H-1B Ready to Work (RTW) Grantee Conference
October 14-15, 2015
U.S. Department of Labor ♦ Frances Perkins Building ♦ Washington, DC

DAY 1: WEDNESDAY, OCTOBER 14, 2015
YOUR ROAD MAP TO GRANTS MANAGEMENT AND STRATEGIES FOR OUTREACH, RECRUITMENT AND SUPPORTIVE SERVICES

8:00 AM – 9:00 AM  REGISTRATION  AUDITORIUM

Conference attendees should plan to arrive at the Frances Perkins Building no later than 8:30 AM and go through security to gain entrance to the building. Attendees must use the Visitor’s Entrance, referred to as the Fountain Entrance and located at 3rd and C Streets NW, one block north of Constitution Avenue NW. The Visitor’s Entrance is in close proximity to the Judiciary Square Metro Station. Attendees must display their government ID or photo ID (i.e., driver’s license) to gain entrance. In addition, attendees will go through a metal detector for security screening. Registration will take place outside the Auditorium on the first floor of the Frances Perkins Building. The Auditorium is located to the left of the security desk. All sessions are held in the USDOL/Frances Perkins Building unless otherwise noted. There is a cafeteria located on the sixth floor and snack bar on the fourth floor. Please note there are some restrictions on where food and/or drink are allowed in the Frances Perkins Building.

9:00 AM – 9:45 AM  WELCOME AND OPENING PLENARY  AUDITORIUM

Getting the Ready to Work Back to Work
Our work in getting the long-term unemployed off their feet and back to the workforce is a nationwide effort. Our H-1B Ready to Work grantees at the forefront of making an impact.

Welcome Remarks and Introductions:
• Robin Fernkas, Director, U.S. Department of Labor, Employment and Training Administration, Division of Strategic Investments
• Byron Zuidema, Deputy Assistant Secretary, U.S. Department of Labor, Employment and Training Administration
Special Guest:
Jacob Leibenluft, Deputy Director, The White House, National Economic Council

PPT Slides:
https://h1breadytowork.workforcegps.org/resources/2016/03/31/10/33/Conference_2015_Welcome_and_Opening_Plenary

Referenced Resources:
- Guide to Engaging your Community to decrease Long-term unemployment
  https://h1breadytowork.workforcegps.org/resources/2016/03/31/10/23/Conference_2015_Guide_to_Engaging_your_Community
- A Guide to Recruiting and Hiring the Long-Term Unemployed: A Handbook for Employers
  https://h1breadytowork.workforcegps.org/resources/2016/03/31/10/18/01_US_employer_handbook_to_recruiting_and_hiring_LTU
  https://h1breadytowork.workforcegps.org/resources/2016/03/31/10/30/Conference_2015_New_Guide_New_Destinations

9:45 AM – 10:15 AM
Ready To Work Overview: Year One Review
Auditorium

We're Ready to Work! Year 1 in Review
H-1B Ready to Work grantees have completed the first year of their four-year grant. Grantees are working with a variety of exciting industry sectors across the country, including: information technology, healthcare, biotechnology, engineering, advanced manufacturing, education, environmental sciences, and other high growth industries. Let’s go over your highlights in this Year 1 Review!

Objectives:
- To celebrate our accomplishments, share lessons learned, and to find inspiration to continue our work in helping the long-term unemployed.

Moderator: Megan Baird, Program Manager for H-1B grants, U.S. Department of Labor, Employment and Training Administration, Division of Strategic Investments

Speakers:
- Roger Fisher, Employment and Training Coordinator, WSOS Community Action Commission
- Spencer Perry, Director, Technology Programs, Jewish Vocational Services
- Sister Pearl Ceasar, Executive Director, Project QUEST
- Casey Barnard, Senior Project Manager, Worksystems, Inc.

PPT Slides:
https://h1breadytowork.workforcegps.org/resources/2016/03/31/10/37/Conference_2015_RTW_Year_One_Review

10:15 AM – 10:30 AM
Break
Subject Matter Expert Q&A
Please join us at the Auditorium lobby to ask a Subject Matter Expert questions on any topic such as outreach and recruitment, mental health assessments, and job coaching, or use this time for a mini check-in with your TA Coach.

10:30 AM – 11:45 PM  
**DOL Grants Management and Fiscal Policy**

**General Session:**
Learn about the key grants management and fiscal policy topics you may have questions about at this stage in your grant period of performance.

**Objectives:**
- To understand the role of your DOL grants management team, the purpose of and process for submitting grant modifications, and the objectives of monitoring reviews for your H-1B Ready to Work grant.

**Moderator:** Megan Baird, Program Manager for H-1B grants, U.S. Department of Labor, Employment and Training Administration, Division of Strategic Investments

**Speakers:**
- Steve Rietzke, Grant Officer, U.S. Department of Labor, Employment and Training Administration, Office of Grants Management
- Maggie Ewell, Program Manager, U.S. Department of Labor, Employment and Training Administration, Division of Policy Review and Resolution, Office of Grants Management
- Keeva Davis, Federal Project Officer, U.S. Department of Labor, Region 1 - Boston Regional Office

**PPT Slides:**

**Referenced Resources:** U.S. Department of Labor – ETA Resources and Information
[http://www.doleta.gov/grants/resources.cfm](http://www.doleta.gov/grants/resources.cfm)

11:45 PM – 1:00 PM  
**Networking Opportunity Lunch**

Join ETA staff and your TA coach in the DOL cafeteria to ask informal questions and meet your fellow RTW grantees.

12:00 PM – 1:00 PM  
**Lunch Roundtable Discussion: RTW Grant Evaluations**

**H-1B RTW Evaluation: Evaluation Metrics to Support Grant Performance**
This small round-table discussion is for the H-1B Ready to Work grantees that are selected to participate in the grant evaluation: Worksystems Inc., Jewish Vocational Services, Rochester Works, Anne Arundel Workforce Development Corporation

**Moderator:** Dr. Molly Irwin, Senior Evaluation Specialist, U.S. Department of Labor, Chief Evaluation Office

**Speaker:** Karin Martinson, Principal Associate, Abt Associates
1:00 PM – 2:00 PM  BREAKOUT SESSION: NON-TRADITIONAL METHODS FOR OUTREACH AND RECRUITMENT

Room: C5515 Room A
Session 1: Outreach and Recruitment Strategies for Connecting with Long-term Unemployed
We know that serving different types of LTU populations necessitates different outreach strategies. This session will provide a combination of presentation and group discussion to address the outreach and recruitment approaches for special populations. Participants will learn about the best methods for recruiting veterans, older workers, women, college graduates, and the hard to serve/hard to place workers.

Objectives:
• Identify how to locate special populations within the LTU and Incumbent Worker target groups
• Determine strategies for marketing to and engaging these populations
• Discuss challenges with outreach and recruitment
• Learn from your peers promising practices to address the challenges identified

Speaker: Tressa Dorsey, Technical Assistance Coach, High Impact Partners
PPT Slides:
https://h1breadytowork.workforcegps.org/resources/2016/03/31/10/46/Conference_2015_Day_One_Breakout_Session_on_Recruiting_LTU

Room: Executive Conference Room C5515
Session 2: Social Media Networking Strategies to Identify and Connect with LTU
Interested in learning more about how LinkedIn, Facebook and Twitter can help your program? This virtual session includes a combination of presentation and group discussion to address using social media networking strategies. Grantee staff that is not attending the conference in person may participate in this virtual presentation through Workforce3One.

Objectives:
• Learn how to choose the best social media networking service(s) for your organization.
• Understand how to manage social media for recruiting, connecting, and communicating with the long-term unemployed, program participants, and partners.

Facilitator: Annette Gantt, Technical Assistance Coach, High Impact Partners
Speaker: Jennifer Swidler, Technical Assistance Coach, High Impact Partners
PPT Slides:
https://h1breadytowork.workforcegps.org/resources/2016/03/31/10/51/Conference_2015_Breakout_Social_Media_Networking_with_LTU

Referenced Resources:
• Managing and Leveraging Workplace Use of Social Media
• How to Use Social Media as a Recruiting Tool

- Empathy & Social Media – This Combo could be an Online Business Secret Weapon

- 11 Essential Components of a Social Media Strategy

- Social Network Demographics: Pew Study Shows Who Uses Facebook, Twitter, Pinterest & Others

Room: C5515 Room 3
Session 3: Partnering with the Unemployment Insurance Office for LTU Outreach and Recruitment

Partnering with your state DOL Unemployment Insurance Office can be an effective way to identify the long-term unemployed! Learn how to engage your UI Office for effective partnerships to expand your outreach and recruitment strategy, including methods for grantees to successfully partner with their UI system to increase access to an expanded pool of LTU workers. Learn how to initiate contact with the proper representative, what products are obtainable and how they can assist you in contacting those LTU who are about to exhaust benefits, as well as those who have previously exhausted benefits and possibly dropped out of the labor pool. RTW grantees will share what strategies they are using to expand the available recruitment pool, including unique methods of contacting these individuals.

Objectives:
- Learn how to engage your state’s UI office for effective partnerships and use the information on LTU that have exhausted their UI benefits as part of your outreach strategy
- Explore alternative outreach strategies in partnership with your state’s UI office

Subject Matter Expert: Suzanne Simonetta, Chief, U.S. Department of Labor, Unemployment Insurance Office, Division of Legislation

Facilitators:
- Keeva Davis, Federal Project Officer, U.S. Department of Labor, Region 1 - Boston Regional Office
- Program Manager for H-1B grants, U.S. Department of Labor, Employment and Training Administration, Division of Strategic Investments

Speakers:
- Heather Henry, Chief Innovation Officer, Anne Arundel Workforce Development Corporation
- Sivaraman Anbarasan, Executive Director, NJCC Consortium for Workforce & Economic Development
- Stan Odenthal, Administrator of Workforce Services, Nebraska Department of Labor

PPT Slides:
https://h1breadytowork.workforcegps.org/resources/2016/03/31/10/58/Conference_2015_Breakout_Partnering_with_Unemployment_Insurance_Office

Referenced Resource: Ready to Work New Jersey www.rtwnj.org

2:00 PM – 2:15 PM Break
Subject Matter Expert Q&A
Please join us at the Auditorium lobby to ask a Subject Matter Expert questions on any topic such as outreach and recruitment, mental health assessments, and job coaching, or use this time for a mini check-in with your TA Coach.

2:15 PM – 3:15 PM BREAKOUT SESSIONS: EFFECTIVE ASSESSMENT STRATEGIES AND SUPPORTIVE SERVICES FOR RAPID REEMPLOYMENT

Room: C5515 Room 3
Session 1: Effective Partner Engagement and Resource Matrix Management Across Service Providers
Grantees will share their experiences working with partner organizations providing services for the grant, such as assessments, curriculum, training, participant services, career coaching etc.

Objectives:
- Learn how to evaluate the current strength of existing partnerships
- Determine which types of partnerships have the most opportunity for growth
- Determine strategies for engaging partners and strengthening resources
- Discuss how to engage partners and develop sound policies to govern partnerships

Speakers:
- Tressa Dorsey, Technical Assistance Coach, High Impact Partners
- Elizabeth Ojeda, Project Administrator, City and County and Denver

PPT Slides: https://h1breadytowork.workforcegps.org/resources/2016/03/31/11/04/Conference_2015_Breakout_Effective_Partner_Engagement

Room: Executive Conference Room C5515
Session 2: Supportive Services that Prepare Participants for Rapid Reemployment
Everyone can use some help when it comes to finding a job. This is particularly true for the LTU population. Learn about intensive coaching and other short-term specialized strategies that help LTU individuals find and get a job. Additionally, hear from RTW grantees using boot camp-style prep as a method of delivering supportive services.

Objectives:
- Learn how to utilize personal life/social support services instead of just support to find and get a job
- Identify the special service needs of LTU individuals and how best to address them
- Discuss how to collaborate with partners to provide transportation, child care, utility and other needs based payments and determine how to provide housing and relocation services
- Gain understanding on providing fiscal responsibility, financial counseling, basic legal services and how to connect LTU with those services

Facilitator: Susan Shorters, President, High Impact Partners
Speakers:
- Brooklyn Burton, Project Manager, Tecumseh Area Partnership
- Marcia Williams, Program Manager, EmployIndy
- Laura Lee Costello, Project Manager, City of Providence RI
Sister Pearl Ceasar, Executive Director, Project QUEST

PPT Slides: https://h1breadytowork.workforcegps.org/resources/2016/03/31/11/09/Conference_2015_Breakout_Supportive_Services_to_Prepare_for_Rapid_Reemployment

Referenced Resources: Employ Up - Creating Opportunities for the Long-Term Unemployed www.EmployUp.org

Room: C5515 Room A
Session 3: Addressing the Unique Needs of LTU Workers through Effective Assessment, Referral and Empowerment Strategies

Assessment and case management tools help identify LTU service and training needs. This session will address how to use these tools effectively for needs identification as well as for establishing support to increase program retention and long-term career placement.

Objectives:
- Understand how to manage and implement effective intake and assessment processes
- Understand key empowerment strategies
- Hear from your grantee peers promising practices to address challenges, and share success stories and tools that work

Facilitator: Annette Gantt, Technical Assistance Coach, High Impact Partners
Speaker: Kendra Smith, Subject Matter Expert, Independent Consultant

PPT Slides: https://h1breadytowork.workforcegps.org/resources/2016/03/31/11/12/Conference_2015_Breakout_Addressing_Unique_Needs_of_LTU_Workers

3:15 PM – 3:30 PM BREAK

Subject Matter Expert Q&A
Please join us at the Auditorium lobby to ask a Subject Matter Expert questions on any topic such as outreach and recruitment, mental health assessments, and job coaching, or use this time for a mini check-in with your TA Coach.

3:30 PM – 4:45 PM AFTERNOON PLENARY SESSION Auditorium

The Importance of Supportive Services to Help the Long-term Unemployed
This panel discussion with H-1B Ready to Work grant service providers will explore the personal experiences of what it means to be long-term unemployed and what supportive services create the biggest impact in helping LTU return to work.

Objectives:
- To emphasize the ongoing need for long-term unemployed workers to receive wrap-around services for a variety of needs, whether they are older workers, former executives, or returning veterans.
- To learn more about the process of partnering with service providers to support your Ready To Work grant, including leveraging resources to support participants.
- To understand the importance of job clubs and other networking opportunities to increase viability for rapid reemployment.
**Moderator:** Ben Seigel, Senior Policy Advisor to the Deputy Secretary of Labor, U.S. Department of Labor

**Speakers:**
- Steve Murata, Co-Founder, Career Action Ministries, NOVA Workforce Development - City of Sunnyvale
- Lori Strauss, AARP Foundation AARP Foundation, BACK TO WORK 50+, Anne Arundel Workforce Development Corporation
- John Fugazzie, President, Neighbors-helping-Neighbors USA Inc., New Jersey Consortium of Community Colleges

**PPT Slides:**
https://h1breadytowork.workforcegps.org/resources/2016/03/31/11/16/Conference_2015_Afternoon_Plenary_The_Importance_of_Supportive_Services_to_Help_LTU

**Referenced Resources:**
U.S. Department of Health & Human Services - Mental Health.gov
http://MentalHealth.gov

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**4:45 PM – 5:00 PM**

**BREAK**

**Subject Matter Expert Q&A**

Please join us at the Auditorium lobby to ask a Subject Matter Expert questions on any topic such as outreach and recruitment, mental health assessments, and job coaching, or use this time for a mini check-in with your TA Coach.

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**5:00 PM – 5:30 PM**

**PEER EXCHANGE OPPORTUNITIES & TECHNICAL ASSISTANCE ACTION PLANNING**

**REGIONS 1, 2, 3:** C5515 3
**REGIONS 4, 5, 6:** C5515 A

Technical Assistance Coaching Check-Ins and Action Planning
Grantees will discuss what they've learned and how it can be applied to their programs in a strategic planning session using an Action Planning Template.

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**5:30 PM – 7:00 PM**

**NETWORKING EVENT!**

Come join your fellow grantees, DOL staff, TA coaches and SMEs for a fun networking opportunity!
Sign up for one-on-one performance reporting assistance! On a first come, first serve basis, grantees can sign up for time slots on-site to receive HUB technical assistance. Sign-up is required. To sign up for a time slot, please visit the registration desk.

**8:15 AM – 8:45 AM**

**H-1B Ready to Work Performance Reporting Pulse Point**

We are excited to begin seeing performance outcomes from the H-1B Ready to Work grants! Grantees will be submitting participant data and generating a QPR in HUB, starting with their September 30, 2015 Quarterly Progress Report.

**Objectives:**
- Provide performance reporting TA and prepare grantees for the next phase of the HUB System roll-out

**Speakers:**
- Megan Baird, Program Manager for H-1B grants, U.S. Department of Labor, Employment and Training Administration, Division of Strategic Investments
- Ayreen Calimquim, Program Analyst, Performance Excellence Partners

**PPT Slides:**
https://h1breadytowork.workforcegps.org/resources/2016/03/31/11/25/Conference_2015_RTW_Performance_R
eporting_Pulse-Point

**H-1B RTW Performance Reporting Resources:**
H-1B Ready to Work Grants Performance Reporting Technical Assistance Materials

**8:45 AM – 10:00 AM**

**MORNING PLENARY SESSION**

**Long-Term Unemployment: Why it Matters and What We Can Do About It**

A leading researcher will share insights from recent employment research and discuss trends that impact long-term unemployed job seekers. She will also share information about the New Start Career Network launching in New Jersey.

**Objectives:**
- To explore research findings on why long-term unemployment persists in spite of an improving labor market
- To consider implications of demographics, mental health, and other challenges associated with long-term unemployment
To review elements of different strategies and models for providing assistance, including the New Start Career Network in New Jersey

**Speaker:** Maria Heidkamp, Senior Researcher and Director of the New Start Career Network at the John J. Heldrich Center for Workforce Development, Rutgers University

**Special Guest:** Christopher P. Lu, Deputy Secretary, U.S. Department of Labor

PPT Slides:  
https://h1breadytowork.workforcegps.org/resources/2016/03/31/11/29/Conference_2015_Morning_Plenary

**Referenced Resources:**

- **John J. Heldrich Center for Workforce Development** at Rutgers University  
  http://www.heldrich.rutgers.edu/

- **The New Start Career Network** provides older (ages 45+), long-term unemployed New Jersey job seekers with access to free, personalized career services.  
  http://www.newstartcareernetwork.org/

- **Bureau of Labor Statistics – Referenced Charts**
  - Total Unemployed, Percent Unemployed 27 Weeks & over  
    http://data.bls.gov/timeseries/LNS13025703
  - Labor Force Participation Rate  
    http://data.bls.gov/timeseries/LNS11300000
  - Employment Level - Part-Time for Economic Reasons, All Industries  
    http://data.bls.gov/timeseries/LNS12032194

- **Schrager, A.** If nearly 40% of Americans aren’t working, what are they doing?  

- **Hilsenrath, J.** More Gloom for the Long-Term Unemployed, from Alan Krueger, Wall Street Journal,  
  5/22/14  
  http://blogs.wsj.com/economics/2014/05/22/more-gloom-for-the-long-term-unemployed-from-alan-krueger/

- Krueger, Alan B. et. al. “Are the Long-Term Unemployed on the Margins of the Labor Market?”  
  http://www.brookings.edu/about/projects/bpea/papers/2014/are-longterm-unemployed-margins-labor-market

- **O’Brien, Matthew.** “The Terrifying Reality of Long-Term Unemployment,” Atlantic 04/13/2013  

- **Skills for Chicagoland’s Future** (SCF) is a public-private partnership working to match businesses that have current, unmet hiring needs with qualified, unemployed or underemployed job seekers.  
  http://www.skillsforchicagolandsfuture.com/

**10:00 AM – 10:15 AM**  
**Break**

**Subject Matter Expert Q&A**

Please join us at the Auditorium lobby to ask a Subject Matter Expert questions on any topic such as outreach and recruitment, mental health assessments, and job coaching, or use this time for a mini check-in with your TA Coach.
**10:15 AM – 11:15 AM  BREAKOUT SESSIONS: TRAINING STRATEGIES FOR RAPID REEMPLOYMENT**

**Room: C5515 Room 2**

**Session 1: Pathways to Employment – Transformative Internships and Paid Work Experience**

Engage in a dynamic discussion of approaches to training design and the importance of internships, paid work experiences, and intensive intake assessments as tools for reemployment.

**Objectives:**
- Grantees will learn the importance of internships and paid work experiences to prepare LTU in getting a job
- Discuss the importance of intensive intake assessments to determine which training track is most appropriate for each unique participant
- Review the two approaches to training design and provide a comparison between these two models:
  - Stand-alone internships and paid work experience
  - An additional training activity as part of a short or long-term training program

**Facilitator:** Susan Shorters, President, High Impact Partners

**Speakers:** Yolanda Tully, Subject Matter Expert, Independent Consultant

**PPT Slides:**
https://h1breadytowork.workforcegps.org/resources/2016/03/31/11/32/Conference_2015_Breakout_Pathways_to_Employment

**Room: C5515 Room A**

**Session 2: How to Maximize the Effectiveness of Your OJT Program and Other Types of Training**

Learn how to promote On-the-Job Training and other training strategies such as Registered Apprenticeships, to engage employer partners by integrating training design to meet employer needs and ensure they get their return on investment. This session is designed to provide grantees with strategies, guidance and practices that can be incorporated into their program models to promote program retention, and employer partnerships by using On-the-Job Training, Registered Apprenticeships, and other work-based learning strategies.

**Objectives:**
- Identify and discuss ways to work with employers to get their return on investment
- Learn how to integrate training with employer partner needs
- Identify ways to retain participants that are in a long-term training program and have immediate needs to earn a paycheck

**Facilitator:** Tressa Dorsey, Technical Assistance Coach, High Impact Partners

**Speakers:**
- Annette DiPalma, Project Manager, Fingerlakes Hired, Rochester Works
- Susan B. Thomas, Industry Partnership Director, District 1199C Training and Upgrading Fund

**PPT Slides:**
https://h1breadytowork.workforcegps.org/resources/2016/03/31/11/36/Conference_2015_Breakout_How_to_Maximize_the_Effectiveness_of_OJT
Referenced Resources:

- Checklist:
  https://h1breadytowork.workforcegps.org/~/media/WorkforceGPS/H1BReadytoWork/Performance%20Reporting/Technical%20Assistance/2015%20Conference%20Materials/Day%202/04_Checklist_for_FLH_OJT.docx

- Customized Management Review Form:
  https://h1breadytowork.workforcegps.org/~/media/WorkforceGPS/H1BReadytoWork/Performance%20Reporting/Technical%20Assistance/2015%20Conference%20Materials/Day%202/04_FLH_Customized_Management_Review_Form.docx

- OJT Management Review Form:

Room: Executive Conference Room C-5515

Session 3: Innovative Workforce Development Programs, Industry-focused Job Training and Career Pathway Initiatives for the Long-term Unemployed

Learn about Career Pathway models to support and retain participants along a career pathway to employment, including programs and strategies designed to create pathways that allow participants to enter and advance in the labor market while also meeting local employers’ needs for quality workers.

Objectives:

- To provide grantees resources and knowledge to develop and maintain a high quality workforce development program increasing the skills of current and future LTU members.
- To share how grantees and their partners are working to implement ten elements of successful career pathways programs.

Facilitator: Annette Gantt, Technical Assistance Coach, High Impact Partners

Speaker: Jodie Sue Kelly, Subject Matter Expert, Cygnet Associates

PPT Slides:
https://h1breadytowork.workforcegps.org/resources/2016/03/31/11/47/Conference_2015_Breakout_Innovative_Workforce_Development_Programs

11:15 AM – 11:30 AM

Break

Subject Matter Expert Q&A

Please join us at the Auditorium lobby to ask a Subject Matter Expert questions on any topic such as outreach and recruitment, mental health assessments, and job coaching, or use this time for a mini check-in with your TA Coach.

11:30 AM – 12:30 PM

General Session: Employer Engagement

Auditorium

Effective Employer Engagement Strategies to Promote and Employ the Long-term Unemployed

Strong partnerships with employer partners can play a key role in eliminating the stigma of hiring LTU workers. Hear from employer partners who will discuss their commitment and the work they are doing to support LTU.
**Objective:**
- Learn effective strategies to engage employer partners and stimulate LTU hiring practices with your employer partners

**Moderator:** Amanda Ahlstrand, Administrator, U.S. Department of Labor, Employment and Training Administration, Office of Workforce Investment

**Speaker:**
- Ananda Baron, Director, Electric Operations HRBP, Pacific Gas and Electric Company
- Ryan Hull, Director of Customer Service, Frontier Communications
- Amanda St. John, Sr. Recruiter at Sodexo

**12:30 PM – 1:30 PM**  
**NETWORKING OPPORTUNITY LUNCH**

Join ETA staff and your TA coach in the DOL cafeteria to ask informal questions and meet your fellow RTW grantees.

**1:30 PM – 2:30 PM**  
**BREAKOUT SESSIONS: EMPLOYER ENGAGEMENT AND JOB PLACEMENT SERIES**

**Room: Executive Conference Room C-5515**

**Session 1: Job Seeker Branding and Job Search Strategies to Help the Long-Term Unemployed Regain Confidence and Return to Work**

Hear about real-life coaching strategies to help participants navigate the employment process, including Employment Placement Boot Camps for Rapid Re-employment Strategies. Grantee staff that is not attending the conference in person may participate in this virtual presentation through Workforce3One.

**Objectives:**
- Learn about individual messaging and branding for building confidence and overcoming LTU stigma
- Review job application materials: resumes, cover letters, interviewing, online presence
- Discuss job search strategies: use of job boards, posting resumes online, LinkedIn, in-person engagement
- Learn about networking related to specific jobs: connecting with recruiters and hiring managers, and using your personal networks

**Facilitator:** Ayreen Calimquim, Program Analyst Performance Excellence Partners
**Speaker:** Jennifer Swidler, Technical Assistance Coach, High Impact Partners


**Referenced Resources:**
- Resume Advice After a Career Break: An Interview with iRelaunch  
- How to Explain Long-Term Unemployment  
- Five Threats to Your Job-Hunting Stamina

- How to Best Explain a Gap in Employment

Room: C5515 Room 2
Session 2: Job Placement Strategy: Direct Placement Strategies for LTU and Unemployed Workers
This session looks at the importance of engaging employers to place LTU and unemployed workers that have the skills and competencies necessary to be placed directly into employment.

Objectives:
- Determine strategies for understanding employers’ hiring practices
- Learn how to customize your services to meet employers needs
- Discuss methods for identifying employers needs now and in the future
- Identify ways to bridge the gap between training and employment using work-based learning, internships, and OJTs to get employer “buy-in”

Facilitator: Tressa Dorsey, Technical Assistance Coach, High Impact Partners
Speaker: Jodie Sue Kelly, Subject Matter Expert, Cygnet Associates
PPT Slides: https://h1breadytowork.workforcegps.org/resources/2016/03/31/11/58/Conference_2015_Breakout_session_Job_Placement_Strategies

Room: C5515 Room A
Session 3: Job Placement Strategy: Upskill/Backfill Strategy
Upskill/backfill workforce programs help labor markets function more smoothly by reducing the costs and risks to employers of hiring new workers. Working with employer partners to provide incumbent worker training to low skilled workers that advance them to middle skilled jobs is an important part of employer engagement. Strategies that address employers’ needs for upskilling their workers help create a pipeline for new employment. Grantees will learn the benefits of how this workforce development strategy helps to avert layoffs and to fill job openings with local workers.

Objectives:
- Understand how to manage and implement effective intake and assessment processes
- Understand marketing and communication collateral and strategies
- Understand key empowerment strategies
- Learn from your peers promising practices to address challenges, share success stories, and tools

Facilitator: Annette Gantt, Technical Assistance Coach, High Impact Partners,
Speakers:
- Yolanda Tully, Subject Matter Expert, Independent Consultant
- Sandino Thompson, Executive Director, It’s My Community Initiative
PPT Slides:  
https://h1breadytowork.workforcegps.org/resources/2016/03/31/12/04/Conference_2015_BREAKOUT_SESSION_Upskill_Backfill_Demand_Driven_Strategies_for_Incumbent_Workers

Referenced Resources: Work Ready Oklahoma: http://workreadyoklahoma.com

### 2:30 PM – 2:45 PM  Peer Exchange Opportunities & Technical Assistance Action Planning

Technical Assistance Coaching Check-Ins and Action Planning

Staying in the breakout room where they are, grantees will discuss what they’ve learned and how it can be applied to their programs in a strategic planning session using an Action Planning Template.

### 2:45 PM – 3:15 PM  Closing Plenary

**What’s Next for Helping the Long-term Unemployed?**

**Speaker:** Robin Fernkas, Division Director, DOL Employment and Training Administration, Office of Workforce Investment, Division of Strategic Investments