

SUMMIT AGENDA

8:00 -8:30 AM - EXHIBITOR SET UP

SHANKER A/2ND FLOOR CORRIDOR

8:30-9:00 AM - REGISTRATION OPENS & EXPO HALL OPENS

REGISTRATION DESK (1ST FLOOR)

EXPO HALL - SHANKER A/

2ND FLOOR CORRIDOR

9:00-10:00 AM - OPENING GENERAL SESSION

SHANKER B/C (2ND FLOOR)

Sharing Innovations for a Stronger Economy

WELCOME:

Virginia Cruickshank, Senior Vice President, Employment, Career and Workforce Development, F.E.G.S. Health and Human Services System / Chair, NYCETC Board of Directors

Rebecca Brown Cesarani, Interim Executive Director, NYCETC

Philip Weinberg, President, NYC Workforce Investment Board

KEY NOTE SPEAKER:

Linda Gibbs, NYC Deputy Mayor for Health and Human Services

MODERATOR:

Mindy Tarlow, Executive Director, Center for Employment Opportunities / Vice Chair, NYCETC Board of Directors

10:00-10:30 AM - NETWORKING BREAK

EXPO HALL

10:30 AM-11:45 PM -PLENARY & CONCURRENT SESSIONS:

SHANKER B/C

Plenary Session: Ensuring Successful Outcomes for Disconnected Youth

Helping young adults age 16 to 24 who are neither in school, nor in the labor market presents challenges, but more importantly, opportunities. This session will explore some of these opportunities and promising strategies for serving young adult customers from a variety of unique perspectives.

SPEAKERS:

Evelyn Fernandez-Ketcham, Executive Director, New Heights Neighborhood Center
Gilberto Arroyo, Customer, New Heights Neighborhood Center

John Martinez, Senior Associate, MDRC
Suzanne Lynn, Deputy Commissioner for Community Development, NYC Department of Youth and Community Development

MODERATOR:

Howard Knoll, Senior Director, Casey Family Programs

CLASSROOM 19B

Hospitality and Tourism: The Hidden Sector

With the Obama emphasis on Infrastructure, Hospitality (including tourism, food and maritime) is the hidden sector. Particularly, in New York City it is a major employ-

er, but neglected in terms of both visibility and support. Employment trends, wages, and future prospects are the subjects of this presentation.

SPEAKERS:

Dr. Richard Graziano, Chairperson, Tourism & Hospitality Department, Kingsborough Community College

Joanathan Deutsch, Director, Culinary Arts program, Kingsborough Community College

Alissa Levine, Co-Director Project Welcome/CUNY Young Adult Program, Kingsborough Community College

MODERATOR:

Dr. Stuart Schulman, Executive Director, Center for Economic and Workforce Development, Kingsborough Community College.

CLASSROOM 19C

No Magic Bullet: Fundraising Strategies to Support Your Programs in Challenging Times

Whether attempting to raise money from individuals, philanthropies, corporations, or government, times are tough, and now, more than ever, workforce organizations must be as effective and as outcomes-driven as possible in order to make the most compelling case for money in a time of dwindling and finite resources. Geared towards fundraising and senior staff and built upon Workforce Professionals Training Institute's "No Magic Bullet" training program offered in New York City, this session will consider:

- The Art and Science of the Ask
- Making the Best Match Between Funder Priorities and Organizational Mission
- Relationship Management: The Key

to Fundraising Success

- Elements of Effective Proposal Writing to Foundations and Individuals
- Differentiating - and Effectively Marketing - Results and Impacts
- Funder Engagement Do's and Don'ts
- Balancing the Need for Core Support of Programs When Funders Often Prefer Innovative Ideas

In addition to provocative discussion, we will share strategies, tips, tools, and examples that can help you in honing your fundraising efforts.

SPEAKERS:

Louis Miceli, Executive Director, Workforce Professionals Training Institute

Peter Bushyeager, Independent Consultant

CLASSROOM 19D

Outcome Analysis and Lessons Learned from Three Center for Economic Opportunity Adult Workforce Programs

The session will present information about three innovative CEO/SBS workforce programs: Community Partners, Advance at Work, and the Workforce1 Transportation Career Center. The panel will provide an overview of the programs, results of an independent outcome evaluation of the programs, and the provider's perspective on operating the initiatives. Speakers will address best practices from the programs and lessons learned from the outcome analysis.

SPEAKERS:

Kristin Morse, Director of Evaluation NYC Center for Economic Opportunity

Tracie Abbott, Asst. Commissioner NYC Department of Small Business

Services

Diane Edelson, Senior Vice President for Business Development, DB Grant Associates

CLASSROOM 19E

Building Better Paths to Success: Workforce1 Occupation Assessment Tools

This session will review creative and practical strategies utilized by the Workforce1 Career Centers to assess customers interested in vocational training opportunities based on occupational interests and available job opportunities. Presenters will discuss how career advisement staff is being engaged to move beyond the current assessment techniques and employ new resources-including labor market data, standardized education and work experience requirements and Center focus groups-to better refer customers to the right trainings. Participants will have the opportunity to review examples of the tools used and ask questions about the challenges of assessing a high volume of customers.

SPEAKERS:

Allison Quigney, Executive Director, Workforce1 Training, NYC Department of Small Business Services

Lesia Lozowy, Director, Workforce1 Training, NYC Department of Small Business Services

Rhodina Smith, Career Advisor, Upper Manhattan Workforce1 Career Center

CLASSROOM 19F

Bringing English Into the Workplace: Partnership with the Mayor's Office of Adult Education

Employers: How would your workplace

benefit if employees spoke better English? Workforce developers: How can your program increase English skill with your clients? Our program places trained volunteer facilitators at your site to lead English conversation groups for workers, clients, or staff. Learn how you can bring English conversation groups to your workplace or program, free of charge. All participants leave with a 3-disc DVD set of "We Are New York" and a chance to start a group at your site. To find out more about the program, visit www.nyc.gov/LearnEnglish

SPEAKER:

Kayhan Irani, Director of Outreach Mayor's Office of Adult Education

CLASSROOM 19G

I-BEST in Healthcare Training for English Language Learners – Challenges & Promises

In New York State, 1.8 million working age adults are said to be not fully proficient in English and In Queens, close to 50% of the inhabitants report that they speak English less than "very well". Washington State's I-BEST (Integrated Basic Education & Skills Training) has been touted nationally as effective in helping individuals such as these succeed in training programs. This panel will describe pilot I-BEST programming in healthcare offered through the Workforce 1 Healthcare Career Center at LaGuardia Community College and the strategies it uses to help English Language Learners who are not fully proficient in the language to succeed in mid-level healthcare training.

SPEAKERS:

Cheryl Comeau-Kirschner, VESOL Instructor, Center for Immigrant Education and Training, LaGuardia Community College

Tania N. Ramírez, Educational Case Manager, Center for Immigrant Education and Training, LaGuardia Community College

Beth Godley, Education Coordinator, Center for Immigrant Education and Training, LaGuardia Community College

Suma Kurien, Director, Center for Immigrant Education and Training, LaGuardia Community College

Magdalena Kieliszek, VESOL Instructor, Center for Immigrant Education and Training, LaGuardia Community College

11:45-1:00 PM – LUNCHEON

SHANKER B/C

1:15-2:45 PM – PLENARY & CONCURRENT SESSIONS:

SHANKER B/C

Plenary Session: Building Closer Connections Between Literacy, Education, and Workforce Development

According to labor market experts, an increasing number of jobs during the next 10 years will require at least some post-secondary education. However, New York State has the third highest number of adults age 18-64 who speak English either poorly or not at all, just behind Texas and California. This session will look at ways that literacy, education, and workforce development programs can work together in order to help New York narrow its skills gap.

SPEAKERS:

Gregg Bethel, Sr. Executive for Career and Technical Education, NYC Department of Education

Ray Singleton, Assistant Deputy Commissioner, NYC Human Resources Administration

Elyse Barbell, Executive Director, Literacy Assistance Center

Mindy Tarlow, Executive Director, Center for Employment Opportunities

MODERATOR:

Virginia Cruickshank, Sr. Vice President, Employment, Career and Workforce Development, F.E.G.S. Health and Human Services System

CLASSROOM 19B***C.H.E.F.: A Food Service Industry Partnership Serving People with Criminal Records***

C.H.E.F. - Cooking for a Healthy Economic Future - is a partnership between the Osborne Association and Restaurant Opportunities Center of New York providing the opportunity for career ladders in New York's restaurant industry for people with criminal records. In this session, we will discuss how and why this partnership was created, the opportunities and challenges presented, and recommendations for others that are interested in forming sectoral partnerships for a specific population.

SPEAKERS:

Carolina Cordero Dyer, Associate Executive Director, The Osborne Association, Inc.

Sekou Siby, Co-Director, Restaurant Opportunities Center of New York

Dwayne Harris, Director of Workforce Development, The Osborne Association, Inc.

CLASSROOM 19C

Geriatric Career Development Program: A Partnership to Support At-Risk Youth as They Pursue Healthcare Careers

This presentation will describe a nursing home-based after school program. This innovative career and technical education model is designed to provide at-risk youth with a wide ranging community support system to improve academic success, achieve high school graduation, and prepare for careers in the burgeoning field of healthcare. The program's collaborative model will be discussed by partners from the Mosholu Montefiore Community Center and Hostos Community College to detail how resources and expertise are leveraged. The program's outcome data and measurable goals will also be presented to show the efficacy of this partnership based youth development program.

SPEAKERS:

Helen Torres, Senior Program Manager
Jewish Home Lifecare

Robyn Questel-Spiegel, Assistant Director,
College Bound Program, Mosholu Montefiore Community Center

Peter N. Mertens, Deputy Director, Eugenio Maria de Hostos Community College of the City University of New York

Audrey R. Wathen, Senior Vice President of Human Resources, Jewish Home Lifecare

Jesse Nieblas, HR Business Partner, CVS

MODERATOR:

Cara Unowsky, Corporate Director of Strategic Planning, Jewish Home Lifecare

CLASSROOM 19E

Re-Entry Employment and Retention: Change Through Collaboration

This workshop will incorporate the conceptual framework and participant feedback from a training series NADAP conducted on employment retention best practices for the formerly incarcerated for almost 200 chemical dependency treatment, criminal justice and workforce development professionals. This dynamic workshop provide participants with resources to help them 1) assess the effectiveness of their current re-entry client employment retention strategies; and 2) implement best practices to improve client outcomes, including reduced recidivism. Workshop participants will also address the need for continuous staff self-assessment to address their perceptions about the re-entry population that can undermine employment initiatives.

SPEAKER;

Elizabeth Madison
Vice President, NADAP, Inc.

CLASSROOM 19F

Lessons from the Ground: Serving Dislocated Workers in the 'New' Economy:

As the US economy is showing signs of recovery from the worst recession since 1930s, unemployment continues to maintain its highest rates in more than a quarter century. To rapidly respond to the deepening labor market crisis, Seedco, one of the nation's largest workforce develop-

ment intermediaries, with funding from the New York City Department of Small Business Services, has implemented a comprehensive program to revitalize work opportunities for thousands of dislocated workers in New York City. Since September 2009, through a network of eight local community-based organizations, Seedco and its partners have been providing thousands of dislocated workers in New York City with workforce solutions to rapidly re-enter the labor market. Panelists will share lessons learned from Seedco's network-based model, including the importance of program innovation and a customized approach in providing services to this special population group.

SPEAKERS:

Becky Gray, Vice President, Seedco
Anna Verdiyana, Program Manager, Seedco
Jeff Chen, Director, Chinese-American Planning Council
Reshard Riggins, Associate Director, Gay Men's Health Crisis

CLASSROOM 19G

Workforce Lessons from Three Center for Economic Opportunity Disconnected Youth Programs

The panel will look at lessons learned from three NYC Center for Economic Opportunity Programs targeting disconnected youth. One presentation will focus on the NYC Justice Corps, a workforce training program for court involved youth. A second presentation will focus on the Young Adult Internship Program, a short 14-week subsidized internship program. The third presentation will focus on lessons learned from literacy programs that have used paid internships to encourage retention.

SPEAKERS:

Dorick Scarpelli
 Program Director, NYC Justice Corps Phipps Community Development Corporation
Marlowe Paraiso
 Director of the Young Adult Internship Program, NYC Department of Youth and Community Development
Steven Portericker
 Director of Youth Services
 Union Settlement

MODERATOR:

Carson Hicks, Ph.D.
 Deputy Director of Evaluation
 NYC Center for Economic Opportunity

2:45-3:20 PM — NETWORKING BREAK

EXPO HALL AND 19TH FLOOR

***NYCETC GENERAL MEMBERSHIP MEETING
 (General Member Primary Contacts Only)***

SHANKER C

3:20-4:45 PM — CONCURRENT SESSIONS

SHANKER B

The GED Testing Initiative

The GED Testing Initiative is a public/private partnership that includes the creation of a website called the GED Compass that will contain an Adult Education program locator and a GED seat reservation system. Both of these tools will be of great value to the Workforce Development community. We look forward to sharing a demo of the website and discussing how GED preparation and workforce development can work together by using this website. We will also

talk about efforts to mobilize support for broader GED system reform.

SPEAKERS:

Nell Eckersley, Project Leader, Literacy Assistance Center

Venu Thelakkat, Director of Data Analysis
Literacy Assistance Center

Ellen Richer, RAEN Director, Literacy Assistance Center

Sierra Stoneman-Bell, Co-Director, Neighborhood Family Services Coalition

SHANKER C

Web to Work 2.0: Using Social Media to Enhance Workforce Development Programs

You're on Twitter, Facebook, Youtube, etc. Now what? "Web to Work 2.0" is a session of questions - and hopefully answers! From social media tactics to implementation and measurement, we will outline strategies and best practices for the workforce development community. This is an interactive, group-based discussion targeted towards front-line and marketing/communications staff to workshop ideas, get feedback, and give advice - with the underlying goal of creating viable technology solutions to carry out our organizations' missions. There will be opportunities for Q&A throughout the session.

SPEAKER:

Mathew Heggem

Director of Communications & Development, The Bookkeeping Center

CLASSROOM 19B

Getting the RAP Down: Legal Protections and Employment Strategies for Applicants with Criminal Records

This fact-filled, interactive session will combine an

overview of the New York State legal protections for applicants who have a criminal record, with nuts-and-bolts techniques to coach applicants through difficult areas of the job search process. Learn about Article 23-A, the New York City and New York State Human Rights Laws, what employers can and cannot ask about a criminal record, how applicants *should* answer the dreaded "have you ever been convicted" question on an application or interview, and resume techniques to minimize the impact of a criminal record. This session is a must for anyone who works with formerly convicted job seekers.

SPEAKERS:

Dan Salemsen, Training & Project Manager, Workforce Professionals Training Institute

Kate Rubin, Director of Policy & Community Outreach, The Bronx Defenders

CLASSROOM 19C

Capacity-Building Through Partnership: Working Effectively with the Workforce1 Career Center System

Representatives from SBS, a Workforce1 Career Center and two community-based organizations will describe the lift that partnership between CBOs and the Workforce1 system has brought to their business and jobseeker customers.

SPEAKERS:

Keith Rassumssen, Director, Staten Island Workforce1 Career Center (WF1CC)

Jeanie Tung, Director of Employment Services, Workforce Development Center, Henry Street Settlement

Peter Levine, Supervising Reference Librarian,

St. George Branch, New York Public Library (NYPL)

MODERATOR:

Joe Christo, Manager, Community Partnerships, NYC Department of Small Business Services (SBS)

CLASSROOM 19D

Beyond Job Development: Helping students to achieve career sustainability, academic success and financial literacy

Workforce development organizations help clients to find an entry-level job, but what next? Learn how the BEOC assists students in advancing along the career ladder, starting on the road to college and gaining an understanding of how to manage one's finances.

SPEAKERS:

Maralyn Mason, Executive Director
SUNY Brooklyn Educational Opportunity Center

Grazyna B. Kenda, Ph.D., Associate Director for Academic Affairs, SUNY Brooklyn Educational Opportunity Center

Malgorzata Powietrzynska, Evening/Saturday Programs Administrator, SUNY Brooklyn Educational Opportunity Center

Lavie Margolin, Placement Specialist SUNY Brooklyn Educational Opportunity Center

CLASSROOM 19F

Developing Cultural Competency

Staff at workforce development programs need to develop strong cultural competency (ie the ability to communicate and empathize across racial, class, gender, sexual orientation, etc. divides) to serve their participants well. Year

Up NYC staff who lead cultural competency efforts with their peers will help participants come to a new understanding of themselves and how they can better relate to others at this interactive workshop.

SPEAKERS:

Karen Fleshman, Director of Policy and Grants Management, Year Up NYC

Massomeh Muhammad, Alumni Coordinator, Year Up NYC

Wil Velazquez, Site Leader, Year Up NYC

Sid Ross, Academic Director, Year Up NYC

CLASSROOM 19G

Where Are NYC's Green Jobs and What Training Do People Need to Get Hired?

The NYC Labor Market Information Service has begun a groundbreaking study to answer these questions. This workshop will cover the basics about green: defining the green economy, identifying industries that are most closely involved with the green economy, defining green jobs, distinguishing new jobs from jobs that require a new layer of green skills, giving examples of green jobs in New York City, and outlining the major drivers of green jobs in New York City in the future. It will also describe the LMIS green jobs research, including the release of a new paper, and invite your participation into the questions you would like to have answered.

SPEAKERS:

Ronnie Kauder, Project Director, NYC Labor Market Information Service

4:45-5:00 PM — EXPO HALL SHUTS DOWN