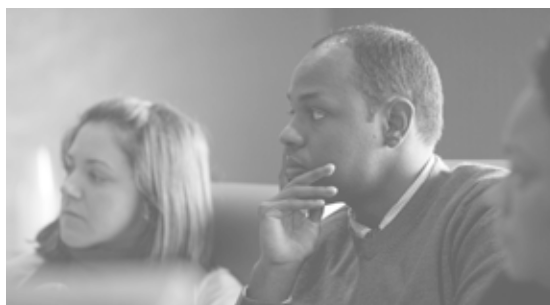




Commonwealth Workforce Coalition

# SHARING SKILLS~ BUILDING CONNECTIONS

*Partnering for Opportunity*



Monday, May 14, 2012  
Sturbridge Host Hotel and  
Conference Center, Sturbridge

Registration 8:00 - 9:00 a.m.

### Supported By:

- Alexander, Aronson, Finning & Co., P.C.
- Associated Industries of Massachusetts
- Boston Private Bank & Trust Company
- Commonwealth Corporation
- Eastern Bank Charitable Foundation
- Edwards Wildman Palmer LLP
- Hyams Foundation/Teen Futures
- Jobs for the Future
- Local Initiatives Support Corporation
- Massachusetts Department of Housing and Community Development
- Mayor's Office of Jobs and Community Services/Boston Private Industry Council
- Nellie Mae Education Foundation
- The Paul and Phyllis Fireman Charitable Foundation
- SkillWorks
- State Street Corporation
- The TJX Companies, Inc.
- United Way of Massachusetts Bay and Merrimack Valley



Community Economic  
Development Assistance Corporation

# SHARING SKILLS~ BUILDING CONNECTIONS

The Ninth Annual Statewide Conference for Workforce Development Professionals  
 Monday, May 14, 2012 || Sturbridge Host Hotel and Conference Center, Sturbridge  
 366 Main Street, Sturbridge, MA

## Partnering for Opportunity

This year's Sharing Skills-Building Connections Conference is designed to reach all providers who are working with participants to access economic opportunity. The conference will highlight the promising practices that have been developed across a range of provider "systems", and bring together a diverse community of organizations to connect, build skills, leverage expertise and collaborate for success. The conference theme, *Partnering for Opportunity*, is about the opportunity for systems to work together and the opportunity for participants to reach their goals. Workforce development services are now offered by a highly diverse array of provider types and this year's conference celebrates this diversity. You will learn about the exciting new models that are being developed among providers that have not traditionally been part of the workforce development system.



## Be Sure to Visit Our Exhibitor Tables

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

- Commonwealth Corporation
- Hyams Foundation/Teen Futures
- Massachusetts Association of Community Development Corporations/ Mel King Institute for Community Building
- Metropolitan Boston Housing Partnership
- National Association of Workforce Development Professionals
- MassMutual's LifeBridge<sup>SM</sup> Free Life Insurance Program
- SkillWorks/Workforce Solutions Group
- Urban League of Eastern Massachusetts

## CONFERENCE AGENDA AND WORKSHOP BY TRACKS AND SESSION

8:00-9:00 a.m. - Registration

9:00-9:15 a.m. - Welcome - Joanne F. Goldstein, Secretary, Executive Office of Labor and Workforce Development



Working with Employers



Working with Participants



Collaborations, Partnerships, and Policy



Transitions to Post-Secondary Education and Training



Youth



Program Design and Management

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



Working with Industry Associations



Pitching Your Services to Employers: A Hands-On Clinic



Gateways to Careers: The Job Seekers Guide to Unlocking Your Potential



The Last Ten Yards Toward Employment: The 'Job Ready' Candidate



Housing Authorities as Workforce Partners: A Building Trades Pre-Apprenticeship Program Model for Career Pathways



Linking Resources and Services Through Formal Connections



Transformation on the Path to College and Careers: New Opportunities for Adult Students



Working with Employers to Create Employment Pathways for High-Risk Youth



Using the *Empower Your Future* Curriculum Youth Employment Programs



Program Design: Building Assets for Homeless and Low Income Women through Partnerships



Measuring Business Impact in Workforce Development

# CONFERENCE AGENDA AND WORKSHOP BY TRACKS AND SESSION

10:45-11:00 a.m. – Break

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

**E3**

Entrepreneurial Approaches to Effective Employer Engagement in a 'New Economy'

**E4**

Down to Earth—Creating Green Jobs in Food, Water and Shelter

**P3**

Hosting an Ex-Offender Job Club

**P4**

WorkFirst: Specialized Employment Services for Providers Helping Men and Women Successfully Transition from Homelessness

**P5**

The Opportunity Center: An Interdisciplinary Approach to Maximizing Self-Sufficiency

**C3**

Building Economic Security Through Community Coalition: The CONNECT Experience

**C4**

Partnering for Employment Success: Leveraging Local Resources

**C5**

Advancing the Advocacy Agenda to Support ESOL Participants

**T2**

Academic Coaching: The Secret for Success in Community College

**Y3**

Youth Manufacturing Pilot: Pathway System-Building and Employer Engagement

**D3**

Job Readiness For Hard-To-Serve Populations

12:30-1:45 p.m. – Luncheon Keynotes – Kevin Jordan, Vice President for National Programs, Local Initiatives Support Corporation, and Josephine Bias Robinson, Vice President, Income, Community Leadership and Learning, United Way Worldwide

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

**E5**

Employer Outreach in the Weatherization and Conservation Industry

**E6**

Placement Based Models: 10 Rules to Securing Corporate Commitments

**P6**

Collaborative Case Management: Lessons Learned

**P7**

Coaching 2.0: Revolutionizing Career Coaching in the Workplace

**C6**

Building Effective Collaborations Among Homeless Providers and the Workforce and Education Community

**C7**

Fostering Successful Partnerships in Workforce Development

**T3**

College Navigators: Providing Adult Learners Supportive Transitions to Community College

**Y4**

Employment Marketability for Out-of-School Youth through Career Pathways and College

**Y5**

Incorporating Reflection into Youth Employment Experiences: The MA Work-Based Learning Plan

**D4**

Workplace ESOL Proficiency: Meeting Needs of Workers, Employers, and the Commonwealth

**D5**

Staff Transition Management: Succession Planning for Strengthening Internal Capacity

3:30-4:30 p.m. - Post-Conference reception with refreshments.

## 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.

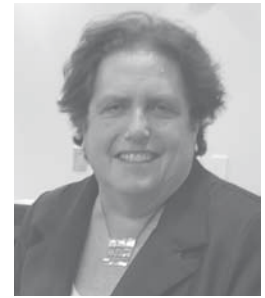


## Conference Speakers

### Welcome Address

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

Secretary Goldstein became 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.



### Keynote Luncheon Speakers

We are excited to have two national speakers delivering our luncheon keynote: Kevin Jordan, *Vice President for National Programs, for the Local Initiatives Support Corporation (LISC)*, and Josephine Bias Robinson, *Vice President, Income, Community Leadership and Learning, for United Way Worldwide*.



**Mr. Jordan** directs the LISC Family Income and Wealth Building work. In his role he helps LISC implement its comprehensive community redevelopment strategy called Building Sustainable Communities. He also assists LISC local offices in developing and implementing programs that support income and asset building for low-to-moderate income families, including leading their Financial Opportunity Center integrated service delivery initiative, which was recently recognized with the national Social Innovation Fund Award.



**Mrs. Robinson** is charged with identifying, exploring, and framing the critical issues that create financial instability in low-and moderate-income families across the country. Mrs. Robinson provides leadership and direction to United Way Worldwide's national income initiative, an effort that promotes community-change strategies to help families meet their basic needs, while gaining the financial stability that will allow them to plan for - and accomplish - their long-term financial goals. Prior to joining United Way Worldwide, in 2003 Mrs. Robinson was a senior administration appointee at the US Department of Health and Human Services.

## WORKSHOP LISTINGS BY TRACK

### Working with Employers Track

E

#### E1 Working with Industry Associations

*Allison Ebner, Associated Industries of Massachusetts, Mike Prior, Massachusetts Manufacturing Extension Partnership, and Pam Thornton, Human Resource Management Association of Western New England and Young Professional Society*

In this workshop, you will learn about industry associations as a source for strategically developing partnerships to target growing employment sectors in your region. Representatives from different industries will share examples of ways they are collaborating with non-profits and share tips for the best ways to engage with their association.

#### E2 Pitching Your Services to Employers: A Hands-On Clinic

*Nicole O'Neil, AlliedBarton Security Services, Sherrie Saint-Amant, TJX, and others TBD*

In this hands-on interactive workshop you will have an opportunity to practice pitching your employment services to employers who will provide on-the-spot critiques. Registration for this workshop is limited. Each participant will be expected to come prepared to simulate a 3-4 minute cold call with a new employer about their

organization. The workshop will be conducted as a series of mini "fish-bowls" so come ready to put your best foot forward!

#### E3 Entrepreneurial Approaches to Effective Employer Engagement in a 'New Economy'

*Amy Mosher, Workforce Central Career Center*

Today's fast-paced, technology-oriented global economy can leave every day jobseekers' and hardworking workforce professionals' heads spinning! Emphasizing the importance of an entrepreneurial mindset, this interactive workshop will provide specific steps, strategies and questions to effectively approach and engage employers and recruiters on behalf of your job seeking clients.

#### E4 Down to Earth-Creating Green Jobs in Food, Water and Shelter

*Deborah Mutschler and Alex Risley Schroeder, Massachusetts Workforce Alliance*

If there are to be green jobs, we will create them. Interactive and data rich, this workshop provides job projection data for 3 sectors: food systems, stormwater, and clean energy. It also introduces The Sustainable Economy Tree, a tool illustrating how workforce development is part of economic development.

# WORKSHOP LISTINGS

## **E5** Employer Outreach in the Weatherization and Conservation Industry

*Suzanne Domestico, and Gwenn Weiser, South Middlesex Opportunity Council/Green Jobs Academy*

This presentation will highlight building and retaining employer relationships specific to the weatherization and energy conservation industry based on SMOC's Green Jobs Academy. Participants will receive information on employer outreach and how to identify employers. You will also learn strategies to build relationships with prospective employers, including warm/cold call scripts and how to follow up.

## **E6** Placement Based Models: 10 Rules to Securing Corporate Commitments

*Lauren Hunter, Urban League of Eastern Massachusetts*

Placement Based Models are the key to sustainability for workforce development programs. This workshop will provide a high level overview of key rules to consider when soliciting corporate commitments. Participants will explore "out-of-the-box" concepts and techniques that are essential to closing a deal.

### Working with Participants Track

**P**

## **P1** Gateway to Careers-The Job Seekers Guide to Unlocking Your Potential

*Margarita Winnell, Jewish Vocational Services-The Work Place*

Are you looking for easy to use online tools for career assessment? This workshop will introduce you to Gateway to Careers, an exciting new website. Gateway is a practical and easy to use resource that can be used to complement your work and support your clients in achieving their career goals.

## **P2** The Last Ten Yards Toward Employment: The 'Job Ready' Candidate

*Sandra Coyne, BayPath College, and Terry Hodur, Massachusetts Rehabilitation Commission*

This workshop will provide an overview of job readiness based on the MRC Job Readiness list, discuss how job candidates can bring their own personal approach to an interview, and share a quarterly evaluation that is being used by an employer. A simulated interview with a "reserved seat approach" will be presented.

## **P3** Hosting an Ex-Offender Job Club

*Todd Angilly, Massachusetts Probation, and Josh Bowdridge, Middlesex Sheriff's Office*

Job Clubs offer an excellent opportunity to support ex-offenders as they re-enter the workplace. This session will cover the basics in developing a successful ex-offender job club and how to use this as an opportunity to increase inter-agency collaborations.

## **P4** WorkFirst: Specialized Employment Services for Helping Men and Women Successfully Transition from Homelessness

*Wendy Lauser, hopeFound*

WorkFirst builds upon the inner strengths of clients and the value of work as a tool for recovery and stability. Participants will understand how this translates into

practice, especially as behavior change theory is applied to employment services. Participants will receive the newly released WorkFirst Toolkit, a manual for applying this approach.

## **P5** The Opportunity Center: An Interdisciplinary Approach to Maximizing Self-Sufficiency

*Heidi Gold and Shannon Teles, South Middlesex Opportunity Council, Inc.*

This workshop will introduce the Opportunity Center, a fully integrated, multi-disciplinary, social service delivery system that addresses, reduces and eliminates poverty. Participants will learn how this approach can streamline communication and effectively coordinate service delivery in a community based housing and workforce development agency.

## **P6** Collaborative Case Management: Lessons Learned

*Robin Adams, RI Adult Education Professional Development Center, Louise Finan, Education Xchange, Nancy Miller, RI College Outreach, and Christopher Selwyn, Connecting for Children and Families*

This presentation will highlight examples of local best practices and lessons learned by a panel of case managers from Rhode Island's Case Managers Professional Learning Community (CM PLC). They will share tools and resources they have developed to improve participant outcomes and overall effectiveness of case management efforts.

## **P7** Coaching 2.0: Revolutionizing Career Coaching in the Workplace

*Geoff Vercauteren and Amy Zydanowicz, Brigham and Women's Hospital*

In 2011, BWH completely redesigned their career-coaching model to better meet the needs of its incumbent workforce. This workshop will cover the new and more effective model of coaching and its integration of a data management system to support this initiative; discuss techniques for coaching individuals as well as groups; and share some tools currently in use at BWH.

### Collaborations, Partnerships, and Policy Track

**C**

## **C1** Housing Authorities as Workforce Partners: A Building Trades Pre-Apprenticeship Program as a Model for Career Pathways

*Maria Chavez and Rachel Goodman, Boston Housing Authority, and Mary Vogel, The Construction Institute*

This workshop will highlight the Boston Housing Authority's (BHA) partnerships with workforce entities including skills training providers, community-based organizations, one-stop career centers, labor organizations, and employers to assist low-income residents in accessing jobs in lucrative industries.



## C2 Linking Resources and Services Through Formal Connections

*Kory Eng, United Way of Massachusetts Bay and Merrimack Valley, Thomas Lorello, Heading Home, and Elizabeth Pabón-Szebeda, Inquilinos Boricuas en Acción/Bunker Hill Community College*

This workshop will highlight early findings from geographic partnerships supported by the United Way of Massachusetts Bay and Merrimack Valley. Looking at initial quantitative and qualitative data and hearing from a panel of practitioners, participants will learn about challenges and key ingredients to success, and what it takes to make the cultural shifts in organizations to develop and sustain collaborations.

## C3 Building Economic Security Through Community Coalition: The CONNECT Experience

*Marissa Guanaja, Chelsea Neighborhood Developers/CONNECT, and Juan Vega, Centro Latino*

In Chelsea, six institutions are applying “bundled” service models and leveraging existing resources to support transformative economic mobility for low-income families through the CONNECT initiative. Learn about CONNECT’s collaborative structure and how to apply its unique strategies to build family economic success in your own community, combining education and training with financial services and asset-building approaches.

## C4 Partnering for Employment Success: Leveraging Local Resources

*Marianne Pelletier and Jodi Wilinsky Hill, COMPASS for kids*

This workshop focuses on building and maintaining successful partnerships for training and employment of underserved adults. The model is based on the four-year-old COMPASS Community College Collaborative program, which has shown excellent outcomes for homeless and at-risk parents in several locations.

## C5 Advancing the Advocacy Agenda to Support ESOL Participants

*Claudia Green, English for New Bostonians, and Dan Sherman, The Boston Foundation*

The sustained delivery of effective services and supports for ESOL participants and immigrants is dependent upon continued advocacy efforts at both the state and national level. This workshop provides an overview of current policy and advocacy efforts, including identification of policy barriers, and specific steps you and your agency can take today to help ensure that your clients can achieve economic success.

## C6 Building Effective Collaborations Among Homeless Providers and the Workforce and Education Community

*Cheryl Amey, Community Teamwork, Inc., Susanne Beaton, The Paul and Phyllis Fireman Charitable Foundation, Laila Bernstein, Interagency Council on Housing and Homelessness, and Dennis Carman, United Way of Greater Plymouth County*

This workshop highlights promising practices and lessons learned from an initiative of the Paul and Phyllis Fireman Charitable Foundation to help homeless families transition

into permanent housing knowing that limited education and employment prospects pose major barriers to a successful transition. Learn about how to identify and leverage existing community resources, and the “how to’s” of partnership development and collaboration.

## C7 Fostering Successful Partnerships in Workforce Development

*Navjeet Singh and Lisa Soricone, Commonwealth Corporation*

The workshop will outline key elements and strategies for managing partnerships in workforce development, based on the experience and research of Commonwealth Corporation working with industry sector-based partnerships in Massachusetts. There will be time for discussion, and tools and templates for managing partnerships and monitoring their success will be shared.

### Transitions to Post-Secondary Education and Training Track

T

## T1 Transformation on the Path to College and Careers: New Opportunities for Adult Students

*Jennifer Freeman, Community College/Workforce Development Transformation Agenda, and representatives from a One Stop Career Center and Community College*

Massachusetts Community Colleges and their partners in workforce development have undertaken a new initiative designed to simplify access to college, accelerate learning and create stronger ties between the colleges’ programs and jobs in the local labor market. Workshop participants will learn about new opportunities, available at community colleges and One-Stop Career Centers throughout the state, to help their clients navigate a path to college and careers.

## T2 Academic Coaching: The Secret for Success in Community College

*Jacqueline Donahue and Ben Lappen, Jewish Vocational Service*

Academic Coaching at JVS has proven to be an essential ingredient in helping students navigate the areas traditional college education systems are not designed to address. This presentation will introduce participants to academic coaching and the eight core skills that JVS has identified as being crucial for a student to succeed in community college. Several tools that JVS uses with students will be shared.

## T3 College Navigators: Providing Adult Learners Supportive Transitions to Community College

*Nicole Hart, Year Up, Zeida Santos, Boston Private Industry Council, and Jacqueline R. Williams, Bunker Hill Community College*

The College Navigator is one model for how best to support adult learners as they make the transition to community college. Come learn about the role of the College Navigator: how this position is structured, the type of students served taking into account factors such as placement test results, previous college experience and current working status, and the importance of building relationships on campus.

## Youth Track



### Y1 Working with Employers to Create Employment Pathways for High-Risk Youth

*Jake Jacobs, Roca, Inc.*

This presentation will address engaging employers to create pathways to employment for very high-risk youth, meeting the needs of both the employer and the youth. It will address meeting young people where they are in their level of skill and readiness to work, preparing them for unsubsidized employment.

### Y2 Using the *Empower Your Future Curriculum* in Youth Employment Programs

*Anne Berrigan and Mike Furey, Commonwealth Corporation*

Youth employment programs are adopting the Empower Your Future curriculum guide for youth with diverse needs—from younger teens in community-based programs to older youth in DYS settings. Learn about this versatile resource that can be customized for short-and long-term programs and for youth at different stages in their work histories.

### Y3 Youth Manufacturing Pilot: Pathway System-Building and Employer Engagement

*Seth Boyd and Shailah Stewart, Commonwealth Corporation, and Leslie Parady, Massachusetts Manufacturing Extension Partnership*

Disconnected youth need a pathway, a personalized sequence of education, training, work, and support services, to a career. Employers are critical. Commonwealth Corporation will present its new Youth Manufacturing Pathway pilot, created in collaboration with the Massachusetts Manufacturing Extension Partnership, Worcester Technical High School, DYS and the Worcester Community Action Council.

### Y4 Employment Marketability for Out-of-School Youth through Career Pathways and College

*Maria Fernandes and Craig Kennedy, MY TURN, Inc.*

This presentation will highlight the structure and learning to date of a pilot program in Brockton that combines case-management, occupational skills training, employability skills, and college coursework to set high-school drop-outs on the road to economic self-sufficiency. It will provide information on interim outcomes, performance evaluation systems, and include presentations by youth participants.

### Y5 Incorporating Reflection into Youth Employment Experiences: The MA Work-Based Learning Plan

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

How do you build opportunities for reflection into youth employment experiences? In this workshop, we will examine ways that the Massachusetts Work-Based Learning Plan and other tools can create opportunities for youth to reflect on what they are learning.

## Program Design and Management Track



### D1 Program Design: Building Assets for Homeless and Low Income Women through Partnerships

*Judy Beckler and Wyvonne Stevens Carter, St. Mary's Center for Women and Children*

This workshop will provide an overview of the Women @ Work Plus program re-design utilizing best practice approaches with multiple partner engagement including homeless and low income women, community organizations, four stable industry sectors, and academic partners. Areas of focus will include program shift in participant culture from “clients” to “employees” and “learn and earn” classroom and workplace integration strategies.

### D2 Measuring Business Impact in Workforce Development

*Navjeet Singh and Lisa Soricone, Commonwealth Corporation*

Staff of Commonwealth Corporation will share experience, examples, and tools for measuring business impact based on their work with industry sector-based projects in Massachusetts and their publication, *Measuring Business Impact: A Workforce Development Practitioner's Guide*.

### D3 Job Readiness for Hard-to-Serve Populations

*Deborah Grace, North Shore Community Action Programs, and Patricia Pelletier, Massachusetts Association for Community Action*

This workshop will share the elements of an effective job readiness/employability development model, will provide information on assessment tools to measure job readiness skills, and will demonstrate fun and engaging lessons that can be integrated into a job training or adult education curriculum or used as workshop material for hard-to-serve populations.

### D4 Workplace ESOL Proficiency: Meeting Needs of Workers, Employers, and the Commonwealth

*Franklin Peralta, English For New Bostonians/MIRA, and Robert Vitello, English Works Campaign & English for New Bostonians*

This workshop will offer key suggestions for partnering with employers to operate a high-quality, high-performing workplace ABE/ESOL program for incumbent workers and linking that to other company training such as lean/process improvement. Participants will learn key competencies that providers will need to run high performing on-site workplace ESOL programs.

### D5 Staff Transition Management: Succession Planning for Strengthening Internal Capacity

*Patricia Duarte, Decision Insight, Inc.*

This workshop will focus on ways to mitigate turnover while strengthening internal capacity before the inevitable occurs - the departure of a key staff member. Participants will learn and discuss the financial impact of turnover and gain new insight on prevention and planning strategies that strengthen career development and performance management.



Commonwealth Workforce Coalition

# SHARING SKILLS~ BUILDING CONNECTIONS

*Partnering for Opportunity*

Monday, May 14, 2012

Sturbridge Host Hotel & Conference Center, Sturbridge, MA

## Conference Registration Procedure

**Conference Fee: \$100** early bird registration  
(payment must be received by April 13 by 4 p.m.)

**\$125** for registrations received after  
April 13 by 4 p.m.

**The Final Registration Deadline is April 20 by 4 p.m. Visit our website to register: <http://cwc.cedac.org>**

### 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 April 6. 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.

### Registration Includes

- Early bird registrations will be entered into a raffle for a prize
- Continental breakfast and 3-course luncheon

- Complimentary drink at post-conference reception
- Conference materials, including attendee contact list

### Hotel accommodations

Come and stay the night before at the Sturbridge Host Hotel & Conference Center for a reduced rate of \$110 plus tax. When making your reservation, be sure to mention that it is for the Commonwealth Workforce Coalition conference.

Contact the hotel at 508-347-7393 or visit their website: <http://www.sturbridgehosthotel.com>.

### Supporters:



One Center Plaza, Suite 350, Boston MA 02108  
Tel: 617-727-5944  
Community Economic Development Assistance Corporation