

The 2009

# Aerospace Workforce Development *Summit*

Design, Manage and Fund Workforce  
Development and Job Placement Programs



## You Will Learn to:

### Promote the Aerospace Industry as a Career of Choice

Brand and promote the image of aerospace job opportunities to recruit a talented workforce

### Develop Skill Training Programs to Advance the Aerospace Workforce

Develop employment and workforce training programs to effectively meet the needs of the aerospace labor market

### Secure Aerospace Industry Funding

Identify new and alternate funding streams to increase capacity and programs for aerospace workforce development

### Enhance Workforce Development through Collaboration

Collaborate with aerospace industry entities and educators to match career paths with workforce needs to overcome resource constraints

January 14–15, 2009

Washington, DC

Optional Post-Conference Workshops

January 16, 2009



[www.PerformanceWeb.org](http://www.PerformanceWeb.org)

The 2009

# Aerospace Workforce Development Summit

## Dear Aerospace Workforce Development Advocate,

The need for qualified and skilled aerospace industry workers has never been greater. In 2006, recognizing the pressing and evolving workforce challenges of the aerospace industry, the Interagency Aerospace Revitalization Task Force was formed to make recommendations on aerospace workforce issues and help solve workforce challenges. To assist in these efforts the public workforce is working with the Department of Labor Employment and Training Administration, private businesses and educators at the high school and community college levels to help prepare workers for skilled jobs in the aerospace industry. In an effort to address the issues of recruitment, job placement training and collaboration The Performance Institute is hosting The 2009 Aerospace Workforce Development Summit, January 14-16, 2009 in Arlington, VA.

## Forge Public-Private Partnerships to Support Aerospace Advancement

In order to increase the aerospace workforce's talent pool, forging public-private partnerships are essential. Learn how to raise community awareness surrounding educational opportunities and workforce development. By utilizing the support of aerospace agencies and organizations, community colleges, and local one-stop career centers, learn to provide the essential infrastructure for supporting future aerospace workforce training.

## Enhance Job Placement Strategies: Recruit and Retain Skilled Workers

The aerospace industry faces a lack of diversity and influx of highly skilled workers. Determine how to improve recruitment and retention in the aerospace field and learn how to advance incumbent workers to more highly skilled and better paying positions within the industry.

## Successfully Train and Develop Future Aerospace Workers

Education and specialized skill training are of great importance in the aerospace industry. Hear best practices on how to incorporate comprehensive career ladders and mentoring opportunities for future workers that encourage workplace and job loyalty.

Incorporate lessons learned as we bring together workforce development and aerospace industry professionals. I hope you will join us to hear best practices for recruiting, retaining and securing a diverse aerospace workforce. Register today by calling 703-894-0481 or visit us at [www.PerformanceWeb.org](http://www.PerformanceWeb.org). I look forward to meeting you!

Sincerely,

*Colleen E. O'Rourke*

Colleen E. O'Rourke  
Director  
Center for Social Policy



## Reasons to Attend:

- Increase Recruitment and Retention for Aerospace
- Secure Aerospace Industry Funding to Improve Capacity for Your Workforce Programs
- Partner to Create Innovative Strategies and Funnel Well-Trained Workers into the Aerospace Industry
- Improve Outreach to Non-Traditional Populations
- Implement Innovative Apprentices Programs to Increase the Talent Pipeline

# Day One: January 14, 2009

8:30

Continental Breakfast & Registration

9:00

## **Keynote Address:**

### **Addressing the Future of Aerospace: Identifying Challenges and Solutions**

The public workforce system has been working with private businesses and educators to increase the capacity, recruitment and the image of the aerospace industry to meet the growing demands and labor shortage of the industry during this time of great change in our nation. In this keynote address, you will:

- Discuss an overview of issues and solutions for the aerospace industry
- Identify growth challenges and outcomes specific to the aerospace industry
- Develop "next step" solutions for aerospace workforce development challenges and shortages

**Tim Huddleston**

**Chairman of the Board of Directors  
National Aerospace Development Center**

10:00

### **Building and Sustaining Public-Private Partnerships to Build the Aerospace Talent Pipeline**

- Create partnerships between education, industry and the community to help build the workforce
- Implement proven practices to sustain partnerships and improve the aerospace industry workforce
- Ensure that schools and communities have the resources necessary to support workforce development

**Chris Carter**

**Assistant Director  
Virginia Space Grant Consortium**

11:00

Break & Refreshments

## **Who Should Attend:**

- WIB Members
- HR Directors for Aerospace Agencies and Organizations
- State and Local Workforce Agencies
- Community Colleges
- Directors of Workforce Planning
- Workforce System Youth Program Developers
- One-Stop Administrators and Operational Staff
- Job Corps Center Directors
- Directors of Organizational Development and Career Administration
- Workforce Investment Program Managers and Coordinators
- Vocational-Technical Schools
- Regional Business Liaisons

...And all stakeholders in the development of our nation's aerospace workforce

# Day One: Continued

11:15

## Creating and Executing a Strategic Plan for Short-Term and Long-Term Aerospace Workforce Goals

- Create a strategic plan for the organization, dividing workforce goals into short-term and long-term initiatives
- Identify the strategies, goals and demonstrated results that you want to outline
- Develop unique ways to align your aerospace workforce strategy with long term, tangible goals

**Dick Dell**  
Executive Director  
Advanced Vehicle Research Center

12:15

Lunch Break

1:15

## Designing and Implementing a Successful Recruitment Marketing Plan for Aerospace

- Develop recruitment efforts to attract the most qualified applicants for the aerospace workforce
- Deploy successful marketing techniques to tailor your plan to fit your organization
- Showcase advanced recruitment techniques to communicate effectively with your target audience

**Tom White**  
Director  
Economic Development Partnership  
North Carolina State University

2:15

Break & Refreshments

2:30

## Effective Outreach for a Diverse Workforce

- Showcase your mission to diversity in a way that inspires and attracts top talent
- Appeal to an applicant's need for an exciting and fulfilling work environment
- Implement cutting-edge recruiting strategies for targeting women and minorities in your community

**Dr. Carl S. Person**  
Manager, Minority University Research and Education Programs  
NASA Office of Education

3:30

## Developing Effective Aerospace Mentoring Programs for Students

- Offer career management mentoring programs to help new graduates transition into the workplace
- Provide resources and assistance to cultivate mentoring relationships with industry employees and leaders
- Devise a manageable career path to help students determine their areas of interest

**Marcia Gibson**  
NESC Academy Program Director  
National Institute of Aerospace

4:30

Adjourn

“A real eye-opener on the changing demographics of the labor market and the emerging issues”

Celsie Williams, Jersey City Employment and Training Program

# Day Two: January 15, 2009

8:30  
Continental Breakfast

9:00  
**Keynote Address:**

## The Role of Community Colleges and Universities in Developing Tomorrow's Aerospace Workforce Today

Community colleges and technical schools are an integral part of developing a educated and skilled aerospace workforce. In this keynote address, hear innovative techniques to increase local community colleges and university capacity to encourage students to enter the industry and help shape trends in the aerospace workforce.

- Understand how community colleges contribute skill training resources to decrease the gap in manufacturing workforce shortages
- Collaborate with community colleges to increase workers' skills, knowledge and career opportunities
- Align program offerings to the needs of your local service area

Joyce Leavitt Winterton  
Assistant Administrator for Education  
NASA Office of Education

10:00  
**Funding Update: Identifying Aerospace Funding Streams for Aerospace Workforce Programs**

- Learn about grant and funding opportunities for aerospace workforce development from the U.S. Department of Labor's Employment and Training Administration
- Maximize training dollars by securing partnerships and finding non-traditional funding sources
- Discuss what to expect during the next administration for high-growth funding

Bernice Garnett Alston  
Deputy Assistant Administrator for Planning, Policy and Evaluation  
NASA

11:00  
Break & Refreshments

11:15  
**Training and Skill Development for Aerospace Workforce Advancement**

- Bridge the gap between skill levels and highlight advanced training techniques
- Enhance workforce readiness with tips for job readiness and advancement
- Encourage obtainment of advanced aerospace workforce skill sets through education and technical training programs

Russell Lefevre  
President  
IEEE-USA

12:15  
Lunch Break

1:15  
**Replicating Successful Apprenticeships and Career Ladders for the Aerospace Industry**

- Help identify lucrative career opportunities and advancement based on industry needs
- Develop career ladders for employees of all education and skill levels
- Utilize new and current talent to maximize performance through training and career mentoring

H.L. Baird  
Aerospace Program Supervisor  
Oklahoma Department of Career and Technology Education

2:15  
Break and Refreshments

2:30  
**Improving the Process: Streamlining the Security Clearance Process and Portability between Agencies**

- Help students understand the importance of security screenings and clearance prior to employment in high profile industries
- Learn how to work with agencies to streamline the security process early to avoid disqualification
- Understand portability issues and how interagency collaboration can speed up the clearance process

Daphne Dador  
Manager, Workforce  
Aerospace Industries Association

3:30  
**Stakeholder Roundtable: Communicating Success in Aerospace Industry Outreach, Recruitment and Training**

- Address and eradicate institutional barriers to educational achievement and success
- Connect education to economic conditions to make potential candidates aware of career opportunities and requirements within the field
- Develop the outlook for continuous learning through an aerospace industry career

H.L. Baird  
Aerospace Program Supervisor  
Oklahoma Department of Career and Technology Education

Daphne Dador  
Manager, Workforce  
Aerospace Industries Association  
Russell Lefevre  
President  
IEEE-USA

4:30  
Conference Adjourns

# Day Three: January 16, 2009

8:30

Continental Breakfast & Workshop Registration

9:00

## **Workshop A: Career Pathway Development to Meet the Demand for Skilled Workers in the Aerospace Industry**

Learn about the nationally-funded College and Career Transitions Initiative (CCTI) and how the impressive outcomes from this 5-year research project can be utilized to help reduce workforce shortages in the aerospace industry. CCTI has demonstrated how K-12 schools, career and technical education providers, community colleges, 4-year universities, workforce development organizations, community and business leaders can collaborate to build and strengthen industry-specific career pathways that move learners to and through programs of study with effective results. You will leave this workshop with the following:

- Aerospace career pathways already in existence and templates for developing new aerospace career pathways
- Rigorous, real-world, relevant curriculum content to support educators developing and teaching aerospace career pathway courses
- Proven strategies to support students transitioning across educational levels and successfully entering into the aerospace industry workforce

**Laurance J. Warford**  
CCTI Project Director & Senior Workforce Consultant  
The League for Innovation in the Community College

**Marsha VanNahmen**  
Director of the Teaching and Learning Center  
Indiana U./Purdue U. Ivy Tech and K-12 schools in Columbus, Indiana

## **Workshop B: Funding Strategies and Capacity-Building for Aerospace Job Placement Programs**

Funding is an essential component in bolstering workforce services. Aside from federal grants money, there are many unique ways to secure funds to build a solid placement program.

- Identify key strategies for effectively procuring federal grants for workforce development services
- Integrate funding streams with program partners to pull resources to initiate growth
- Secure non-traditional sources of funding to set your job placement program apart from others

**Ingrid Evans**  
UI Director  
NASWA

12:00

Workshops Adjourn

**“The information is very practical and the templates presented are feasible for implementation”**

**Kathy Weaver, Newark Alliance**

# Logistics & Registration

## Exhibiting & Sponsorship

To learn more about exhibiting and sponsorships at The 2009 Aerospace Workforce Development Summit please contact Kwami Attipoe at 703-894-0481 or email him at [Attipoe@PerformanceWeb.org](mailto:Attipoe@PerformanceWeb.org).

## Venue & Hotel

The 2009 Aerospace Workforce Development Summit will be held at The Performance Institute in Arlington, VA. A public parking garage is located inside of the building for \$10/day. Continental breakfast and refreshments will be provided for delegates on each day.

Conference Address:  
The Performance Institute Conference Center  
1515 N. Courthouse Rd.  
Suite 600  
Arlington, VA 22201  
(703) 894-0920

A limited number of rooms have been reserved at the Arlington Rosslyn Courtyard by Marriott at the prevailing rate of \$209.00 until December 14, 2008. Please call the hotel directly and reference code "Aerospace Workforce" when making reservations to get the discounted rate. The hotel is conveniently located three blocks from the Rosslyn Metro station. Please ask the hotel about a complimentary shuttle that is also available for your convenience.

Arlington Rosslyn Courtyard by Marriott  
1533 Clarendon Blvd.  
Arlington, VA 22209  
Phone: 703-528-2222  
[www.courtyardarlingtonrosslyn.com](http://www.courtyardarlingtonrosslyn.com)

## Tuition & Group Discounts

The tuition rate for attending The 2009 Aerospace Workforce Development Summit is as follows:

	Early Rate	Regular Rate
Conference Only	\$699	\$799
Workshop	-----	\$399
Post-Conference Webinar	-----	\$299

\* For the Early Bird Rate, Register By: November 5, 2008

For more information on group discounts for The 2009 Aerospace Workforce Development Summit please contact Chris Joseph at 703-894-0481 or email him at [Joseph@PerformanceWeb.org](mailto:Joseph@PerformanceWeb.org).

## Cancellations and Quality Assurance

The Performance Institute strives to provide you with the most productive and effective educational experience possible. If after completing the course you feel there is some way we can improve, please write your comments on the evaluation form provided upon your arrival. Should you feel dissatisfied with your learning experience and wish to request a credit or refund, please submit it in writing no later than 10 business days after the end of the training to: Amy Shioji, VP of Education Services, The Performance Institute, 1515 N. Courthouse Road, Suite 600, Arlington, VA 22201. We will evaluate individual complaints in a context of collective comments from the event.

Note: A \$150 service fee will be charged on cancellations received less than four 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 conference. If you do not cancel your registration before the day of the event, you will be charged for the full conference amount. As speakers are confirmed six 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.

If for any reason The Performance Institute decides to cancel this conference, The Performance Institute accepts no responsibility for covering airfare, hotel or other costs incurred by registrants, including delegates, sponsors and guests.

## How Can I Register?

1. **ONLINE** at [www.PerformanceWeb.org](http://www.PerformanceWeb.org)
2. **VIA FAX** to 703-894-0482
3. **VIA PHONE** to 703-894-0481
4. **VIA MAIL** to 1515 N. Courthouse Road, Sixth Floor  
Arlington, VA 22201

- Yes! Register me for The 2009 Aerospace Workforce Development Summit
- Yes! Register me for The 2009 Aerospace Workforce Development Summit and Workshop A
- Yes! Register me for The 2009 Aerospace Workforce Development Summit and Workshop B
- Yes! Register me for The 2009 Aerospace Workforce Development Summit and Post-Conference Webinar
- Yes! Register me for The 2009 Aerospace Workforce Development Summit, Post-Conference Webinar and a Workshop Circle One: A B
- Please call me. I am interested in a special group discount for my team

## Delegate Information

Name \_\_\_\_\_ Title \_\_\_\_\_

Office \_\_\_\_\_ Organization \_\_\_\_\_


Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

## Payment Information

- Training Form/Purchase Order
- Check (accepted by mail only)
- Credit Card 

Credit Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Name on Card \_\_\_\_\_ Card Verification Number \_\_\_\_\_

## Billing Address

Please make checks payable to: The Performance Institute

Note: Payment must be secured prior to the conference. If payment is not received by the conference start date, a method of payment must be presented at the time of registration in order to guarantee your participation at the event.

Priority Code: S258-WEB

## Post-Conference Webinar:

January 27, 2009

Time: 2:30-3:30PM

### **Building and Sustaining Public-Private Partnerships to Build the Aerospace Talent Pipeline**

- Create partnerships between education, industry and the community to help build the workforce
- Implement proven practices to sustain partnerships and improve the aerospace industry workforce
- Ensure that schools and communities have the resources necessary to support workforce development

Register Online or Use the Registration Form at the End of this Brochure  
[www.PerformanceWeb.org/Events/e-learning](http://www.PerformanceWeb.org/Events/e-learning)

