



Wisconsin Employment and Training Association

“Collaborating for the Future”



October 19–21, 2016

Blue Harbor Resort
725 Blue Harbor Drive Sheboygan, WI

WETAinc.org

Conference Overview

Subject to Change



Wednesday October 19th- Half Day Conference Session

12:00 pm – 1:00 pm **Registration**
Welcome- *Jon Danforth, Dane County Job Center*

1:00 pm - 4:30 pm

Maximize Your Ability for Successful Collaboration!

Join Robert Birney and Kathy Peccarelli in this interactive workshop to learn more about building an important ability for the business setting – social interaction – and how to use these skills to enhance and build collaborative partnerships with your business and community partners.

Presenters: Robert Birney & Kathy Peccarelli, Alverno College Faculty

Bob Birney and Kathy Peccarelli are collaborators in designing and teaching new social interaction frameworks in building relationships, working in teams, managing conflict, and achieving goals. They are workshop designers and presenters focusing on developing interaction abilities using role-playing, one-on-one interaction simulations, and practical problem solving in building relationships. They recently wrote, directed, and produced a group social interaction video and training manual.

Bob has worked at Alverno College as professor and chair of the Marketing Management and the Social Interaction departments. He produced new curriculum and media used throughout the college. He continues teaching as well as managing a consulting practice that assists organizations in building partnerships using creative interaction approaches. He also serves as a member and leader of three community boards including CMT Academy and the Center for Teaching Entrepreneurship in Milwaukee.

Kathy recently retired from Alverno College where she served as a leader in developing and teaching social interaction and small group behavior as assistant professor of social science. She collaborated to design and write five new social interaction frameworks for Alverno College's Social Interaction Ability Department. She continues to present workshops specializing in teamwork, building relationships, listening, and managing conflict. She has served as a member of the Franklin School Board and other community organizations.





Conference Overview- Thursday October 20th

7:30 am – 8:30 am	Registration and Breakfast
8:30 am – 9:15 am	Welcome and WETA Meeting <i>WETA Annual Meeting- Jon Danforth, WETA President</i>
9:15 am – 9:30 am	Break- Older Worker Network Silent Auction

12 Breakout Sessions

9:30 am – 10:45 am	Workshop Session “A”
Session A1: 1.25 ECM Credit	<u>Creating Your Own Brand with LinkedIn</u> How can you create a personal brand and maximize the use of LinkedIn in today's job search? Come to this session and learn more about this tool and how to share it with the job seekers we serve. Presenter: <i>Jolene Wilkens, Employment and Training Supervisor, DWD Job Service</i>


<p><i>Session A2:</i> 1.25 ECM Credit</p>	<p><u>Unlocking Potential: Integrating Correctional and Workforce Strategies</u></p> <p>For people released from jail or prison, finding employment can seem insurmountable. For employers, finding and retaining quality employees can be a constant challenge. The Department of Corrections (DOC) strives to mitigate these challenges by providing incarcerated individuals with the opportunity to learn new skills and increase their chances for employment through targeted programming and the coordination of efforts with various state and local agencies. Integrating strategies from the reentry and workforce development fields can lead to a decrease in unemployment, reduced turnover, and meaningful participation of individuals with a criminal record in the workforce. This breakout session highlights incentives available for hiring people with a criminal record and describes the initiatives in place to train and prepare these men and women for their eventual return to the community and the workplace.</p> <p>Presenter: <i>Ray Woodruff, Reentry Employment Coordinator, Wisconsin Department of Corrections</i></p>
<p><i>Session A3:</i> 1.25 ECM Credit</p>	<p><u>Value-Added: Maximizing the Effectiveness of Your Appointments</u></p> <p>Regardless of the employment and training program, the purpose of case management is to facilitate progress and goal attainment of customers. This session will focus on how to get the most out of your regular appointments with your customers (whether it is a 15 minute, 30 minute or 60 minute appointment) to create steady movement towards goal attainment and provide genuine value to the customer.</p> <p>Presenter: <i>Tom Prete, President, CW Solutions, Inc.</i></p>
<p>10:45am – 11:00 am</p>	<p>Break- Older Worker Network Silent Auction</p>
<p>11:00am – 12:15 pm</p>	<p><u>Workshop Session “B”</u></p>
<p><i>Session B1:</i> 1.25 ECM Credit</p>	<p><u>Looking Back and Moving Forward: The Importance Workforce and Demographic Trends in the Wisconsin Economy</u></p> <p>This workshop will review many of the historic and anticipated economic and demographic trends that are affecting the Wisconsin workforce. It will also discuss a number of tools that can be used to gather real-time information for your customers.</p> <p>Presenter: <i>Jeff Sachse, DWD, Acting Chief, Office of Economic Advisors</i></p>
<p><i>Session B2:</i> 1.25 ECM Credit</p>	<p><u>Effective Prioritization for Successful Time Management</u></p> <p>There never seems to be enough time to get everything done. Stop letting things pile up and start taking control of your time. This session will cover how to effectively prioritize tasks and provide great tips on time management so you can get it all done.</p> <p>Presenter: <i>Kim Satterfield, DCF-Partner Training Section, Dynamic Workforce Solutions</i></p>

<p><i>Session B3:</i> 1.25 ECM Credit</p>	<p><u>Collaborative Case Management (CCM)</u> <i>What is it? What are the benefits? What's involved? Is it worth the effort?</i></p> <p>Collaborative case management involves agencies and program case managers working toward common goals that cannot be achieved by a single agency/case manager working alone. These partnerships allow comprehensive services for families and individuals to improve outcomes. What do you need to be aware of if you are considering pursuing collaborative case management on behalf of your program participants? This workshop will involve the discussion of:</p> <ul style="list-style-type: none"> • CCM benefits for families, workers and agencies • Essential elements and factors that influence its success • Communication processes with families, case managers and participating agencies • Becoming aware of available resources and building partnerships • Collaborative teams and joint case management meetings • Using a strength-based approach to case management and involving multiple players • Family-centered coordinated case planning and strength-based coordinated service plans <p>There will be activities to help you evaluate the potential for using this process, and a self-assessment for collaboration skills.</p> <p>Presenter: <i>Tony Veeder, Trainer, WI Department of Children and Families</i></p>
<p>12:30 pm-1:30 pm</p> <p style="text-align: center;">Lunch</p>	<p><u>Awards</u></p> <div style="display: flex; align-items: flex-start;"> <div style="margin-right: 20px;">  </div> <div> <p>Presentation of Older Worker Network (OWN) for Older Workers, Host Agencies or Employers of Senior Community Services Employment Program Award, and the Fred Lengfeld Older Worker Scholarship Awards.</p> </div> </div> <div style="display: flex; align-items: flex-start; margin-top: 20px;"> <div style="margin-right: 20px;">  </div> <div> <p>Presentation of the Wisconsin Employment & Training Association (WETA) awards for Harmon Memorial Scholarship and Brasch Memorial Scholarship Awards.</p> </div> </div>
<p>1:30 pm – 1:45 pm</p>	<p>Break–Older Worker Network Silent Auction</p>
<p>1:45 pm – 3:00 pm</p>	<p><u>Workshop Session “C”</u></p>
<p><i>Session C1:</i> 1.25 ECM Credit</p>	<p><u>Trauma Informed Care: An Overview of a New Way To Provide Services</u></p> <p>Trauma-informed care is an organizational and case management approach that focuses on how trauma may affect an individual’s life and his or her response to services by an agency. Until recently, Trauma Informed Care has been primarily implemented in Human Service and Health Care agencies but it is starting to expand into the Employment & Training sector. In this session, we will provide an overview of what Trauma Informed Care is and how it can be implemented in an agency.</p> <p>Presenter: <i>Jennifer Pavloski, MSW, CPS Ongoing Services Supervisor, Wood County Human Services Department</i></p>

<p><i>Session C2:</i> 1.25 ECM Credit</p>	<p><u>Utilizing the Comprehensive Online Tools on Job Center of Wisconsin</u></p> <p>JobCenterofWisconsin.com is a valuable tool to help job seekers and employers find their match. Attendees will experience live demonstrations of the tools customers and case managers can use to develop an effective job search plan including career planning, skills explorer, job/resume matching tools, helpful widgets, and more!</p> <p>Presenter: <i>Linda Williamson, Coordinator, DWD Bureau of Job Service and Becky Powell, Analyst, DWD IT Coordinator Section</i></p>
<p><i>Session C3:</i> 1.25 ECM Credit</p>	<p><u>Career Pathways and Collaboration</u></p> <p>Collaboration is the Key to Building Successful Career Pathways that Truly Grow Workforce and Economic Development. The South Central Wisconsin WorkSmart Network and Madison College are eager to share how our collaborations between EATA, Opportunities Inc., Madison College and the Workforce Development Board of South Central WI are key to building, implementing and sustaining career pathway initiatives that allow us to seek innovative ways to meet industry pipeline needs and build job seekers career pathway opportunities. Industry partnerships and sector teams allow us to work together to engage with business to identify, articulate and validate their needs to ensure we have a demand driven system that ties to pathways for future opportunities. During this panel discussion, learn about how Madison College is leading the way in building career pathways across programs, how these pathways are the foundation of developing specialized short term academy and bridge programming, but most importantly how we work in partnership between WorkSmart Network Outreach Recruiters, Career Specialists, Academy Navigators, and the college to meet WIOA, community and workforce expectations. Throughout we will share how we successfully work together, aspects that bring challenges, how we collaborate to build future improvements and be open to questions!</p> <p>Presenters: <i>Jane Budde, Career Service Specialist, WorkSmart Network (Employment and Training Association); Elizabeth Schimpf, Academy Navigator, WorkSmart Network (Opportunities Inc.); Annette Kornell, Career Pathways Liaison, Madison College; & Schauna Rasmussen, Dean of School of Workforce and Economic Development, Madison College</i></p>
<p>3:00 pm – 3:15 pm</p>	<p>Break–Older Worker Network Silent Auction</p>
<p>3:15 pm – 4:30 pm</p>	<p><u>Workshop Session “D”</u></p>
<p><i>Session D1:</i></p>	<p><u>Understanding Culture Within Organizations</u></p> <p>Organizational culture is the specific collection of values and forms (beyond race, ethnicity and gender) that are shared by people and groups in an organization. It also determines the way we interact with each other and with stakeholders. Gladis Benavides will introduce participants to the core elements of culture and how obvious and subtle cultural differences impact communication within an organization.</p> <p>Presenter: <i>Gladis Benavides, Principal and Senior Consultant, Benavides Enterprises, Inc., Madison</i></p>

<p><i>Session D2:</i> 1.25 ECM Credit</p>	<p><u>Employer Panel: It takes a village to find talent – be part of that community partnership!</u></p> <p>As unemployment rates continue to be at record lows and declining in some areas of the state, learn what it takes to partner with local businesses to market the skills of your clients seeking work. Representatives from Sheboygan businesses will answer questions on what are the most important qualities to good business relationships, how you can be of service to your businesses seeking good employees and how to partner with them. Successful partnerships help you, your agency, and area businesses meet staffing goals. Learn more to be a part of that community!</p> <p>Presenters: <i>Corrina Molinaro, Human Resources, Master Foods; Shikara Beaudoin, Manager, Lakeshore Technical College; & Rachel Keefe, Senior HR Generalist, Rockline Industries</i></p>
<p><i>Session D3:</i> 1.25 ECM Credit</p>	<p><u>Partnering for Performance – WIOA Performance Accountability System</u></p> <p>Panel members will provide an overview of the Workforce Innovation and Opportunity Act (WIOA) Performance Accountability System that became effective July 1st, 2016. WIOA places increased emphasis on performance and accountability among the Title I, II, III and IV core programs. The legislation not only adds new performance measures by which the WIOA core programs will be assessed, but requires increased collaboration and partnership among workforce development system partners in order to achieve successful outcomes.</p> <p>Presenter: <i>Kathleen Olson, District Director, Wisconsin Job Service; Bryan Huebsch, WIOA Performance Planner, Wisconsin DWD; Allison Gordon, Special Services Section Chief, DVR; & Julie Tyznik, Performance Measurement Education Director, Wisconsin Technical College System.</i></p>
<p>4:30 pm – 5:30 pm</p>	<p><u>Break/Networking</u></p> <p>Visit the cash bar, enjoy professional networking, & bid on items in OWN Silent Auction.</p>
<p>5:30 pm – 6:30 pm</p> <p>Dinner</p>	<p><u>WETA Annual Dinner</u></p> <p>OWN Silent Action Closes at 6:00 pm Winners Announced at 6:30 pm</p>

Friday October 21st- Half Day Conference Session

<p>7:00 am – 8:30 am</p>	<p>Breakfast</p>
<p>8:30 am – 12:30 pm</p> <p>4.0 ECM Credit</p> 	<p style="text-align: center;"><u>Helping Job Seekers Help Themselves</u></p> <p>Spend the morning with career search guru Chris Czarnik in a high energy and interactive look at the current state of hiring, education and new trends in proactive job search. You will look at how businesses and hiring managers view the current labor market and how your job seekers can connect with them. Participants will share best practices and gain new tools to help their clients. Rekindle the fire that brought you into this work and discover ways to better connect job seekers with possibilities.</p> <p>Presenter: Chris Czarnik, Creator of The Human Search Engine® Process for Job</p> <p>Chris Czarnik is a national career search expert with 12 years of training and motivational speaking experience. He created and refined the innovative approach to job search, known as “The Human Search Engine®” by working with thousands of job-seekers.</p> <p>Chris is a leading adjunct career search instructor for the 5th largest research university in the nation, as well as many colleges and universities across the country. Chris' process was introduced to the 113th Congress as a national job search model. He currently works with Workforce Development centers across the nation to reform the way people find a job.</p> <p>Chris delivers dynamic presentations about career search, leadership and sales training to thousands of people every year. His second book, “Human Search Engine® for Career Search: A Serious Jobseeker’s Guide” was released in January 2015. He currently offers a certification program for career counselors, with many more products in development.</p>
<p>12:30 pm</p>	<p>Closing Remarks</p>