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

Dear Workforce Professional,

Red tape and paperwork can often times be 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 have successfully promoted employee quality and retention with streamlined approaches and performance-based measures.

Join workforce development experts and leaders at the *2003 National Conference on Designing, and Managing One-Stop Career Centers*. 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 designing, implementing, managing and providing successful 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 that address comprehensive workforce development needs endemic to your local economy. Effective collaborations 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 measurement and innovative methods to manage and evaluate your one stop partnerships.

Integrate Programs that 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. 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 look forward to seeing you this August in Denver!

Luisa Córdoba



Associate Director
Center for Social Policy
The Performance Institute

Identify Funding Sources and Improve Overall Service Delivery

Rave Reviews from Previous Conferences!

"Lots of great information that is useful in case management systems."
—Carol Huckaby, CCFSA

"Great exercises that provided better insight and allowed me to develop strategies on specific cases relative to my organization!"
–C. Graham, The Heintz Center

"I got a lot of great ideas to take back that could really help our programs. I learned about some new assessment tools that will be helpful to my entire staff."
—Carla Harsin, River Valley Resources, Inc.

"Very innovative… great new ideas… good insight… futuristic. Great stuff to take back to the office and Use today."
-Cheryl C. Bues, Dept. of Veterans Affairs

Innovative Labor Market Services for All Citizens

2003 National Conference on

Designing, Managing and Marketing One-Stop Career Centers

BEST PRACTICES AND STRATEGIES FOR WORKFORCE DEVELOPMENT

Proven Strategies and Innovations for Solving Hard-to-Tackle Issues in Employment, Training and Retaining Programs for:

- Public & Private Employers and Staffing Agencies
- Job Seekers
- One-Stop Center Designers, Managers and Operators



Aug. 12 -13, 2003
Denver, CO

Strategies for Effectively Developing and Measuring the Operation and Management of your One Stop Career Center

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2003 National Conference on Designing, Managing and 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.

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What Works?

Model One-Stop Career Centers that Successfully Provide Clients with Tools for Employment

✔ Measure Performance

Develop & Implement Performance Measures Linked to Assessment and Training Tools for the Delivery of One-Stop Labor Services

✔ Define Functions

Maximize Collaboration between Partners and Agents to Effectively Match Services to Clients

✔ Contract for Results

Utilize Performance-Based Contracting to Improve Accountability in Core, Intensive, and Training Services

✔ Integrate Services

Innovative Strategies for Providing Effective Case Management & Measuring Outcomes with Minority, Refugee, Immigrant Populations & TANF Clients

Aug. 12 -13, 2003
Denver, CO

Increase Job Retention and Workforce Skill to Enhance Your Community's Economic Development

Presented by:

The Performance Institute

In association with:

WORKFORCE STRATEGY CENTER

Learn How to Manage a Comprehensive One-Stop Service Delivery System

Day One: August 12, 2003

8:30 Continental Breakfast

9:00 Keynote Address: One-Stop Career Centers under the Workforce Investment Act: Strong Customer Service for the Labor Market of America

Learn and implement partnership strategies that enhance one-stop career centers under WIA specifications and reporting mandates. Increase efficiency with a performance accountability system designed to meet the needs of your programs, your one-stop center, and your locality.

Booker T. Graves, *Colorado Office of Workforce Development**

9:45 Public and Private Partnerships that Work: How State and Local Industry Move People from Welfare to Work

- Key perspectives and issues in developing successful one-stop career centers
- Identify proven practices of a unified, single workforce development system
- 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**

10:45 Break and Refreshments

11:00 Effective Post-Secondary Training Strategies and Partnerships for a Diverse Workforce

- Strategies that engage postsecondary systems
- Best practices and lessons learned from community college partnerships
- Develop career progression strategies that target key industry sectors
- Reach and teach clients identified with basic skills deficiencies
- Enhance program management and instructional strategies
- Forge active partnerships that link employers and industry associations with capable students
- Build Relationships with Community College Advisory Committees

Dr. Federico Zaragoza, *St. Phillips College—South West Campus*

12:00 Networking Luncheon

1:15 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

Carl D. DeMaio, *The Performance Institute/Reason Foundation*

2:30 Best Practices in Cost Allocation and Resource-Sharing in the One-Stop Career Center

- Develop an integrated system of services that effectively serves the community
- Meet all funding source needs with a single system
- Identify cost-allocation methodology for equitable distribution of costs
- Maintain transparency and a record of accountability

Beth Norris, *Racine County Workforce Development Center*

3:15 Break and Refreshments

Performance-Based and Outcome-Oriented Career Centers for Employers

3:30 Improving Service to Employers – Best Practices in Offering Employer-Friendly Services

- Establish comprehensive qualified employee locator services to ensure available job openings that reach the workforce your area requires (private employers, public employers, nonprofit employers and labor organizations)
- Provide required training services to ensure sustained employment of clients
- Calculate labor market information to accurately aid in the planning of business expansion, relocation, and future hiring and training strategies

Marina Santos, *Workforce Alliance One-Stop Center*

4:15 Overcome 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

Brendon Harrington, *Downtown Denver Partnerships, Inc.*

5:15 Adjourn

**Denotes Invited*

Day Two: August 13, 2003

8:30 Continental Breakfast

Performance-Based and Outcome-Oriented Career Centers for Job Seekers

9:00 Civil Rights Responsibilities and Compliance with One Stop Centers
- Ensure you provide equal accessibility at your Center.
- Understand compliance measures with Olmstead, ADA, Title VI, and State and Local requirements
- Learn best practices for civil rights implementation procedures to understand which services can be best utilized to serve your One Stop Center's Client base
- Find out your Center's responsibilities and which measures and adaptations should be taken for immediate improvement in the services you offer

Valerie Alston, *United States Department of Health and Human Services*

9:45 Integrated and Seamless Case Management Strategies for a Diverse Workforce
- Best practices in intake, testing and assessment of first time or repeated clients
- Improve the knowledge, understanding, and skills of staff responsible for providing direct services to all clients
- Provide labor market information and industry specific data regarding salaries, benefits and job skills required

Lisa Snyder and Joyce Ugweje, *Office of Family and Community Services **

10:45 Break and Refreshments

11:00 Workforce Solutions for The Migratory Workforce
- Understand the means to "custom fit" the migratory employees to local businesses to specific working conditions and job requirements
- Discover best practices serving migrant workers with training subsidies, business tax credits, applicant screening, on-the-job training, and follow-up placement
- Utilize grants and other funding sources to best serve farmworkers and their families to procure education, training, employment, and supportive services
- Assemble migratory workers for educational achievement in GED acquisition and vocational certification concurrent with job training and interviewing techniques

John Delmatier, *Proteus*



11:45 Working Luncheon: Youth Placement and Best Practice on Apprenticeships, A Developing Story: Orange County One Stop Center

Join Lilly Rodriguez and Tonia Reyes in a Recount of Their Leading And Inspiring Case Management Program For Youth Placement Within Local Industry.

Analyze Their Case and Bring Back Home Proven Strategies to:
- Achieve Desired Outcomes Through Effective Policies and Procedures for Case Management
- Enhance Service Delivery through Integrated Case Management Strategies
- Involve Public and Private Sectors in presenting Solution for Hard-To-Serve Young Clients

Lilly Rodriguez, *Orange County One Stop Center **

Tonia Reyes, *Orange County One Stop Center **

1:00 POST CONFERENCE WORKSHOP
Outcome-Oriented One-Stop Career Center Marketing and Outreach

Link Marketing Strategies to One-Stop Center Outcomes
- Reach and retain more clients, report one-stop outcomes and ensure continuous operation and involvement of local business
- Align the facility's advertisements with the local industry's needs and advertise specific workforce requirements
- View the importance of an attractive and functional facility that promotes flow and privacy with an inviting and business-like appearance

****William Smith,*** *Academy for Educational Development*

4:00 Adjourn

Who should attend?
- Workforce Investment Board Members
- Workforce Case Managers
- One Stop Career Center Operators
- City Office of Workforce
- Business and Employment Program Managers
- Vocational Services
- Rehabilitation Services
- Adult Education Programs
- Industrial relations Employment Services
- Community Colleges
- Farm workers Employment Programs
- Native American Employment Programs
- Job Corps

And all other participating One Stop Service Partners and Workforce Professionals

Benefits of Attending this Conference:

1 Acquire Innovative Strategies for Improving Case Management Programs at the one Stop Career Center

2 Implement Best Practices in Client Assessment and Interview Techniques

3 Establish Effective Partnerships to Provide Seamless Delivery of Services

4 Maximize Innovative Approaches to Enhance Client Tracking, Data Collection and One Stop Center Outcome Reporting

5 Strengthen Collaborations Between Chief Local Elected Officials, Local WIB´s and One-Stop Center Stakeholders and Funders

6 Demonstrate and Communicate Program Results to Partners, Decision Makers and Bene-factors

7 Provide ¨Universal access" to Services that Meet the Needs of Hard-To-Serve Clients

8 Maximize the Use of Technology to Increase the Caseload Served By Your Local Workforce Development System.

Exhibiting and Sponsorship Information:

To learn more about sponsorship opportunities at The Performance Institute and customized in-house training sessions or other educational seminars and conferences, please contact James Simpson at 703-894-0481 or Simpson@PerformanceWeb.org.

Free Subscription to Institute Research:

The Performance Institute serves as the nation's leading repository of thoroughly researched, documented, catalogued and peer-reviewed "best practices" in a multitude of issue areas. Each month, the Institute publishes its research through a variety of e-mail publications. To subscribe to the Institute's newsletter send an e-mail to Performance@Peformanceweb.org. For more information on Institute programs and services, visit us on the Internet at www.PerformanceWeb.org.

Summit Venue and Accommodation Information:

The "2003 National Conference on Designing, Marketing and Managing One-Stop Career Centers" will be held at the Sheraton Denver West, in Denver, CO. Also, for your convenience, a limited number of rooms have been reserved at the discounted rate of $94.oo. Please contact the hotel by July 11th, , 2003 to receive the Performance Institute reservation discount. The Sheraton Denver West will ensure that your conference experience is not only educational but also comfortable and enjoyable in every aspect

Sheraton Denver West
360 Union Boulevard
Lakewood, CO 80228
Phone: 303-987-2000

Tuition Rates:

Fees for attendance at "2003 National Conference on Designing, and Managing One Stop Career Centers" are as follows:

Conference	$ 1095
Workshop	$ 395
Conference and Workshop	$ 1490

Group Discounts:

Group discounts are available. Contact James Simpson at the Performance Institute regarding group rates for the "2003 National Conference on Designing and Managing One Stop Career Centers," at 703-894-0481 or 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.