



OHIO WORKFORCE COALITION

Growing Ohio's Economy with a Skilled Adult Workforce

www.ohioworkforcecoalition.org

2016 Best Practices Conference

*Presented in partnership by the Mid-America Economic Development Council
and The Ohio Workforce Coalition.*

May 18-20, 2016

*Crowne Plaza Downtown
Columbus, Ohio*



Register early – space is limited!

Visit www.midamericaedc.org

or www.ohioworkforcecoalition.org!

Schedule of Events

Please note:

***Conference sessions and meals will be held in the Muirfield Ballroom.
Conference Registration and Breaks will be held in the Muirfield Ballroom Foyer.***

Wednesday, May 18th

11:30 am - 4:00 pm **Conference Registration**

***Thank you to the Federal Reserve Bank
of Cleveland for their support and contribution!***



12:45-1:00 pm **Welcome/Opening Remarks from Barb LaMue, 2016 Mid-America EDC President
& Kenny McDonald, President and Chief Economic Officer, Columbus 2020**

1:00-2:00 pm **Engaging Employers to Close the Skills Gap**
**Moderator: Jessie Leslie, National Field Director, Business Leaders United
(National Skills Coalition)**
**Panelists: Janice Urbanik, Executive Director, Partners for a Competitive
Workforce; Eric Ajax, Co-Owner, EJ Ajax Metalforming Solutions**

*A skilled workforce is one of the top regional considerations for a business.
Unfortunately, closing the skills gap continues to be a huge challenge in cities across the
country. Join a conversation with Business Leaders United (BLU), a national coalition
of employers working to advance skills policies and practices that are responsive to the
needs of business, to talk about engaging your employer partners in actively shaping
skilled worker pipeline solutions.*

2:00-2:15 pm **Networking Break**

2:15-3:15 pm **Workforce Policy: Federal & State Opportunities**
Presenter: Bryan Wilson, State Policy Director, National Skills Coalition
*This session will provide an overview of federal and state workforce policy trends and
share strategic opportunities for the economic development field to engage in, and shape,
the policy debates.*

3:15-3:30 pm **Networking Break**

Wednesday, May 18th continued...

3:30-4:30 pm

Highly Effective Models of Employer Engagement

Moderator: Courtney Hodapp, Vice President, Global Philanthropy, Ohio – JPMorgan Chase & Co.

Panelists: Debbie Perkul, Workforce Development Director, University Hospitals of Cleveland; Jill Rizika, Executive Director, Towards Employment; Cindy Read, Deputy Director, KentuckianaWorks; Laura Morris, Organizational Development Mgr, Supply Chain, HR Manager – IT, Supply Chain ERP, Lean GE Appliances

This panel discussion will feature three examples from across the Midwest of best-in-class employer partnerships. Aligned to identify local regional economic development plans, these partnerships are designed to meet the needs of local employers in high-growth industry sectors while more effectively serving jobseekers. Panelists will share what in their experience produces an effective employer partnership, and Ms. Hodapp will share a broader perspective on models JPMorgan Chase has supported through its global workforce readiness initiative New Skills at Work.

5:00-6:30 pm

Networking Reception

Location: Ice Miller, 250 West Street, Columbus, OH 43215 (just a few short blocks west of the hotel)

Join us for networking with your Mid-America region colleagues and today's presenters! Walking directions are available at the conference registration desk. If you would like to walk to Ice Miller with a group, please meet in the hotel front lobby at 4:45 p.m.

Thank you to our reception sponsor!

JPMORGAN CHASE & CO.

Thursday, May 19th

8:00-9:00 am

Networking Breakfast

9:00 – 10:00 am

Sector-Based Training Programs in the Fourth Federal Reserve District

Presenter: Kyle Fee, Regional Community Development Advisor, Federal Reserve Bank of Cleveland

The Federal Reserve Bank of Cleveland investigated 5 sector-based training programs throughout the Fourth District to find out how and why these partnerships originally formed. These 5 case studies also note best practices and lessons learned when looking to implement sector-based training programs in an area.

10:00 – 10:15 am

Networking Break

Thursday, May 19th continued...

10:15 - 11:15 am The eHarmony of Job Sites: A Collaborative Match Making Approach to Serving Regional Workforce Needs

Presenters: Kayla Dietzmann, Project Manager Consultant & Ian Vincent, Marketing Coordinator - NORTHFORCE

A robust and appropriate talent pool is key to a region's economic success.

NORTHFORCE, a non-profit community-based workforce development initiative developed by APEX and the NORTHSPAN Group addresses talent attraction, management, placement, enrichment, and retention in northeast Minnesota and northwest Wisconsin. NORTHFORCE.org, the online relationship management system, allows the NORTHFORCE support team to communicate opportunities, match job-seekers and employers, track results, and support regional stakeholders.

In this session, members of the NORTHFORCE team will share experiences and best practices gleaned from this two-year pilot project. Topics will include: filling gaps in the traditional workforce model, a grass roots approach to workforce development, regional vs. career opportunity marketing, complimenting state services, and what businesses are actually willing to do to get the talent they need.

11:30 am – 1:00 pm Keynote Luncheon Presentation

Presenter: Scot McLemore, Technical Workforce Development Manager, Honda North America, Inc.

**1:30-2:30 pm Jackson Area College and Career Connection Early/Middle College
“The Direct Approach to Build Tomorrows Workforce”**

Presenters: Tim Rogers, President & CEO, The Enterprise Group of Jackson, Inc. & Dan Draper, Assistant Principal at the Jackson Area Career Center

JAC³ = E/MC
College. Career. Connection.

In order to meet the needs of a declining skilled trades workforce, the business and education sectors of Jackson County, Michigan formed a unique partnership that culminated in the creation of the Jackson Area College and Career Connection (JAC3). This early/middle college, the first of its kind in the state, offers students interested in skilled trades a clear pathway to post-secondary education as well as the opportunity to gain career training with sponsoring manufacturing organizations. As a result, the program develops the next generation with the education and skills of today's workforce, while addressing the demand for skilled professionals within the local manufacturing and engineering sectors.

2:30-2:45 pm Networking Break

Thursday, May 19th continued...

2:45-3:45 pm

Improving Economic Development through Youth Education and Employment
Presenters: Janice Karcher, Vice President, Economic Development & Rhett Hunyady, Vice President – Flint & Genesee Chamber of Commerce

Together, TeenQuest and the Summer Youth Initiative represent one of mid-Michigan's most important workforce development initiatives, affecting nearly a thousand teens ages 14-19 each year. TeenQuest provides intensive pre-employment training to help students build the skills employers want, while the Summer Youth Initiative works with 30 local employers to provide up to 600 summer jobs. These programs and their participants have come to serve as a valuable economic development resource for the community and also strive to connect program alumni with long-term employment through several demand-driven job fairs each year. The session will discuss best practices for building and implementing similar workforce development programs, as well as strategies for engaging community members, a network of employers, and potential funders.

4:15 – 6:00 pm

Arena District Walking Tour and Presentation

How do you turn a civil war penitentiary into a mixed use office, retail and entertainment mecca? Come learn from Brian Ellis, President and COO Nationwide Realty Investors, about the strategy and process that they engaged to redevelop an underutilized area of downtown Columbus and transform it into the nationally recognized Arena District. The presentation will be followed by small group guided tours by local Columbus professionals or self-guided for those who like to experience the area on their own.

Meet inside the hotel from entrance no later than 4:10 p.m. to walk to the Nationwide Arena Founder's Suite.

Friday, May 20th

8:00-9:30 am

Breakfast Session – Innovative Approaches to Solving Today's Workforce Challenges

Presenters: Dean Dziedzic, Vice President, Sioux Falls Development Foundation; Tina Hoffman, Communications and Marketing Director, Iowa Economic Development Authority; Liliane Pin, Director Chicago Office & Warren Walters, Assistant to the Director Chicago Office - Investissement Québec

Workforce issues are part of everyday life in the economic development world - we are in this together! Hear from experienced professionals that are finding creative ways to manage workforce issues within their communities. This will be a panel discussion, with time for questions and answers. Please join us for this informative, interactive session. (Please note: Breakfast from 8:00-8:30, session from 8:30-9:30).

Friday, May 20th continued...

9:30-9:45 a.m. Networking Break

9:45-10:45 am Economic Development, Data, and Building a Pathway for Workers

This panel discussion, moderated by Evelyn Burnett, Vice President of Economic Opportunity at Cleveland Neighborhood Progress, will feature three different approaches to the use of data. Mark Popovich from The Hitachi Foundation will share their insights on alternative approaches for defining "job quality" and data/methods for measuring and tracking outcomes. This work is directly tied to developing a pilot "Good Companies, Good Jobs" social investment fund and would be applicable as well for economic development incentives and programs. Dessa Augsburger from the Columbus Chamber of Commerce will talk about how a chamber has used data to drive the development of programs that respond to member workforce needs. Bethia Burke from the Fund for Our Economic Future will discuss their Geography of Jobs report and the increasing distance between jobs and workers and why it matters for future growth.

10:45-11:00 am Networking Break

11:00 a.m. - Noon Ohio's Solutions to Workforce Challenges

Presenters: Cheryl Hay, Director Project Talent Acquisition, JobsOhio & Ryan Burgess, Director, The Ohio Governor's Office of Workforce Transformation

As our ten-state region deals with workforce supply and demand issues, in Ohio, the Governor's Office of Workforce Transformation is addressing this topic to ensure employers have the talent they need to grow. One component of that work is assisting companies who are looking at Ohio as a potential home, as well as Ohio companies looking to expand. In those scenarios, businesses often seek services through their economic development partner. Please join us for an overview on how the Office of Workforce Transformation is working on business-led reforms to the workforce system that will lend strength to a new Talent Acquisition service being offered by JobsOhio.

Noon Best Practices Conference Closing Remarks



The 2016 Best Practices Conference is recognized by the International Economic Development Council (IEDC) as a professional development event that counts toward recertification of Certified Economic Developers (CECd).

Best Practices Conference Hotel/Travel Information

Crowne Plaza Columbus Downtown
33 East Nationwide Blvd.
Columbus, OH 43215
614-461-4100

<http://www.ihg.com/crowneplaza/hotels/us/en/columbus/cmhoc/hoteldetail>

To reserve your hotel room:

You may reserve your hotel room now through April 18th for the 2016 Best Practices Conference. You may call the Crowne Plaza at 800-338-4462 and ask for the Mid America Economic Development Council room block to receive the discounted rate of \$159 per night (single or double suite). Reservations are available for the nights of May 17th through 19th. You may also reserve your room online by visiting the hotel link at: <http://www.midamericaedc.org/Best-Practices-Conference>.

Transportation/Parking

Taxi service is the recommended method of airport transportation. You will find taxis available on demand (no reservation required) in the ground transportation area of the airport terminal on a 24-hour basis. The approximate fare into downtown Columbus is \$25. Simply request assistance from the hotel front desk to make arrangements for return transportation to the airport. A new transportation option available in early May is Cota Air Connect – for more information, visit <http://www.cota.com/Riding-COTA/AirConnect.aspx>.

Best Practices Conference attendees receive a discounted valet parking rate at the Crown Plaza of \$12 per day per vehicle with in and out privileges. Overnight guests who reserve in the Mid-America EDC block will automatically receive this discount on valet charges to their room. Day guests, please inform the valet attendant that you are attending the Mid-America EDC conference to receive the discounted rate.

2016 Best Practices Conference Registration

Register online via check OR credit card at <http://www.midamericaedc.org/event-2005213>.

Pre-registration is required. Deadline for registration is May 10, 2016.

Registration Options:

- **MID-AMERICA EDC Member Conference Registration - \$300**
- **OWC Member Conference Registration - \$300**
If you are an OWC member, please select the OWC Member registration option and select next. Then you will be asked to input a registration code – please input **OWC BP_2016** to proceed.
- **MID-AMERICA EDC and OWC Non-Member Conference Registration - \$400**
- **MID-AMERICA EDC New OHIO Member Package - \$450**
Because Ohio is the host state for the 2016 Annual Best Practices Conference, **new** MID-AMERICA EDC members from Ohio receive a special membership discount for 2016! **Join MID-AMERICA EDC now AND register for the Best Practices Conference at this discounted rate!**
- **MID-AMERICA EDC New Member Package – outside Ohio - \$575**
New MID-AMERICA EDC Members (outside Ohio) - Join now and save \$25 on your Individual MID-AMERICA EDC membership AND attend the Best Practices Conference at the member registration rate – an additional \$100 savings! **TOTAL SAVINGS of \$125!!!**

Policies:

If you are an established MID-AMERICA EDC annual sponsor receiving a complimentary registration as a sponsorship benefit, you may register online. Please click on the Mid-America EDC Sponsor registration option and select next. Then you will be asked to input a Registration code. This code has been sent to your sponsorship contact via email. Contact Karla Dunbar at karla@assnoffices.com with questions.

If you are an OWC Member you may register online at the member rate. Please click on the OWC Member Conference Registration option and select next. Then you will be asked to input a Registration code. This code has been sent to you via email. Contact Kerrie Carte at klcarte@wsos.org with questions.

With written cancellation notice, received by May 10, 2016, you will receive a full refund, less a \$50 administrative fee. Cancellations after May 2 are nonrefundable. Notices of cancellation must be emailed to the MID-AMERICA EDC office at karla@assnoffices.com. Sorry, no-shows are not eligible for refunds.