



# Workforce Excellence 2010

Collaborate, Innovate and Transform Individuals and Organizations to be Successful in the 21st Century Economy

April 20-22, 2010  
Arlington, VA

## YOU WILL LEARN TO:

### **BUILD & SUSTAIN DEMAND-DRIVEN WORKFORCE PARTNERSHIPS**

Engage in meaningful, mutually-beneficial and sustainable partnerships that drive results

### **LEVERAGE AVAILABLE WORKFORCE FUNDING TO INCREASE SERVICE DELIVERY & INNOVATION**

Implement strategies to win grants and comply with key federal financial standards for reporting and implementation

### **DEVELOP STRONG PERFORMANCE MEASURES FOR WORKFORCE PROGRAM SUCCESS**

Learn how to develop performance measures that make sense and create the necessary results for your development programs

### **MEET THE DEMAND FOR A SKILLED & ACTIONABLE WORKFORCE**

Develop employment training programs to effectively meet labor market needs

Promote  
Outreach for  
a Competitive,  
Diverse and  
Highly Skilled  
Workforce

In Association with:



Earn CPE Credits!  
[www.WorkforceExcellence.org](http://www.WorkforceExcellence.org)

8:30

Conference Registration and Continental Breakfast

9:00

**KEYNOTE ADDRESS:** Prepare for and Develop a Highly Competitive Workforce

With an unpredictable economy, the competition for jobs has become strong. Industries are looking for reliable, stable and skilled workers. As workforce advocates, you need to create an industry-driven system of workforce development to help sustain your community. In this interactive keynote, you will learn to:

- Identify the challenges and solutions being faced by those in workforce positions
- Understand how to best target the increasing pool of applicants in today's workforce
- Identify "next steps" for industry solutions and workforce competition

**ALLAN CRAWFORD**, Director, Center for a Competitive Workforce, Arlington Chamber of Commerce

10:00

Break and Refreshments

10:15

Partner for Success: Collaborate With Industry and Community Leaders to Meet the Needs of Today's Workforce

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

**ANN FRANZ**, Economic Project Director  
Northeast Wisconsin Community College

11:15

Create and Execute a Strategic Plan for Short and Long-Term Workforce Goals

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

**PETER A. CRETICOS PH.D.**, Institute for Work and the Economy

12:15

Lunch Break

1:00

Enhance Program Performance for Improved Service Delivery

- Improve program performance to enhance efficiency and increase customer satisfaction and retention
- Learn ways to combine program processes and systems to reduce costs, simplify business processes and improve the quality of service delivery
- Break down agency and program glitches that hinder results to ensure services

**RANDALL EBERTS**, President, W.E Upjohn Institute

2:00

Break and Refreshments

2:15

Establish and Measure Outcomes for Workforce Development Programs

- Understand how higher unemployment rates have impacted performance measure standards at the federal level
- Learn to develop performance measures that align with services provided specifically by your programs
- Create measurable outcomes for successes in workforce training programs that can be tracked and reported accurately

**RUSS H. READ**, Executive Director, National Center, Biotechnology Workforce, NCCCS BioNetwork, Forsyth Tech Community College

3:15

Panel Discussion: How Do You Meet Customer Needs While Achieving Measurable Results?

- Align your mission to customer needs for improved service delivery
- Create a customer satisfaction model that directly measures internal results
- Develop a dialogue between customer and employee factions to maintain a high level of accuracy and profitability

**RUSS H. READ**, Executive Director, National Center, Biotechnology Workforce, NCCCS BioNetwork, Forsyth Tech Community College

**RANDALL EBERTS**, President, W.E Upjohn Institute

4:15

Day One Adjourns

## About the Performance Institute

Called “the leading think tank in performance measurement for government” on OMB’s ExpectMore.gov, The Performance Institute has been a leader in Performance Management training and policy since the 2000 administration transition. As part of the Government Performance Coalition, a group of good government organizations, the Institute worked in 2000 to deliver recommendations to the then new administration on what would become the President’s Management Agenda.

In 2009, the Institute is leading Innovations in Government: From Transition to Transformation, or InnoGOV.org, a collection of forums, research and recommendations to bring insight and transformation to the federal government. The goal of InnoGOV.org is to centralize the importance of performance, accountability and transparency in government and to disseminate the leading best practices to government managers.

The Performance Institute has published several research reports regarding performance management initiatives and trains over 10,000 government managers per year on performance-based topics. Dedicated to improving citizen services and taxpayer transparency, the Institute uses a best-practices foundation to deliver the most effective and tested methodologies for improving performance.

## WHO SHOULD ATTEND?

- HR Directors for Aerospace, Healthcare, Biotech, Manufacturing, Nursing and other high performance sectors
- State and Local Workforce Agencies
- WIB Members
- 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 future workforce

8:30

Continental Breakfast

9:00

**KEYNOTE ADDRESS:** Develop Talent for the 21st Century Workforce and Beyond

The public workforce structure is ever-changing and is challenging its leaders to step up and mold the future of our country's workforce. Businesses, educators and workforce advocates must come together to increase the capacity, recruitment and the image of today's workforce to meet the growing demands for labor in the 21st century. In this keynote, you will learn to shape a driven and motivated workforce.

- Understand the latest issues and solutions for workforce concerns
- Identify growth challenges and outcomes specific to industry
- Develop "next step" solutions for workforce development challenges and shortages coming up in the 21st century

**DR. GIBSON (SUNNY) MORRIS**, Executive Director, ADWIRED Academy

10:00

Break and Refreshments

10:15

Recruit 2.0: Design and Implement a Successful Recruitment Marketing Plan

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

**TAMI GOETZ**, Science Advisor, State of Utah

11:15

Encourage 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

**TAMI GOETZ**, Science Advisor, State of Utah

12:15

Lunch Break

1:00

Forge Career Pathway Development to Meet the Demand for Skilled Workers

- 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 workforce skill sets through education and technical training programs

**DR. GIBSON (SUNNY) MORRIS**, Executive Director, ADWIRED Academy

2:00

Break and Refreshments

2:15

Cultivate and Incentivize Workers During Economic Uncertainty

- Learn how to maintain productivity in a tough economy with proven strategies for combating roadblocks
- Incentivize and engage workers who are meeting the demands of the job even with strained resources
- Discover new and emerging trends in the workforce and how they can stimulate the economy

**MIMI BACILEK**, President, SuccessBuilders, LLC  
Executive and Leadership Development

3:15

A Post-ARRA World: Has the Recovery Act Created a Sustainable Workforce Model?

- Learn how the federal government has created a model for agencies to help support a sustainable workforce
- Implement ARRA recommendations to stay compliant with your funding guidelines
- Discuss the future of workforce recovery programs and initiatives for 2010

**ELIZABETH HOLDEN**, Senior Fellow  
The Performance Institute

4:15

Conference Adjourn

**Post-Conference Workshops** are practical, supplementary application sessions which incorporate and review tools, techniques and methods presented during the event. Participants will obtain a further understanding of how to use newly acquired tools and cutting-edge strategies. Through group exercises and scenario-based learning, you'll walk away with the expertise and resources needed for immediate and practical application. Enrollment space is limited, so register today to reserve your place.

**8:30**

Workshop Registration and Continental Breakfast

**9:00**

**WORKSHOP:** Grants Management for Results

As organizations increasingly move towards performance-based grants, more emphasis will be placed on the application and evaluation processes. Agencies and organizations will be under increasing pressure to measure, evaluate and improve the results of their grants. Performance management is an important tool for your grant programs to ensure clearly defined outcomes and accountability. In this workshop, explore all aspects of grant and proposal development and develop a framework for measuring and reporting the performance of the programs your organization or agency provides.

- Understand emerging accountability and transparency issues in grants management
- Discover best practices for grant writing
- Create grant applications that set your organization apart by linking performance measures to the effectiveness of your grant
- Acquire and utilize strategies to evaluate your grants and report back to the funder
- Target agencies that can help you reach your goals as well as focus on methods of fostering these relationships to ensure that partnerships are long-lasting
- Link performance-based grants to organizational performance measures

**ELIZABETH HOLDEN**, Senior Fellow,  
The Performance Institute

**12:00**

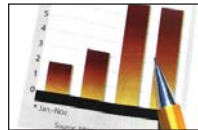
Workshop Adjourns

## TOP 5 REASONS TO ATTEND:



### SECURE

funding to improve capacity for your workforce programs



### CREATE

innovative strategies and funnel well-trained workers into today's workforce



### IMPROVE

outreach to non-traditional populations interested in workforce growth areas



### SPUR

economic and workforce development in your community



### PROMOTE

innovation and prepare for an adequate supply of qualified workers



# In-House Training & Customization

One of the more popular vehicles for accessing the Institute's educational offerings is the delivery of on-site trainings and management facilitations. Bringing a training or facilitation in-house gives you the opportunity to customize a program that addresses your exact challenges and provides a more personal learning experience, while virtually eliminating travel expenses. Whether you require training for your department or for an organization-wide initiative, the advanced learning methods employed by The Performance Institute will create an intimate training atmosphere that maximizes knowledge transfer to enhance the talent within your organization.

## Customization:

We realize that not all obstacles can be overcome by applying an "off-the-shelf" solution. While many training providers will offer you some variation of their standard training, The Performance Institute's subject matter experts will work with you and your team to examine your programs and determine your exact areas of need. The identification of real life examples will create a learning atmosphere that resonates with participants while at the same time providing immediate return on your training investment. Using interactive exercises that employ actual projects or scenarios from your organization, instructors can address specific challenges and align the curriculum of each session to your objectives. While the majority of on-site trainings are focused on smaller groups, The Performance Institute also has the ability to accommodate organization-wide training initiatives. Utilizing multiple instructors, the Institute has the capacity to deliver courses to groups of up to 300 participants per day.

## Areas of Expertise:

On-site delivery of single courses, certification programs and entire packages of specialized courses are available in the following areas:

- Strategic Planning
- Performance Measurement
- Project Management
- Lean Six Sigma
- Workforce Management
- Performance-Based Budgeting
- Performance-Based Contracting
- Performance Reporting
- Program Evaluation
- Administrative Management
- Leadership and Change

For more information about in-house training and certification options, please contact Jennifer Mueller at 202-739-9619 or email her at [Jennifer.Mueller@performanceinstitute.org](mailto:Jennifer.Mueller@performanceinstitute.org)

## Sponsorship Opportunities:

As a conference and training provider, The Performance Institute is an expert in bringing together leaders to share and discuss best practices and innovations. We connect decision-makers with respected solutions providers.

The Institute offers four different pre-designed sponsorship packages:


- Event Co-Sponsor
- Luncheon Sponsor
- Session Sponsor
- Exhibit Booth Sponsor

For more information on sponsorships or to get started, contact Meredith Mason at 202-739-9707 or email her at [Meredith.Mason@PerformanceInstitute.org](mailto:Meredith.Mason@PerformanceInstitute.org)

# Logistics & Tuition

## Venue and Hotel:

**Workforce Excellence 2010** will be hosted at The Performance Institute's Training Center in Arlington, VA, just one block east of the Courthouse stop on the Orange Line of the D.C. Metro. 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.

 The Performance Institute Conference Center  
1515 N. Courthouse Rd., Suite 600  
Arlington, VA 22201  
877-992-9521

A limited number of rooms have been reserved at the Arlington Rosslyn Courtyard by Marriott at the prevailing rate of **\$233.00 until March 22, 2010**. This rate is based on the Government Per Diem and is subject to change. Please call the hotel directly and reference code **"Workforce Excellence"** 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 / 1-800-321-2211  
[www.courtyardarlingtonrosslyn.com](http://www.courtyardarlingtonrosslyn.com)

## Tuition & Group Discounts:

The tuition rate for attending **Workforce Excellence 2010** is as follows:

Offerings	Early Bird	Regular Rate
Conference	\$699*	\$799
Workshop	\$299	\$299

\* For the Early Bird rate, register before: March 14, 2010.

For more information on group discounts for **Workforce Excellence 2010** contact: Melvin Hall at 202-739-9630 or email him at [Melvin.Hall@PerformanceInstitute.org](mailto:Melvin.Hall@PerformanceInstitute.org)

## CPE Credits:



**Delivery Method:** Group-live    **Program Level:** Basic  
**Prerequisites:** None    **Advanced Preparation:** None  
**CPE Credits:** 12 for the conference, 3 for the workshop

The Performance Institute is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding sponsors may be addressed to the National Registry of CPE Sponsors, 150 Fourth Avenue North, Nashville, TN 37219-2417. Website: [www.nasba.org](http://www.nasba.org).

## 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:

The Performance Institute: Quality Assurance  
805 15th Street, NW, 3rd Floor  
Washington, DC 20005

Note: 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.

We will evaluate individual complaints in a context of collective comments from the event.

## Discounts:

- All 'Early Bird' Discounts must require payment at time of registration and before the cut-off date in order to receive any discount.
- Any discounts offered whether by The Performance Institute (including team discounts) must also require payment at the time of registration.
- All discount offers cannot be combined with any other offer.
- Discounts cannot be applied retroactively

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.

# Registration Form



**Call**

877-992-9521



**Fax this Form to**

866-234-0680



**Visit**

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

## Registration Form

- Yes! Register me for **Strategic Workforce Excellence 2010**
- Yes! Register me for **Strategic Workforce Excellence 2010 and Workshop**
- Please call me. I am interested in a special group discount for my team

### Delegate Information

Name		Title
Organization		Dept.
Address		
City	State	Zip
Telephone	Fax	
Email		

### Payment Information

- Check  
  Purchase Order/Training Form  
  Credit Card

Credit Card Number	Expiration Date	Verification no.
Name on Card		
Billing Address		

Please make checks payable to: The Performance Institute

**CANCELLATION POLICY:** The Performance Institute will provide a full refund less a \$399 administration fee for cancellations requested four weeks prior to the event start date unless cancellation occurs within two weeks prior to the event start date. If a cancellation is requested less than two weeks prior to the event start date, no refund will be issued. Registrants who fail to attend and do not cancel prior to the event will be charged the entire registration fee. All cancellations must be requested through the cancellation link found in your attendance confirmation email. Please note that cancellation is not final until you receive a cancellation confirmation email.

- I have read and accepted the Cancellation Policy above.

ACKNOWLEDGED AND AGREED

By: \_\_\_\_\_ Date: \_\_\_\_\_

Priority Code: S275-WEB