Enhance Service Access and Improve Employment Outcomes

2004 National Conference on

Managing & Marketing One-Stop Career Centers

Best Practices and Innovations in Workforce Development

Measure Performance
Improve delivery of One-Stop labor services by linking performance measures to assessment and training tools

Forge Effective Partnerships
Collaborate with industry and colleges to effectively match employment services to your clients´ needs

Enhance Service Delivery
Proven methods to improve efficiency in core, intensive and training services

PLUS Financing One-Stop Centers
Develop resources to sustain and enhance your One-Stop Career Center



Presented by:

The Performance Institute

In Association with:

community transportation association

Center for Workforce Success — The Manufacturing Institute — NAM National Association of Manufacturers

Seattle Jobs Initiative

south florida Workforce — member: Employ Florida

March 29-30, 2004
Miami Beach, FL
Wyndham Miami Beach Resort

Help Your Clients Reach Self-Sufficiency!

Manage a Comprehensive One-Stop Delivery System

Use Performance Information to Continually Improve Your One-Stop Center Operations

Who Should Attend:

- Workforce Investment Board Members
- Workforce Case Managers
- One-Stop Career Center Operators
- City Office of Workforce Development
- Business and Employment Program Managers
- Vocational Services
- Rehabilitation Services
- Adult Education Programs
- Industrial Relations Employment Services
- Community Colleges
- Farm Worker Employment Programs
- Native American Employment Programs
- Job Corps
- And all other One-Stop Service Partners and Workforce Professionals!

Dear Workforce Professional,

Red tape and paperwork is often more burdensome than the task of connecting employment, education and training services into a coherent network of resources. Fortunately, hundreds of One-Stop Career Centers successfully promote employee quality and retention with streamlined approaches and performance measures.

Join workforce development experts and leaders at the ***2004 National Conference on Managing and Marketing One-Stop Career Centers,*** *March 29-30 in Miami Beach.* This forum encourages the participation of One-Stop Center operators, Workforce Investment Boards and workforce development stakeholders to share best practices and lessons learned when managing and providing useful employment information and resources to local areas.

MEASURE Performance
Stakeholders invest in programs that can be evaluated for effectiveness. Clear outcome measures and consequences for failing programs ensure customer satisfaction and partner support. Develop performance measures that validate your case management, report "welfare-to-work" outcomes and ensure your center's hard-to-place individuals are developing the skills necessary to obtain and maintain a job.

PARTNER for Results
Forge partnerships to address comprehensive workforce development needs to help sustain your local economy. Effective collaboration can transfer fragmented service delivery into an integrated, high-quality system congruent to the needs of job seekers and employers. Model successful examples of performance measurements and innovative methods to manage and evaluate your One-Stop partnerships.

INTEGRATE Programs
Ensure seamless services for required partners, service providers and a diverse workforce. Establish referral linkages that identify sources of funding and improve overall service delivery. Incorporate lessons learned to encourage job placement, skill development and job retention among clients. Finally, enhance support services in accordance with WIA policies.

This forum promises to be a valuable peer-to-peer setting for the exchange of strategies and best practices from the nation's leading One-Stop Career Centers and operators. Register today by calling 703-894-0481 or visit us at www.PerformanceWeb.org. I hope to see you this March in Miami Beach!



Chris DeJohn
Associate Director
Center for Social Policy
The Performance Institute

Integrate Services to Meet Client Needs

Operate One-Stop Centers that

Agenda & Speaking Faculty

Day One: March 29, 2004

8:00 **Registration & Continental Breakfast**

8:30 **Keynote Address: One-Stop Career Systems: Service Delivery and Performance Measurement**
Explore issues inherent in designing a performance management system for One-Stop systems that measure the performance of the system appropriately, without having unintended and dysfunctional consequences. What are the service delivery dynamics created by performance measures? How do we prevent performance measures from leading to "creaming"? How do we reconcile a community's need to serve the hardest-to-serve with a One-Stop Operator's need to show high performance? How do we design performance measurement systems that encourage provision of services to different segments of the workforce?
Harriet Spivak, *Executive Director, South Florida Workforce Board**

9:30 **Leadership Panel: Key Perspectives and Issues in Developing and Improving Successful One-Stop Career Centers**
Discover the proven benefits of a unified, single workforce development system, as established by the federal One-Stop initiative. Understand the importance of involving additional human resources development agencies towards the consolidation of core, intensive and any additional services for all citizens. Learn the importance of an effective matching system as linked to retention levels and accuracy of the referrals. Finally, gain knowledge on ways to integrate services for the migratory workforce.
Pete Kaiser, *President of the Kaiser Group and General Manager of the Brevard Job Link, Brevard County Florida*
Beth Norris, *Racine County Workforce Development Center*

10:30 **Break & Refreshments**

10:45 **A Framework for Performance-Based Measures for One-Stop Career Centers and One-Stop Delivery Systems**
❏ Devise and implement performance measures to evaluate and streamline workforce and placement services
❏ Model after proven practices for achieving effective performance management under the One-Stop delivery system
❏ Understand case management implications of performance measures
❏ Drive results-orientation to the client-service level
Felipe Monroig, *The Performance Institute*

12:00 **Networking Luncheon**

1:15 **Partnerships that Work: Engaging the Public and Private Sector**
Forge active partnerships that link employers and industry associations with capable clients. Understand key perspectives and issues in developing successful One-Stop Career Centers.
❏ Develop strategies that engage post-secondary systems
❏ Enhance program management and instructional strategies
❏ Integrate human resource development agencies with core and intensive services to reach all citizens
❏ Implement an effective matching system that evaluates retention levels and referral accuracy
Steve Wing, *CVS*
Rev. H. Lionel Edmonds, *Senior Minister of Mount Lebanon Baptist Church, Washington, D.C. & President of the Washington Interfaith Network*

2:15 **Providing Case Management Services that Get Results**
Apply best practices in providing case management services to job seekers with employment barriers such as low skills, English as a second language, a criminal background, drugs and alcohols, homelessness and transitioning off of public assistance. Improve the knowledge, understanding and skills of staff responsible for providing these direct services and achieve outcomes consistent with the vision of your One-Stop System.
❏ Discover best practices in assessment and support of first time or repeat clients
❏ Integrate employer soft-skill requirements into your case management strategy
❏ Help clients retain their jobs and embark on the road to career advancement
Anne Keeney, *Director of Business Development, Seattle Jobs Initiative*

3:15 **Break & Refreshments**

3:30 **Best Practices in Cost Allocation and Resource Sharing for One-Stop Career Centers**
❏ Develop an integrated system of services that effectively serves the community
❏ Meet all funding source needs with a single system
❏ Identify a cost-allocation methodology for equitable distribution of costs
❏ Maintain transparency and a record of accountability
Beth Norris, *Racine County Workforce Development Center*

4:30 **Adjourn**

Balance the Needs of Individuals

Day Two: March 30, 2004

8:00 **Continental Breakfast**

8:30 **Overcoming Barriers to Employment: Transportation Strategies for Hard-to-Serve Clients**

❏ Devise systems that respond to the needs of local job seekers and employers
❏ Create immediate action plans to remove employment barriers
❏ Apply innovative approaches to reducing recidivism
❏ Partner to provide transportation assistance and ensure job retention

Carolyn Jeskey, *Assistant Director, Community Transportation Association of America*
Luis Acosta, *Transit to Jobs Coordinator, Capital District Transportation Authority, Albany, NY*
Cyndi Maxwell, *Director of Planning and Evaluation, Workforce Development Board of the Treasure Coast, Port St. Lucie, FL*
Susan Teubel, *Planning Coordinator, Workforce Development Board of the Treasure Coast, Port St. Lucie, FL*

9:45 **One-Stop Service Delivery Strategies for Job Seekers with Disabilities**

One-Stop service delivery processes should be faithful to legislation and public policies, continuously pursue state-of-the-art professional practices and are driven by the customer's expectations for quality and accountability. This session will provide a framework for establishing and continuously improving service delivery quality to job seekers with disabilities. We will emphasize continuous quality improvement in management and service delivery, which results in enhanced systems performance and resulting customer satisfaction.

❏ Achieve One-Stop delivery outcomes through sensible policies and procedures at all service levels for clients with disabilities
❏ One-Stop service delivery on all levels with expertise that exceeds the client's expectations on accessibility and accommodation
❏ Enforce linkages with disability-specific organizations and use local labor information and data to design your client's career plan
❏ Examine resources for establishing successful certification policies and procedures for state and local workforce boards under 2004 WIA legislation

Paul Andrew, *Managing Director, Employment and Community Services, CARF The Rehabilitation Accreditation Commission*

10:45 **Break & Refreshments**

11:00 **Partnerships between Schools, Community and Workplace for Young Clients**

❏ Achieve One-Stop delivery outcomes through effective and sensible policies and procedures at core and intensive service levels for young clients
❏ Forge collaborations to enhance education, encourage training, job placement and career development
❏ Use local labor, education information and data to design your client's career plans
❏ Develop post employment and follow up strategies to ensure an integral and efficient support to the young client

Linda Chambers, *MBA Fellow, United States Department of Labor**

12:00 **Networking Luncheon/Adjourn**

1:15 **Application Workshop: Developing Innovative Sources of Funding and Human Capital to Sustain and Enhance Your One-Stop Career Center**

Carry out the vision and mission of your Workforce Board and collaborate with them to gain valuable sources of funding. Discover various One-Stop models and consider "mini" One-Stops in FBOs, schools and chambers. This workshop will provide you with all the necessary tools to:

❏ Secure non-traditional sources of funding
❏ Understand common performance measures
❏ Use the blended learning approach to develop a continual training program
❏ Develop a Quality Management system that focuses on customer service and continuous improvement
❏ Consider a Business Services Unit approach – community identification

Pete Kaiser, *President of the Kaiser Group and General Manager of the Brevard Job Link, Brevard County Florida*

4:30 **Workshop Adjourns**



with those of Local Employers

Top Ten Reasons to Attend:

1. **Acquire** innovative strategies for developing case management programs
2. **Use** performance measurements to improve services
3. **Implement** best practices in client assessment and interview techniques
4. **Identify** lessons learned from working with TANF clients
5. **Establish** effective partnerships to provide seamless service delivery
6. **Enhance** client tracking, data collection and outcome reporting
7. **Streamline** "welfare-to-work" and disability programs
8. **Design** outcome measures to improve performance, reporting and funding
9. **Strengthen** relationships between locally elected officials, WIBs, stakeholders and funders
10. **Communicate** program results to partners, decision makers and benefactors

Venue and Hotel Information:

The ***2004 National Conference on Managing & Marketing One-Stop Career Centers*** will be held at the Wyndham Miami Beach, in Miami Beach, FL. Also, for your convenience, a limited number of rooms have been reserved at the discounted rate of $107. Please contact the hotel at 1-800-996-3426 by February 29, 2004 to receive the discounted rate and be sure to ask for the Performance Institute conference rate.



Wyndham Miami Beach Resort
4833 Collins Avenue
Miami Beach, FL 33140
Hotel: 305-532-3600
Reservations: 1-800-996-3426

Sponsorship and Exhibiting:

To learn more about sponsorship and exhibiting opportunities at ***Managing & Marketing One-Stop Career Centers***, please contact Dana DeMilio at 703-894-0481 or DeMilio@PerformanceWeb.org.

Tuition Rates:

Fees for attending the ***2004 National Conference on and Managing and Marketing One-Stop Career Centers*** are as follows:

Conference Only $1095
Workshop $395

Group Discounts:

Group discounts are available! Contact James Simpson at the Performance Institute for more information by calling 703-894-0481 or email him at Simpson@PerformanceWeb.org.

Administrative Note: A 10% cancellation fee on registration will be charged for cancellations received less than three weeks from the date of the conference. As speakers are confirmed 6 months before the event, some speaker changes or topic changes may occur in the program. The Performance Institute is not responsible for speaker changes, but will work to ensure a comparable speaker is located to participate in the program.



The Performance Institute
1515 N. Courthouse Rd.
Suite 600
Arlington, Virginia 22201

Registration Form for the *2004 National Conference on Managing & Marketing One-Stop Career Centers*

Call 703-894-0481; Fax this Form to: 703-894-0482; or visit www.PerformanceWeb.org

❑ Yes! Register me for the Conference only.
❑ Yes! Register me for the workshop only.
❑ Yes! Register me for the Conference AND workshop.
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