



Peer Learning Meeting and Digital Literacy Conference Agenda

April 16-17, 2009

Welcome

Dear Colleague,

Welcome to the fourth National Fund for Workforce Solutions Peer Learning Meeting. On behalf of the Investor Committee, Jobs for the Future and all the national partners, we want to thank you for participating in this meeting.

The National Fund for Workforce Solutions is a unique partnership among private and public, national and local funders to strengthen and expand workforce partnerships as effective models for facilitating career advancement for lower-skilled adults by meeting the workforce development needs of employers. Launched in September 2007, the fund has set ambitious goals for the next five years, to:

- Leverage over \$200 million in local funding, creating measurable outcomes for individuals, businesses, and the workforce development systems.
- Enable 50,000 individuals to be placed into jobs and/or advanced in their careers.
- Provide 1,000 or more businesses with services to help them to better recruit, retain, and advance employees into family-supporting jobs.
- Help expand resources and improve the efficiency of workforce development systems in 20 - 30 regions across the United States, leading to better outcomes at lower costs—and to greater sustainability of funding over time.

We hope to achieve these goals by investing in local funding collaboratives, providing technical assistance and peer learning opportunities, researching, documenting and disseminating promising practices, and advocating for policies that will sustain and scale up successful models.

In a year and a half, NFWS has made significant progress towards its goals. As of October 1, 2008, funding collaboratives are working in 21 regions, and have leveraged over \$100 million in local funding. Thirty-seven workforce partnerships are now working with over 500 employers. In the first year, over 1,400 lower-skilled individuals from the first cohort of 6 NFWS sites made significant progress towards gaining the skills and education needed to earn family sustaining wages.

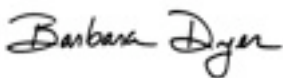
Microsoft Corporation is hosting this meeting to focus on how technology can help us achieve our goals of facilitating career advancement for lower-skilled adults and of improving the efficiency of workforce development systems. We are bringing together over 200 funders and workforce partnership leaders to learn from each other and from other experts in the field about new and emerging technology for education, training, and project management.

We will also be looking at the implications of the national economy and the American Recovery and Reinvestment Act on our work, and taking a look at what we have learned from our first year of operations.

We hope that you will find this day and a half a productive opportunity to learn how other communities are tackling some of the same difficult challenges on which you are working. We look forward to collaborating with you, sharing ideas, and networking during this peer-learning meeting.

Regards,

Barbara and Marlene



Barbara Dyer
President & CEO
The Hitachi Foundation
Chair
Investor Committee
National Fund for Workforce Solutions



Marlene B. Seltzer
President and CEO
Jobs for the Future
National Fund for Workforce Solutions
Implementation Partner

Conference at a glance

THURSDAY, APRIL 16TH WESTIN BELLEVUE

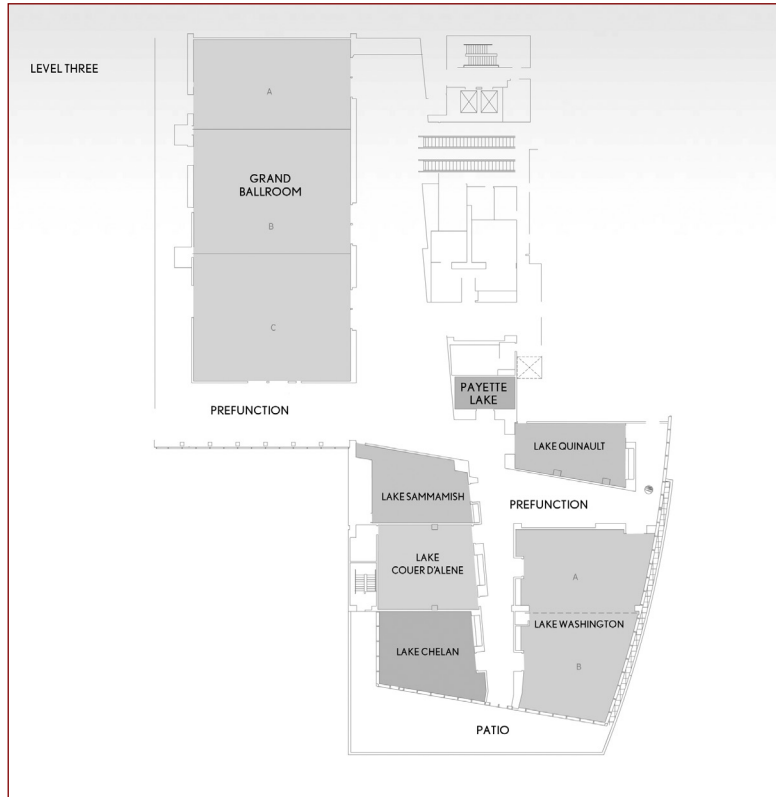
Noon – 1:45 pm	Funder Only Lunch
12:30 – 1:45 pm	Lunch and Registration
2:00 – 2:15 pm	Opening Session
2:15 – 3:15 pm	Plenary Session: The State of the Economy
3:15 – 3:30 pm	Break
3:30 – 4:50 pm	Concurrent Sessions <ul style="list-style-type: none">• Workforce Partnerships and Career Advancement• Modeling Workforce Partnerships• Workforce Development for “Green Jobs” in National Fund Sites• Spotlight on Seattle: How Do You Evaluate a Complex Project?• Evaluation Learning Community
5:00 – 6:00 pm	Plenary Session: The State of the National Fund
6:00 – 6:15 pm	Closing Announcements
6:15 – 7:30 pm	Reception

FRIDAY, APRIL 17TH MICROSOFT CAMPUS

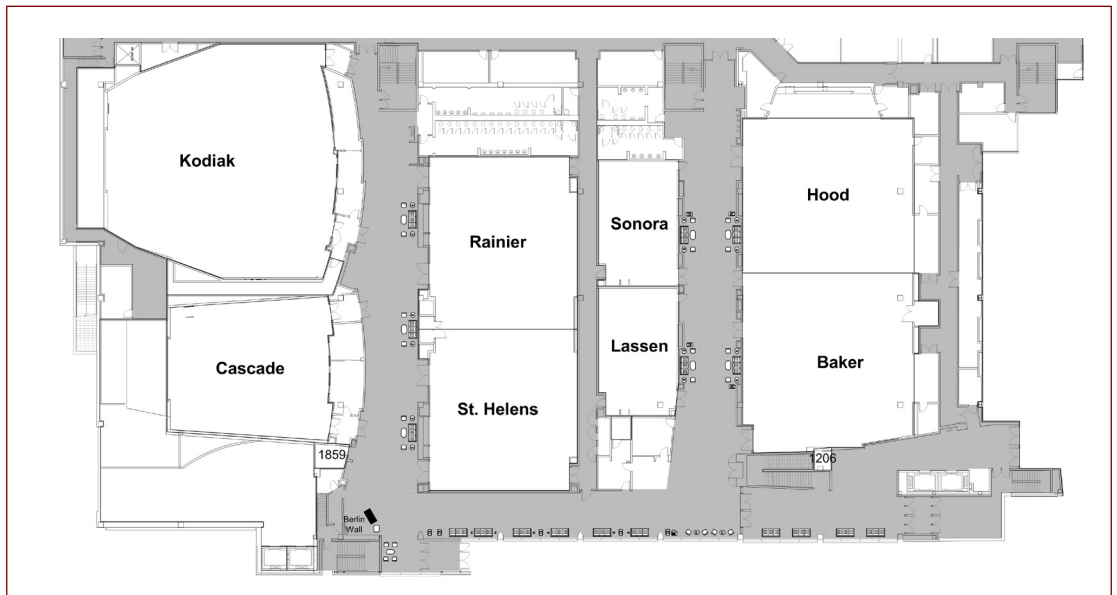
7:15 am	Participants Meet in Hotel Lobby
7:30 am	Buses Depart the Westin Bellevue for Microsoft Campus
8:00 – 8:30 am	Breakfast
8:30 – 9:45 am	Plenary Session: Welcome, Keynote Address, Overview of Day
9:45 – 10:15 am	Break
10:00 – 11:00 am	Tour: Microsoft Home of the Future (tickets only)
10:15 – 11:45 am	Concurrent Sessions <ul style="list-style-type: none">• Strategic Planning for Technology: How to Know What You Have and Plan for What You Need• Technology Solutions for Data Collection and Management• New Generation Technology: Software + Services• Using Technology for Asset Building
11:00 – noon	Tour: Microsoft Home of the Future (tickets only)
11:45 am – 12:45 pm	Role-Alike Networking Lunch
12:45 – 2:00 pm	Concurrent Sessions <ul style="list-style-type: none">• Technology Solutions for Data Collection and Management (Part 2)• Social Media Technologies: Why They Really Matter to Nonprofits• Now Learn This! Technology Tools, Training Options and Special Offers from Microsoft• Speed Geek Sessions
2:00 – 2:30 pm	Break
2:30 – 3:45 pm	Concurrent Sessions <ul style="list-style-type: none">• Connecting Learners to Online Literacy Tools and Other Learning Resources• Making Technology Work: Technology Skills Competencies in the Advanced Manufacturing Sector• Expanding Options for Entry Level Workers: Technology Skills Competencies in the Health Sector• Building Proficiency: Technology Skills Competencies in the Construction Sector• Speed Geek Sessions
3:45 – 4:00 pm	Break
4:00 – 4:30 pm	Closing Plenary: Roll Out of Microsoft Software Donations Program
4:30 pm	Buses Depart Microsoft Campus for the Westin Bellevue

Floor Plan

WESTIN BELLEVUE



MICROSOFT CONFERENCE CENTER



Agenda

MEETING OBJECTIVES:

- Discuss opportunities for National Fund sites created by the economic stimulus.
- Understand how sector-based, career-advancement focused workforce partnerships are an innovative approach to meeting the needs of employers and lower-skilled adults.
- Learn about strategies to increase digital literacy and the use of technology to support workforce development efforts.

THURSDAY, APRIL 16TH

Noon – 1:45 pm	Funder Only Lunch (Investor Committee with local public and private funders)	Lake Washington A
12:30 pm – 1:45 pm	Registration and General Lunch (for all other non-funder participants)	Grand Ballroom
2:00 pm – 2:15 pm	Opening Session Welcome & Introductions: <i>Mark Popovich, The Hitachi Foundation</i> Goals of Meeting: <i>Maria Flynn, Jobs for the Future</i>	Grand Ballroom
2:15 pm – 3:15 pm	The State of the Economy This plenary will explore the opportunities offered by the American Recovery and Reinvestment Act for National Fund sites. Remarks and Introduction of Speakers: <i>Marlene Seltzer, Jobs for the Future</i> Introductory Remarks: <i>Rick McGahey, The Ford Foundation</i> Keynote Speaker: <i>Ray Uhalde, U.S. Department of Labor</i> Questions & Answers	Grand Ballroom

3:15 – 3:30 pm

Break

Grand Ballroom Foyer

3:30 – 4:50 pm

Concurrent Sessions

Workforce Partnerships and Career Advancement

Lake Washington A

Targeted to the sites that are farthest along in their work, this session will explore lessons learned on what it really takes to help lower-skilled adults advance in their careers. The session will focus on the implications of the data from the national evaluation and strategies for continuous improvement.

Facilitator: *Workforce Learning Strategies*

Modeling Workforce Partnerships

Lake Washington B

Targeted to new sites, this session will explore different approaches to implementing the core functions of workforce partnerships: aggregating employer demand to create advancement targets; brokering or delivering services to facilitate career advancement pathways; and aligning resources to meet the needs of employers and lower-skilled adults. Participants will get assistance in creating workforce partnership models for their own sites.

Facilitator: *Stacey Jarrett Wagner, Jarrett Wagner Group*

Workforce Development for “Green Jobs” in National Fund Sites

Lake Chelan

Sites will discuss their plans and work already underway in the growing area of “green jobs”. The session will also explore ways the National Fund can support green job efforts in the sites.

Facilitator: *Mary Y. Puryear, Prudential Foundation*

Orson Watson, Consultant

Selected National Fund site representatives

Spotlight on Seattle: How Do You Evaluate a Complex Project?

Grand Ballroom

First you build it, then you have to evaluate it. Hear how the Seattle King County Education and Workforce Collaborative is building career advancement pathways through on-ramps for lower-skilled adults and programs for college completion. Learn how employers will be engaged in this work and the challenges of evaluating such a multi-faceted initiative.

Facilitator: *Steve Johnson, Seattle Office of Economic Development*

Anne Keeney, Seattle Jobs Initiative

Ed Phippen, Health Work Force Institute

Jane Reisman, Organizational Research Services

Anne Gienapp, Organizational Research Services

Evaluation Learning Community

Lake Coeur d' Alene

Workforce Learning Strategies (the national evaluators) will facilitate a peer-to-peer cohort meeting with the local evaluators.

Facilitator: *Workforce Learning Strategies*

5:00 – 6:00 pm

The State of the National Fund

Grand Ballroom

Presentation by Workforce Learning Strategies on the initial results of the national evaluation.

Facilitator: *Bob Giloth, The Annie E. Casey Foundation*

Suzanne Teegarden and Barbara Baran, Workforce Learning Strategies

Questions & Answers

6:00 – 6:15 pm

Closing Announcements

Grand Ballroom

Maria Flynn, Jobs for the Future

6:15 – 7:30 pm

Reception

Lake Washington A/B

FRIDAY, APRIL 17TH

7:15 am	All Participants Meet in Lobby	
7:30 am	Buses Depart the Westin Bellevue for Microsoft Campus	
8:00 – 8:30 am	Breakfast	St. Helen's & Rainier
8:30 – 9:45 am	Opening Plenary	Kodiak
	Welcome: <i>Andrea L. Taylor, Microsoft Corporation</i>	
	Keynote Address: <i>Jon Perera, General Manager, Education Group, Microsoft Corporation</i>	
	Employer perspective on importance of workforce development and the role of technology.	
	Questions & Answers	
	Brief Overview of the Day: <i>Gemma Aronchick, Microsoft Corporation</i>	
9:45 – 10:15 am	Break	Kodiak Foyer
10:00 – 11:00 am	Tour: Home of the Future (for 20 participants with tickets)	
10:15 – 11:45 am	Concurrent Sessions	
	Strategic Planning for Technology: How to Know What You Have and Plan for What You Need	Kodiak
	Planning for technology is the single most important ingredient to effectively using technology in your organization. The assessment and planning process will help minimize technology-related crises, use staff time efficiently, and avoid wasting money on equipment. During this session, learn how to create a plan to help you think through your priorities in order to use technology in a way that directly furthers your mission. No time for formal tech planning? Come learn tools, tips and tricks to help you quickly assess your existing technology and high priority technology projects. This session is recommended for sites interested in the Microsoft software donation.	
	Facilitator: <i>Lindsay Bealko, Microsoft Corporation</i>	
	<i>David Forrester, NPower Seattle</i>	

Technology Solutions for Data Collection and Management

Cascade

Is it possible to pull key data across multiple systems without building and maintaining a complex and sophisticated data warehouse? Learn from your peers and other nonprofit experts about how they approach this challenge, and discuss with panelists how other workforce development agencies have had success with different options and solutions to their data collection and management.

Facilitator: *Geri Scott, Jobs for the Future*

Anne St. George, Abt Associates

Justina Munoz, United Way of Greater Los Angeles

Next Generation Technology: Software + Services

Lassen

Software + Services is an emerging trend in how we use computers and our data, opening up new possibilities for collaboration, mobile productivity, and IT management. Come learn more about what types of tools are available through Software + Services, and why they matter to your organization.

Facilitator: *George Durham, Microsoft Corporation*

Using Technology for Asset Building

Sonora

Low-income job seekers and workers need ways to increase their incomes and support their families while building their skills and advancing toward family supporting careers. This session will discuss the role that technology can play in connecting these individuals to the benefits and resources that can really make a difference.

Facilitator: *Neil Silverston, Worksource Partners*

Phillip Williams, One Economy Corporation

Chauncy Lennon, Seedco

11:00 am – noon

Tour: Home of the Future (for 20 participants with tickets)

11:45 – 12:45 pm

Role-Alike Networking Lunch

St. Helens & Rainier

Conference participants are grouped with those who play a similar role in other sites.

Concurrent Sessions**Technology Solutions for Data Collection and Management (Part 2)**

Sonora

Missed the first session? Well, don't miss this opportunity to hear from two additional sites about how to pull key data across multiple systems without building and maintaining a complex and sophisticated data warehouse. Learn from your peers and other nonprofit experts about how they approach this challenge, and discuss with panelists how other workforce development agencies have had success with different options and solutions to their data collection and management.

Facilitator: *John Hoops, Consultant*

Seanna Melchior Ruvkun, Workforce Development Council of Seattle-King County

Joe DeHart, Des Moines Area Community College

Social Media Technologies: Why They Really Matter to Nonprofits

Cascade

Believe it or not, social media tools like Facebook or Twitter or IM may not just be for teenagers. Used well, these tools can be important additions to a nonprofit's communications toolkit. Discover how your program and organization can integrate social media technology (web 2.0 tools and email communications, blogs, RSS feeds, etc.) to create an integrated online communications strategy and connect with key stakeholders in new ways.

Facilitator: *Sarah Barnhart, Microsoft Corporation*

Marty Collins, Microsoft Corporation

Marnie Webb, TechSoup Global

Now Learn This! Technology Tools, Training Options and Special Offers from Microsoft

Kodiak

Learn how to elevate job skills with tools and resources from Microsoft. Whether your organization is looking for tools and training to help your employees and constituents learn new skills or to enhance current ones, Microsoft can help.

Facilitator: *Timothy Dubel, Microsoft Corporation*

Anne Hamilton, Microsoft Learning

Ronald D. Bryant, State University of New York

Speed Geek Sessions

Hood & Baker

Give us 75 minutes, and we'll give you a chance to preview cool technology tools up close and personal, each in 20 minutes or less. Imagine speed dating, but finding a match with technology! Choose who you want to "date" from a variety of tools and topics.

Speed Geek topics may include:

Discovering Accessibility Tools

Accessibility tools make the computer easier to see, hear, and use, both for users with disabilities, and for non-traditional users of technology. Discover what's possible with today's tools and learn about accessibility in action.

Assessing your Technology: NPower's Stable & Secure Assessment

Come learn about the 12 key benchmarks for creating a reliable and productive technology infrastructure.

Collaboration/Social Media: Windows Live Services (@edu)

If you're in an educational setting and looking to collaborate virtually with your colleagues, board members, or other virtual team members, learn about the Windows Live Services (and the @edu package). See how you can take advantage of Windows Live to chat via text, voice, or video. Share large files, and stay in touch with others using Windows Live Services to collaborate, blog, and post documents and photos.

[Virtual Collaboration: SharePoint](#)

Simplify collaborative efforts, manage documents and institutional knowledge, survey your staff, and keep information more secure through a comprehensive set of tools to manage and control electronic content. Meet SharePoint.

[Web Design Tools: Expression Web](#)

Make your online vision real! Learn about using Expression Web to create modern, standards-based web sites.

[Live Services for Nonprofits](#)

Live Services can help you synchronize all the ways you communicate and share information. Share files, calendars, email, and discussion with your board and customers. Collaborate and stay connected for free!

[Boys and Girls Club Tech Program](#)

Did you know that Boys and Girls Clubs of America's Club Tech program offers technology training curriculum that helps to equip millions of America's youth with vital skills and experiences to successfully compete academically and prepare for a 21st century workforce? Did you know that much of this curriculum is also suitable for adult learners? Come and learn how this neighborhood staple and its Club Tech curriculum can be a resource to augment your technology training "outside the Club," and inside your programs.

[America Learns: The Performance Measurement & Learning Network](#)

The Los Angeles Workforce Funder Collaborative and other grantmakers worldwide use the America Learns Network to infuse the reporting process with grantee learning and community building. Learn how you can get the reporting data you need while providing grantees with real time personalized support and targeted professional development opportunities.

[Efforts to Outcomes](#)

Learn about this web-based performance management solution that transforms data into knowledge. See how you can access this knowledge via a multitude of easily generated reports to monitor, measure, and optimize your impact.

Meet Windows 7

Windows 7 is designed to help you get more done, faster, without making you change the way you work today. With Windows 7 you will be able to simplify and automate routine tasks, respond quickly to requests, and guard against malware and other threats that can slow down or stop your progress.

2:00 – 2:30 pm

Break

Kodiak Foyer

Speed Geek Booths are Open Informally

Hood & Baker

2:30 – 3:45 pm

Concurrent Sessions

Connecting Learners to Online Literacy Tools and Other Learning Resources

Sonora

What does research say about using technology to support literacy development and learning in adults? How can you take advantage of the many literacy software products out there? How can you utilize these tools more effectively? Learn more in this session about connecting learners to technology-based literacy tools and other learning resources in your workforce development programs.

Facilitator: *Gloria Cross Mwase, Jobs for the Future*

Stephen Reder, Portland State University

Making Technology Work: Technology Skills Competencies in the Advanced Manufacturing Sector

Lassen

What are the technology skills that lower-skilled workers need to move from entry level to higher-level positions in advanced manufacturing? And how do you create the partnerships between industry and education and training providers to help develop these skills? Find answers to both questions in this discussion.

Facilitator: *Vickie Choitz, Jobs for the Future*

Brad A. Kemmerer, ABCO Automation, Inc.

Bob Crigler, International Society of Automation

Phyllis Eisen, National Center for Business Champions

Expanding Options for Entry Level Workers: Technology Skills Competencies in the Health Sector

Kodiak

Technology skills are increasingly important across a wide variety of careers in the health care industry. In this session, presenters will discuss technology competencies developed with the health care industry by the U.S. Department of Education Health Science Advisory Committee and a health care informatics training program for entry-level workers.

Facilitator: *Steve Quimby, Jobs for the Future*

Mark Bony, Rogue Community College

Beverly Campbell, BECGroup Consulting

Building Proficiency: Technology Skills Competencies in the Construction Sector

Cascade

This session will explore the technology skills that lower-skilled job seekers and workers need to develop for the building trades. In addition, it will examine how innovative apprenticeship and training schools are addressing this critical issue.

Facilitator: *Jack Mills, National Network of Sector Partners*

Susan Crane, Port Jobs

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EarnBenefits

EarnBenefits helps low-wage workers access income-enhancing benefits such as Food Stamps, childcare subsidies, health insurance and the Earned Income Tax Credit. Learn how community-based organizations, employers, community colleges, and One Stops can use this tool to assist low-wage workers in your community.

The Beehive

Learn more about The Beehive, an award-winning, multilingual Web portal that provides low-income individuals web-based tools and information about financial services, education, jobs, health care, and family. The site features topics that can help people raise their standard of living by accessing information and learning how to take action on issues that are important to them and can change their lives.

3:45 – 4:00 pm

Break

Kodiak Foyer

4:00 – 4:30 pm

Closing Plenary: Roll-out of Microsoft Software Donations Program

Kodiak

Microsoft is generously donating \$8 million in software to The National Fund for Workforce Solutions.

This session will provide information on the specifics of the software options that can be requested and the process for making the request. Links to resources and follow-up plans will also be provided.

Andrea L. Taylor, Microsoft Corporation

Maria Flynn, Jobs for the Future

Questions & Answers

4:30 pm

Meeting Adjourn and Buses Depart Microsoft Campus for the Westin Bellevue