

## Registration Form

Please Print

NAME \_\_\_\_\_

TITLE \_\_\_\_\_

ORGANIZATION \_\_\_\_\_

DAY PHONE ( ) \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

\*Soc. Sec. # \_\_\_\_\_ or

\*Date of Birth: \_\_\_\_\_

\*(This information is confidential and not mandatory, but is requested so we can enroll you into our registration system using a unique registration ID number)

\_\_\_ I AM \_\_\_ I AM NOT currently a NAWDP Member.  
**Not currently a member?** Your conference fee includes a one-year membership. Please go to [www.nawdp.org/membership\\_application\\_printable.htm](http://www.nawdp.org/membership_application_printable.htm), print out and complete the application form, and bring it with you to the conference. We will submit it for you. If you are currently a member, please enter your member # here: \_\_\_\_\_

### Workshop Choices:

Please indicate your choice of workshops below using the Workshop Number as it appears in this brochure:

#### 1st AM Session:

First Choice \_\_\_\_\_ Alternative \_\_\_\_\_

#### 2nd AM Session:

First Choice \_\_\_\_\_ Alternative \_\_\_\_\_

#### PM Session:

First Choice \_\_\_\_\_ Alternative \_\_\_\_\_

\_\_\_ I am requesting a meatless lunch

I will need wheelchair Access \_\_\_\_\_  
Other Needs or Special Accommodations \_\_\_\_\_

**COST: \$129.00 per person. Includes:** continental breakfast, lunch, materials & NAWDP membership or membership renewals.

### Type of Payment:

Check  Money Order

Please make payable to: HCC-CBPD/WED

MasterCard  Visa  Discover

Card Number: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Signature: \_\_\_\_\_

If paying by credit card, you may fax your registration to 413/552-2745.

### MAIL REGISTRATION FORM AND PAYMENT TO:

**Holyoke Community College-CBPD/WED**

**Attn: Maria Santiago**

**303 Homestead Avenue**

**Holyoke, MA 01040**

## General Information

DATE: Wednesday, September 19, 2007

TIME: 8:30 AM to 4:00 PM  
*Registration, Continental Breakfast,  
and Vendor Tables begin at 7:30 AM*

PLACE: **The College of the Holy  
Cross  
Hogan Conference Center**  
1 College Street  
Worcester, Massachusetts

### DIRECTIONS:

**From the East and West (Boston, Hartford and New York):** Massachusetts Turnpike I-90. Take Exit 10 to I-290 East toward Worcester. Take Exit 11 (College Square/Southbridge Street) off I-290. Cross over to the right lane immediately after coming off the ramp to College Square. Take the first right (before the traffic light) onto College Street.

**From the North:** I-495 South to I-290 West, Exit 25B. From I-290 West take Exit 11 (College Square, Southbridge Street). Bear left coming off the ramp onto Southbridge Street. Take the first right (before the traffic light) onto College Street.

**From the Southeast:** I-495 North to Massachusetts Turnpike I-90. Take Exit 10 to I-290 East toward Worcester. Take Exit 11 (College Square/Southbridge Street) off I-290. Cross over to the right lane immediately after coming off the ramp to College Square. Take the first right (before the traffic light) onto College Street.

**From the South (Providence, Rhode Island):** Route 146 North to I-290 West toward Worcester. From I-290 West take Exit 11 (College Square, Southbridge Street). Bear left coming off the ramp onto Southbridge Street. Take the first right (before the traffic light) onto College Street.

**From all Starting Points:** Once on College Street, go up the hill and enter the last gate on the left, Gate 7. The Hogan Campus Center is the second building on the left with the large silver cross on it. **Visitor parking** is to the right of the Campus Center, in the right hand lot.

### REGISTRATION DEADLINE: September 14, 2007\*.

**Space is limited. Please register as soon as possible. \* Late registrations may be accepted, dependent upon space.**

**One registrant per form please!!**

**If you need additional registration forms, you may make photocopies.**

If you would like to confirm your registration, please call: The Center at HCC at 413/552-2500 or [msantiago@hcc.mass.edu](mailto:msantiago@hcc.mass.edu).

Holyoke Community College  
The Center for Business & Professional Development/WED  
303 Homestead Avenue  
Holyoke, MA 01040

*Please distribute to appropriate staff & partners!*

*the 2nd Annual*

# NEW ENGLAND WORKFORCE DEVELOPMENT PROFESSIONALS CONFERENCE

*“The Yellow  
Brick Road  
Ain’t What It  
Used To Be!”*

*A day of professional development for workforce development professionals, and a celebration of the vital role the profession plays in your communities, states, and the nation.*

*Wednesday, September 19, 2007*

*7:30am - 4:00pm*

*Brought to you by:*

*The Center for Business &  
Professional Development  
at Holyoke Community College  
and*

*The Association for Workforce Alternatives  
Research & Development (AWARD)*

*Co-Sponsored by the National Association of  
Workforce Development Professionals  
(NAWDP) and the National Council for  
Workforce Education (NCWE),*

*In partnership with CareerPoint One Stop  
Career Center*

*At The College of the Holy Cross, Hogan Conference  
Center, Worcester, MA*

# The 2nd Annual New England Professional Development Conference for New England Workforce Development Professionals!

The New England and Massachusetts elected representatives to the National Association of Workforce Development Professionals (NAWDP), are pleased to present this second annual New England conference to once again provide professional development, best practices, and tools to assist New England workforce development professionals in improving their ability to perform their jobs. NAWDP and NCWE are co-sponsors of the conference.

This year, the conference is offering unique workshops to address specialized topics for one stop career centers, community college business & industry departments, corrections, WIBs, organizations serving youth/disabled customers, job corps, and grant-funded and private post-secondary training organizations.

Keynote speakers and workshop facilitators represent some of the best in their fields, and come from states as far away as Georgia, Tennessee and Florida. The names and bios of the workshop facilitators will be made available the morning of the conference

In addition to the day of interactive learning, your **\$129 conference fee** includes:

- Continental Breakfast, & Lunch workshop materials
- access to product/service vendors networking opportunities
- **and a one-year new membership or membership renewal to the National Association of Workforce Development Professionals (normally costing \$50)**

**For your convenience we have used the following codes to help you pick your workshops:**

- P**= Community Colleges/Other Post-Secondary
- C**= Corrections
- W**= WIB staff
- O**= One Stop Staff
- H**= Staff working with the Hard-to-serve
- All**= Appropriate for professionals in any type of organizations

## Program - September 19, 2007

7:30 - 8:15 a.m. Registration, Continental Breakfast & Vendor Table Visitations

8:15 - 8:30 a.m. Welcome and Opening Remarks

**Patricia McPartland, Executive Director, AWARD**

8:30 - 9:00 a.m. Keynote Address

### Keynote Presenter:

**Keith Hensley, Executive Director of Workforce & Economic Development, Holyoke Community College**

In this lively and interactive presentation, Keith will draw upon his 29 years of workforce development experience to explain why *The Yellow Brick Road Ain't What It Used To Be* when helping customers/clients reach self-sufficiency, and discuss our roles as Wizards in the workforce and economic development system.

9:15 - 9:30 Break/Networking

9:30 - 10:45 1st Morning Workshop Sessions

10:50 - 12:10 2nd Morning Workshop Sessions

12:10 - 1:00 p.m. Lunch

1:00 - 1:15 p.m. Break/Networking

1:15 - 2:45 p.m. Afternoon Workshop Sessions

3:00 - 3:30 p.m. Wrap-Up Session

3:30 - 4:00 p.m. Vendor Visitations

### 1ST MORNING SESSIONS—9:30 AM - 10:45 AM

1. **Got Information? Got Security?:** If you ever worked with customer information, you probably know that you should protect it. Do you ever wonder if you are doing enough? Do you know the value of the information you are dealing with and who might be after it? This seminar will explore the answers to these questions and more. Specific recommendations and examples of techniques to use at your workplace will be presented. **ALL**
2. **Implementing a Work-Based Learning Plan:** The Massachusetts Work-Based Learning (WBL) Plan is a tool designed to drive learning, productivity, and assessment for employability skill development on the job. In this session, participants will learn how employers, educators and program coordinators can use this tool to help your clients/students reach their goals while giving employers a concrete tool to drive productivity and monitor/assess skill gains. **ALL**

3. **Successful Integration through Community Collaboration:** This panel from different sectors of criminal justice discuss how collation can increase success rates of offenders who transition from prisons, by fostering effective risk management and treatment programming; accountability for both offender and criminal justice officials; and the community. The panel will describe the offender re-entry planning process and how it is linked to an effective community collaboration. **C/O**

4. **Breaking Through:** Breaking Through is a national demonstration initiative supporting the development and documentation of programs that successfully connect adults with low-skill levels to professional/technical programs at community colleges. This interactive presentation will feature a brief presentation on some key findings from the national Breaking Through initiative and a more intensive presentation on the features of North Shore's program that are succeeding in connecting their low-skill students to a satisfying career. **P**

5. **Creating Successful Outcomes for Customers with Disabilities and Their Employers:** This workshop will increase participants' confidence and skill level when interacting with and providing services to customers with all types of disabilities...both obvious and hidden. Learn strategies to assess preparedness for work, counseling techniques to advise disability disclosure or not, and determining/accessing accommodations, and presenting a candidate with a disability to an employer. **H/O**

### 2ND MORNING SESSIONS—10:50 AM - 12:10 PM

1. **Proving Your Professional Skills Through Certification:** This workshop will detail the Certified Workforce Development Professional (CWDP) certification and specialty certifications available through NAWDP. Included will be instructions on how to complete the paperwork so attendees can move toward certification. **All**

2. **Grant Writing 101:** How can workforce professionals obtain money for their programs? Are their projects fundable? Where can workforce professionals get information about funding sources? These questions and more will be answered during this highly interactive workshop. This workshop provides a list of funding sources, resources and other tools that make grant writing easy. Participants learn the essential components of a grant proposal. **All**

3. **Addressing the Impacts of Criminal Offender Record Information (CORI):** Participants will learn the CORI system and legal and practical tools to diminish the impacts of CORI, this workshop will cover such topics as: What is CORI; How to read a CORI; Employer Practices and Liability Concerns; Using legal knowledge and job development expertise to enhance job opportunities; Overcoming obstacles: sealing records, changed person file, and correcting inaccuracies. **C/O**

4. **Why Board Member Training? WHY NOT!?** WIBs and non-profits depend on their board members for input and policy. Then there are active board members and those who do nothing more than show up to meetings, usually totally unprepared to actively participate. This workshop will detail why board training is essential to great relationships between boards and staff, and what kinds of training are important. **W/O/P**

5. **Motivating Yourself to Excellence:** Motivating yourself to excellence learn how to be happy all of the time, enjoy your work again and enjoy your life. Learn the how to overcome burnout and enjoy your job and how to have fun at work without letting your boss know!!! **ALL**

### AFTERNOON SESSION—1:15 PM - 2:45 PM

1. **Breakthroughs in State and Regional Staff Certifications:** This workshop will explore new trends in statewide and regional staff certification. Six state programs will be covered, and five WIB initiatives will be reviewed. Discussions will include different delivery models, a variety of funding approaches, and mandatory vs. optional certification requirements. Attendees will learn the value of certification and methods on how to move staff certification forward. **ALL**

2. **Jump On the State and National Career Readiness Credentialing Train!** Employability credentialing is sweeping the country. More than 24 states have either adopted a statewide worker credential or are in the process of doing so. At some point, New England states must consider credentialing their workers for workforce development and economic development purposes. This workshop is a **MUST** for workforce development professionals to gain a baseline knowledge of the Career Readiness Certificate (CRC). **All**

3. **Creating Employment Opportunities for Ex-Offenders:** Learn about the benefits of helping ex-offenders to secure employment through successful collaborations between community corrections programs and One-Stop Career Centers. The presenters will review strategies and provide tips on how to work with ex-offenders, discuss the value of focused career preparation workshops and individual career counseling that empower ex-offenders to lead crime-free and productive lives, and an overview of hiring incentives and job development techniques. **C/O**

4. **Rapid Employment with High Risk Young Adults:** Many youth are not ready to work. Further, they typically cannot think about career planning until they are employed at least six months. This workshop will detail the lessons learned from many years of youth programming. A highlight of the presentation will be the five stages that youth go through when dealing with change as it affects their work and careers, and how the presenters help youth through these stages to aid them in entering and moving beyond initial employment. **H/O**

5. **Creating Talent that every Employer Wants: Dependability, Likeability and Workability:** Besides specific skill training, there continues to be an outcry from employers about soft skills and workplace ethics. Employers want the employee showing up on time every day, ready to go to work with enthusiasm. Gain insights on how to create motivated clients and learn techniques that foster dependability, getting along with others, and flexibility toward change. A fun filled workshop. **H/O/P**