to this population? This workshop will present lessons learned from an innovative one-year pilot project (2015-2016) in Baltimore, MD in which local government, Baltimore City Community College, the Eastside American Job Center and Lutheran Immigration and Refugee Service partnered to design a career-laddering training and employment program for refugees. Lutheran Immigration and Refugee Service’s refugee employment technical assistance team, Higher, will detail the program structure, challenges encountered, program successes, and recommendations for workforce development stakeholders interested in developing similar collaborations and programs. In addition to the

presentation, all attendees will also receive a copy of the white paper recently published (projected for January 2017) by Higher/LIRS on this innovative project.

### **Designing Career Training Programs to Close the Skills Gap in the Building and Construction Industry**

*David Howard, Chief Development Officer, HBI; Tadar Muhammad, VP, Workforce Training and Education, HBI*

#### **Location: Ellicott**

The lesson from 50 years of providing job training and placement services for underserved populations is that each program is highly personalized, and highly localized. All of our 270 current programs are designed to meet the needs of the communities where they take place, and address the expected outcomes of our local partner organizations. Join HBI for an interactive and informative discussion of how effective job training programs are developed, implemented, and evaluated. Drawing on examples from existing programs we will provide an inside-look at how to get the most from your efforts.

### **LMI to Find a Career: Resources and Strategies for Usage**

*Milena Kornyl, Director, Research, Performance and Compliance, Anne Arundel Workforce Development Corporation; Ajani Pierce, Labor Market Information Specialist, Maryland Department of Labor, Licensing and Regulation*

#### **Location: Waterford B**

Use the Maryland Workforce Exchange (MWE) and other resources to research LMI to find career path and to come up with best solutions for serving businesses and job seekers. Use LMI to find the top occupations and industries in a given area. Learn to locate real-time job postings for the top occupations and industries. Examples of analysis conducted by Local Areas and strategies for using it will also be presented.

### **Civility in the Workplace (continued)**

*Daphne Snowden, Director of Operations, Baltimore City Community College*

#### **Location: Waterford A**

The Maryland Department of Labor, Licensing and Regulation (DLLR) Veteran's Service program has identified a need for staff development in the area of Civility in the Workplace. DRSnowden Training Consultants has developed a customized training seminar for participants centered on the Core Values of the United States Military Services. These principles and values are used as a template to guide a seminar that will assist the organization and its participants in ensuring civility in the workplace. The workshop will address basic civility principles: (1) Civility is about more than just politeness, although politeness is a necessary first step. (2) Civility is the ability to disagree without disrespect. (3) Civility is seeking common ground as a starting point for dialogue about differences, listening past one's preconceptions, and teaching others to do the same. (4) Civility is the hard work of staying present even with those with whom we have deep-rooted and fierce disagreements. (5) Civility is political in the sense that it is a prerequisite for civic action. (6) Civility is negotiating interpersonal power such that everyone's voice is heard, and nobody's is ignored.



**12:00 pm – 2:00 pm**

Networking Lunch, **Ballroom and Wedgewood**

**2:00 pm – 2:30 pm**

Break. Visit Exhibitors in **Cameo**

### **WORKSHOP SESSION 3**

**2:30 pm -- 3:30 pm**

#### **Collaboration: from Planning to Implementation**

*Patricia Morfe, Dir of Planning & Performance, Mayor's Office of Employment Development; Rebecca Webster, Workforce Director, Lower Shore Workforce Alliance; Michelle Day Director Frederick County Workforce Services*

#### **Location: Willows DE**

The workshop will describe the process Local Areas (Baltimore City, Anne Arundel County, Frederick County and Lower Shore) followed to develop the Local Plan and to continue working as one workforce system on its implementation. Learn about challenges and best practices utilized by these areas that have different geographical composition (single county area, City, multi-county areas), administrative structure (non-profit corporation, county government, city government) and other characteristics.

#### **Best Practices for Engaging and Partnering with Employers**

*Michelle Derr, Senior Researcher, Mathematica Policy Research, Inc.*

#### **Location: Amphitheater**

Mathematica Policy Research facilitated a two-day workshop in December 2016 for WIOA integration teams hosted by the Maryland Department of Human Resources, the Department of Labor, Licensing, and Regulation, and the Department of Education Division of Rehabilitation Services. This session will share best practices and explore innovative approaches to more effectively engage and partner with local employers. This session will highlight strategies for using reliable research techniques to provide timely feedback on the implementation of local plans and assist in strengthening program partnerships with employers through WIOA. This session will be interactive and discussion-based. Dr. Michelle Derr will draw on her extensive experience working with programs nationwide to bring illustrative ideas and concrete examples into the conversation, while encouraging session attendees to discuss recent challenges and solutions from their local WIOA integration efforts.

#### **From Outreach to Career, a Pathway to Young Adult Success**

*Adam Kirk, Project Lead, Dynamic Works Institute*

#### **Location: Willows AB**

Are you looking to outreach and engage Young Adults and place them into career pathway planning that is meaningful for their career success? Are you looking for a solution that can be quickly applied for effective and efficient performance results? If the young adults you are serving are in need of jump-starting their path to career success with enthusiasm and optimism, this workshop will share innovative strategies based on collaboration, sound research, and

principles of Positive Youth Development. These techniques include areas important to Young Adult success through a series of workshop topics, assessments and activities that lay the groundwork for program participation and the development of a Career Pathways Portfolio. Based on the self-discovery that takes place during the program experience, Youth determine sector-based interest and further explore occupations within their regions' high demand industries. Through these career exploration activities, career planning, goal setting and industry evaluation, Youth transition into a seamless flow towards placement in employment, education or training, and/or work-based training, utilizing a variety of WIOA Program Elements in support of their anticipated goals. All paths are customized to meet the unique needs of, and create a Career Pathway for, each young person served.

### **Creating Sustainable Information Technology Careers for Unemployed and Underemployed Americans**

*Eric Larson, Senior Director, IT Futures Labs*

#### **Location: Oakdale**

Eric Larson, senior director of IT Futures Labs, an initiative of Creating IT Futures, will walk participants through the development and deployment of IT-Ready, a philanthropic information technology training and placement program aimed at unemployed and underemployed American workers. Since inception in 2012, IT-Ready has launched more than 1500 careers using a model that screens, trains and certifies motivated candidates with an aptitude for technology. IT-Ready goes beyond many workforce development programs by recruiting employers in key markets so that graduates have interview opportunities after completing their course of training. This “apprenticeship” aspect has been a pivotal factor in IT-Ready’s success. The program has an 85% graduation rate, with 80% of graduates hired at living wage starting salaries. A third of these employed graduates experience a 30% increase in income during their first year in the IT workforce. And these IT-ready graduates can boast a job retention rate of 75%. During the program’s formative years, its uncommon combination of teaching “hard skills” –technical skills such as computer networking and internet security – and “soft skills” – business skills such as communication and interviewing – has become the solid foundation for its achievements.

### **Making it Count – Understanding the WIOA Performance Measurement System**

*Lynda Weber, State Wide Manager, Data Quality, DLLR; Michael Toops, Jr., Federal Project Officer, US Department of Labor – Employment and Training Administration*

#### **Location: Ellicott**

Section 116 of the Workforce Innovation and Opportunity Act (WIOA) establishes performance accountability indicators and performance reporting requirements to assess the effectiveness of States and Local Areas in achieving positive outcomes for individuals served by the six core programs. WIOA provides a historic opportunity to align performance-related definitions, streamline performance indicators, integrate reporting, and ensure comparable data collection and reporting across workforce programs, while also implementing program-specific requirements related to data collection and reporting. In this session participants will explore from both the Federal and State perspectives the performance accountability system as described in Training and Employment Guidance Letter (TEGL) 10-16. Topics of focus will

include the new performance definitions, service classifications, key performance indicators, and the schedule of reporting.

### **WOW! Creating Experiences Worth Talking About!**

*Deborah Russell, Chief Operating Officer, Anne Arundel Workforce Development Corporation; Lisa Dunaway, Disability Resource Coordinator, Anne Arundel Workforce Development Corporation; Jeff Trice, Director of Business Solutions, Anne Arundel Workforce Development Corporation*

#### **Location: Crystal Ballroom**

Learn the concept of Customer Centered Design (CCD) thinking when addressing the needs of the American Job Centers' multi-generational customers. CCD is a problem-solving process that starts with our clients/customers and ends with the development of new solutions that address their specific needs. Shifting the focus from us, and our processes, to the customer's viewpoint is an absolute paradigm shift. By approaching the experience from the view, we can evaluate the entire experience and how the system really works. It is vital for us to meet customers where they are, so we are continually working to update, renovate and keep our services relevant to the average jobseeker of today. This workshop will define CCD and discuss the three phases associated with the process. Hear best practice examples, such as new innovative technological approaches which address pre-existing service delivery issues and how to ensure your staff is well trained and knowledgeable, as well as tips on how to incorporate this way of thinking into your program models

### **The New Leader's Jumpstart Plan**

*Chris Daniels, CEO, Regroup Consulting*

#### **Location: Wedgewood**

New leaders in the workplace are ill-prepared. I know, because I was one of them. From project managers to CEO, we've been dropped into leadership roles without knowing how to manage those first 30 days. HERE'S YOUR HELP!

### **Leveraging Your Competitive Advantage to Deliver Effective Workforce Programming**

*Odie Donald, Executive Director, Workforce Investment Council; Solomon Keene, President, Hotel Association of Washington DC; Alexander Moore Development Officer DC Central Kitchen*

#### **Location: Amphitheater**

The Washington DC area's unique structure and geography has made hospitality one of the DMV's most high-demand sectors, with projections to grow steadily over the next ten years. Given the wide variety of hospitality environments--restaurants, hotels, conference centers, sports complexes, casinos, airports, and more--there are a number of career pathways available for job-seekers of all skill and education levels. Accordingly, the DC Workforce Investment Council (WIC) developed a robust network of industry sector relationships connected to local workforce programming, which has resulted in dramatically improved performance measures, increased employer involvement, and innovative programming. This session will provide best practices for training high-barrier workers to meet the needs of in-demand industries, using data to inform business engagement efforts in the region, and identifying sector champions to lead the charge. Hospitality sector champions will highlight their involvement in the District's

workforce system, and practices that can be replicated across industries in other local areas. Leverage DC's achievements to increase your success!

#### **WORKSHOP SESSION 4**

3:45 pm -- 4:45 pm

#### **Making Connections – Exploring the integration of Unemployment Insurance with Workforce Development**

*Michael Toops, Jr., Federal Project Officer, US Department of Labor – Employment and Training Administration; Annmarie Merena, Federal Project Officer, US Department of Labor – Employment and Training Administration*

#### **Location: Ellicott**

One of the goals of the Workforce Innovation and Opportunity Act (WIOA) is to provide comprehensive career and training services to customers who receive income support through Unemployment Insurance (UI), a mandatory One-Stop partner. To do this successfully, both UI and other American Job Center (AJC) workforce development providers must work closely together and have access to certain information to coordinate appropriate interventions, while maintaining proper information security. In this session, participants will explore strategies to best integrate workforce development and UI programs and benefits.

#### **One Baltimore for Jobs: Demonstrating a Stronger, Responsive Workforce System**

*Julie Brooks, Project Coordinator, The Mayor's Office of Employment Development (MOED)*

#### **Location: Willows DE**

This workshop will address the lessons and best practices gleaned from the One for Baltimore (1B4J) initiative, launched to target unemployed and underemployed individuals in predominantly African American, low-income neighborhoods in Baltimore City, with an emphasis on areas impacted by the April 2015 civil unrest. The 14BJ initiative was designed to better serve disconnected youth and young adult populations (up to age 29) in highly distressed Baltimore City neighborhoods using innovative strategies for reengaging targeted populations and delivering high quality skills training, providing individuals with access to career placements in high-growth industry sectors. The workshop will share successes and lessons learned from 1B4J: 1. Scale up best and promising practices for strengthening the city's workforce system; 2. Initiate and sustain innovative practices, which support effective delivery of services in communities that have been previously disconnected from key workforce services and opportunities; and 3. Demonstrate efforts on how to engage inclusive partnerships of workforce, education, community and industry-based stakeholders in economically distressed neighborhoods and build a citywide infrastructure that more closely partners city and state agencies, nonprofit workforce and supportive service organizations, neighborhood-based resident groups, employers and job-seekers to achieve a strong, accessible, and responsive workforce system.

#### **Are you Boring Your Workshop Participants**

*Bruce Wahlgren, President and Lead Trainer, Workforce Excellence Group, LLC*

#### **Location: Oakdale**

We talk too much. As instructors and workshop facilitators, we bore our learners to death. We don't mean to. We truly think that we are doing the opposite. But the fact remains: As long as learners are passively sitting and listening to us talk, they are not learning much. As workshop facilitators and presenters, we need to step aside and allow learners to learn. Real learning takes place when we stop talking and our learners start talking. Discover how to make your classes and/or workshops more interesting, engaging, and memorable. Based on Sharon Bowman's book, *Training from the BACK of the Room*.

### **The Three-Legged Stool: Reporting, Compliance, and Performance**

*Dorothee Schlotterbeck, Fiscal Manager, Maryland Department of Labor, Licensing and Regulation; Tanya Washington, Compliance Manager, Maryland Department of Labor, Licensing and Regulation; Lynda Weber Data Quality Manager Maryland Department of Labor, Licensing and Regulation*

#### **Location: Merriweather**

Learn the latest challenges that areas face in submission of reports, how operations conflict with policy and the fiscal, program and data validation framework. It will also include best practices that local areas have developed to improve compliance under Reporting and Performance. Moreover, the session will provide a better understanding of how compliance and performance link; as well as, how compliance and performance reporting link.

### **Cultural Competency and Best Practices when Serving the Immigrant Community**

*Maria Tewolde, Employment Supervisor, International Rescue Committee; Kiera McCarthy, Employment Supervisor, International Rescue Committee;*

#### **Location: Willows AB**

Integrating immigrants in the local workforce presents a great opportunity for skilled workforce growth. Most of us have a taxi driver who was formerly a physician or eaten food packaged by immigrant workers in local production facilities. While these are important first steps for immigrant workers, the workforce system can strengthen families and local industries by matching immigrants with employers that fully capitalize on the skills and expertise of the immigrant community. During this workshop, participants will learn to identify immigrant eligibility for workforce services, provide culturally competent and linguistically accessible services to the immigrant community and to help immigrant job-seekers build short term and long term professional goals that capitalize on their expertise and strengthen the local workforce. Maryland has a strong history of integrating immigrants into the skilled workforce. Learn how your program can better meet WIOA priorities and best serve the immigrant community.

3:45 pm - 4:45 pm

### **Think Like the Employer! A Reliable Framework for Understanding Employers**

*Elisabeth Sanders-Park, President, WorkNet Solutions*

#### **Location: Crystal Ballroom**

For many of us, success depends on understanding employer behavior, reactions, and mindset... but it can seem mysterious! Based on more than 20 years serving tough-to-place job seekers and employers across the globe, we have created a memorable, reliable framework for

"thinking like the employer." Even employers say it helps them clarify their own thinking! It will increase confidence, decrease job search time, improve placement, retention and advancement rates, and offer clarity throughout the process. Whether you serve job seekers, career changers, students or businesses, you gain practical tips you can use immediately.