

One-Stop Career Center Performance Summit 2005

January 13-14, 2005
New Orleans
Loews Hotel

Managing, Marketing and Measuring Workforce Development Management Services in One-Stop Centers



Measure & Report Performance

Improve delivery of One-Stop workforce development 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 Delivery of Employment Services

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

Presented by:

The Performance Institute

Workshop:
Increase the Capacity of Your One-Stop Centers!

Comprehensive Coverage of One-Stop Delivery System Innovations

Managing, Marketing and Measuring Workforce Development Management Services in One-Stop Centers

Comprehensive Coverage of One-Stop Innovations:

- Performance measures within workforce services
- Strategies for overcoming barriers to employment
- Developing successful one-stop career center systems
- Public/private partnerships
- Community partnerships for youth employment
- Innovative sources of funding and capacity

Who Should Attend?

- One-Stop Career Center Operators/Directors
- Workforce Investment Board Members
- Workforce Case Managers
- City/State Office of Workforce Investment
- Business and Employment Program Managers
- Vocational Rehabilitation Services
- Adult Education Programs
- Industrial Relations Employment Services
- And all other participating 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 ***One-Stop Career Center Performance Summit 2005.*** This forum encourages the participation of One-Stop Center operators, Workforce Investment Boards and workforce development stakeholders to share best practices and lessons learned in managing and providing useful employment information and resources to local areas. Realign and improve the workforce system's capacity to meet the changing needs of business by assisting with recruitment, training and retention of skilled workers.

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 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 January in New Orleans!

Kara Farina

Kara Farina
Director, Center for Social Policy

Integrate Services and Report Enhanced Performance

Operate One-Stop Centers that Balan

Agenda & Speaking Faculty

Day One: January 13, 2004

8:00 Conference Registration & Continental Breakfast

8:30 Keynote Address: The Next Steps for One-Stop Career Systems: Improving Performance and Capacity through Community Coalitions

Realign and improve the workforce system's capacity to meet the changing needs of business by assisting with recruitment, training and retention of skilled workers. JOB1 is a unique coalition of the public/private sectors of the City of New Orleans, the area's business sector, the Louisiana Department of Labor, the higher education sector and non-profit agencies of the region. Identify the key goals of JOB1:

- Develop a competent workforce that will meet the business retention, expansion and attraction needs of the region
- Utilize current workers who are unemployed and underemployed in family-support wages
- Work with the youth of the community in training for emerging industries and occupations in tomorrow's global economy

***Andrala Walker**, Director, JOB1, Office of Workforce Development*
***Lisa D. Alexis**, Director, JOB1 Career Centers*

9:30 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

***Jon Desenberg**, Senior Consultant, The Performance Institute*

10:30 Break & Refreshments

Call 703-894-0481 or visit www.PerformanceWeb.org

10:45 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

***Rich Sampson**, Employment Transportation Specialist, Joblinks Employment Transportation Programs, Community Transportation Association of America*

12:00 Networking Luncheon

1:15 Evaluating Opportunity for Promoting Entrepreneurship

In the United States, about 600,000-800,000 new businesses are started each year. These small businesses are the foundation for our employment growth. They allow their owners to work for themselves and be self-sufficient. Identify and discuss how one-stop career center can be used to identify entrepreneurial opportunities to serve both individuals and the community. Join us for this interactive session to discuss ideas and issues to facilitate entrepreneurial opportunities in your region.

***John Barnes**, President, The Diplomacy Group*

2:15 Going from Good to Great: Boosting Business and Media Exposure: Case Study: Nevada Job Connect

The One-Stop model is business driven and while clients remain an important focus, business and the business community are our primary customers. Through innovative services and effective marketing strategies we can enhance the business community's perception of workforce development and be regarded as a significant force in economic development.

- Bring employers into your One-Stop
- Market your One-Stop – raising your profile in the business community
- Improve Branding of Centers and Services

***Tina Grefrath**, Nevada JobConnect*

3:15 Break & Refreshments



3:30 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*

4:30 Adjourn

Day Two: January 14, 2005

8:00 Continental Breakfast

8:30 Create a Disaster Management Plan for Your One-Stop Career Center System

An operator of a One-Stop Center, like the owner of a business, has a responsibility to its customers and its staff to have a well-developed, tested Disaster Management Plan. Even if your One-Stop Center is not located in a "disaster-prone" area, you should still have a Disaster Management Plan that includes participation in the relief and rescue effort.

- Develop a Five Point Disaster Preparation, Rescue, Relief and Recovery Plan for the response and aftermath of a natural disaster.
- Implement strategies to get business back online
- Coordinate Services to continue functioning post-disaster services

***Bruce Baptist, Director**, Florida Workforce Development Services, TTI*
***Kathy Winstanley**, Project Manager, Treasure Coast One-Stop Career Center System, TTI*

9:45 The Totally Integrated One Stop—Best Practices in Seamless Service Delivery

- 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

***Beth Norris**, Racine County Workforce Development Center*

10:45 Break & Refreshments

11:00 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 be 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 Accreditation Commission*

12:00 Conference Adjourns/Workshop Luncheon



# of Local Employers

Post-Conference Workshop

1:15 **Developing Innovative Sources of Funding and Human Capital to Sustain and Increase the Capacity of 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*

4:00 **Workshop Adjourns**

Top 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, WIB´s, stakeholders and funders
10. **Communicate** program results to partners, decision makers and benefactors

Venue & Hotel Information:

The ***One-Stop Career Center Performance Summit 2005*** will be held at the Loews New Orleans Hotel. Also, for your convenience, a limited number of rooms have been reserved at the discounted rate of $119. Please contact the hotel by December 22, 2004 to receive the Performance Institute reservation discount. The hotel will ensure that your conference experience is not only educational, but also comfortable and enjoyable in every aspect.

300 Poydras Street
New Orleans, LA 70130
866-211-6411



Exhibiting & 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 Nick Grasso at 703-894-0481 or email him at Grasso@PerformanceWeb.org.

Tuition Rates:

Fees for attendance at ***One-Stop Career Center Performance Summit 2005*** are as follows:

Summit	$1095
Workshop:	$395

Group Discounts:

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

Administrative Note:

Administrative Note: A $150 service fee will be charged on cancellations received less than three weeks from the date of the event. A credit memo will also be sent reflective of that amount, which can be used for a future Performance Institute conference.

The Performance Institute

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

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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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