

Building Workforce Partnerships Conference 2019

Working with Labor: Partnerships for Shared Prosperity

March 5th - 7th 2019
Hilton San Diego Resort & Spa



Tuesday, March 5th, 2019

11:30 pm – 4:00 pm **Early Registration Open**

1:00 pm – 4:00 pm **SPECIAL MEETINGS** *by invitation only*

Statewide Business Engagement & Rapid Response Roundtable

Hosted by the Greater Bay Area Roundtable!

(Monte Carlo & St. Tropez)

Open to workforce services practitioners who are part of a Business Engagement and Rapid Response roundtable in California – anyone who performs a business services function whether it be rapid response or business engagement activities.

Statewide Labor Roundtable

(Capri & Riviera)

Workforce Development Board Labor Representatives, Central Labor Council leaders and staff, Building Trades Councils and staff, Joint Apprenticeship Training Coordinators, Affiliates and Labor Members - come one, come all!

4:00 pm – 6:00 pm **Post-Roundtable Cocktail Hour**

Light hors d'oeuvre and cash bar on site at the Fresco's Patio at the Hilton.

Get social and meet fellow BWP attendees before the conference officially begins. Let this be a time to share stories and reconnect with old friends and make new ones.

Use event hashtag, #BWP2019

Wednesday, March 6th, 2019

8:30 am – 10:00 am

WELCOME & OPENING

(Capri, Riviera, Monte Carlo, St. Tropez)

OPENING PLENARY

Putting California on the High Road: A State Agenda for Equity, Climate, and Jobs

#highroad #partnerships

We kick off the conference by presenting the new Administration's vision for high road workforce development and laying out the national significance of California's home-grown industry partnerships.

To advance shared prosperity, California needs to simultaneously address urgent questions of income inequality, economic competitiveness, and climate change. Labor partnerships are central to this mission – and the California Workforce Development Board (CWDB) is putting them at the heart of the state's workforce agenda. This session explores the CWDB High Road Training Partnership (H RTP) initiative, a demonstration project designed to model high-road sector strategies for the state. You'll hear from and about industry-based, worker-focused training partnerships building skills for California's high road employers — firms that compete based on quality, innovation and investment in human capital. Ranging from transportation to health care to hospitality, the State Board is investing in labor-management partnerships that deliver equity, sustainability, and job quality. Through conversation and video, this plenary lifts up their work.

ROUND 1 Workshops

10:15 am – 11:45 am

LMID: Step Up Your Game with Labor Market Information

(Portofino)

#tools #businessengagement

To boost your data-driven decisions, look no farther than the EDD's, labor Market Information Division. During this session, experienced labor market information specialists will take you on a journey to discover EDD's latest interactive tool to access valuable data sources and turn that data into actionable information for program planning and economic and workforce development.

Public Sector Training in the Era of Janus (Capri)

#labor #unionstrong

For public sector workers, organized labor can bring workforce development resources and opportunities for new and current members to get education and skills training to retain and advance in their employment, as well as create access to employment for new members. Job security and advancement are important to every union member, and members can see their union responsive to that need thru education and training. Learn about several innovative, workforce development strategies and programs that public sector unions have developed with their partner public agencies.

Defining Labor's Role in the Future of Manufacturing Workforce & Economic Development (Riviera & Monte Carlo)

#labor #highroad #manufacturing

Join National and Statewide Labor Leaders and Workforce Intermediaries as they discuss the state of workforce development in Manufacturing and the Industrial trades. This workshop will explore innovative approaches to on-the-job training, sectoral approaches to apprenticeship and expanding Labor's density and market share. Presenters will share best practices and inventive strategies from across the country. The goal of this meeting is to convene key stakeholders is to assess opportunities, address challenges and set forth a plan for Labor and its partners to expand avenues of prosperity to workers in these industries and the communities we serve.

WDB + Labor + Industry Partnerships = Community Benefits (Las Palmas & Marseilles)

#workforcedevelopment #labor #communitybenefits #partnership

Explore the Fresno and North Bay models. In this session learn how workforce boards and labor can partner together to work on union construction pre-apprenticeship and apprenticeship. How can workforce services practitioners find labor partners in their local area and get in touch with them? How does this all work?

In this session, Labor Reps will explain how they make it work in Fresno and the North Bay. Learn how to initiate relationships with labor, get to know the different roles involved, and find out what their operations are like.

Workforce Development Ecosystem for Partnership Engagement (St. Tropez)

#businessengagement #tools

This session is designed for workforce professionals who are employer-facing. It is all too common that multiple partners within the system engage with the same businesses, often without a strategic or coordinated outreach plan. As a result, employers experience communication fatigue resulting in lost opportunities for job seekers. Participants in this session will learn how to create relationships that include a variety of strategies to maximize their engagement and improve collaborative efforts with their community and regional partners. Increase business engagement interaction, communicate value propositions, and leverage partner resources.

12:00 pm – 1:30 pm

LUNCH PLENARY

Breaking Down Barriers and Investing in Immigrants: How California can Increase Immigrant Access to Meaningful Training and Careers and Build Worker Power (Pavillion)

#highroad #workforcedevelopment #jobtraining

When immigrants comprise over a third of California's workforce, it's clear that the success of workforce development initiatives depend on the inclusion of immigrant and refugee communities, and access to culturally competent and meaningful workforce training, education, and opportunities for economic mobility. This plenary will discuss challenges and opportunities to create more effective job training and education access that supports access for immigrant and refugee communities, and will consider programs, policies, and strategies moving forward to make the workforce development system more equitable and accessible overall.

ROUND 2 Workshops

1:45 pm – 3:15 pm

Creating High Road “Non-Traditional” Apprenticeship Programs in In-Demand Industries

(St. Tropez)

#apprenticeship #creatingpathways

This workshop is designed to address the needs and curiosities of newcomers to apprenticeship and hone the skills of advanced practitioners. We will explore the emergence of New, Innovative and Non-Traditional Apprenticeship Programs as well as highlight the basic principles one should consider when creating new programs while highlighting the role of Labor-Management Partnerships. Presenters will speak on their experiences of developing innovative apprenticeship opportunities based on industry need and maintaining the standard and the tradition of providing structured equitable pathways to all Californians.

Amplify Your Employer Relationships with Dynamic Data

(Portofino)

#businessengagement #tools

What’s your strategy? We have the data: D&B + EconoVue. Learn how Workforce Development Boards are using data and analytics to streamline and enhance their relationships with businesses.

In this session, speakers will share how they incorporate up-to-date, filtered data into their day-to-day workflow to improve staff efficiency, increase outreach effectiveness and build credibility as a leading community voice. These Boards are leveraging the interactive Dun & Bradstreet data resources available in EconoVue and Market Insight in innovative ways to provide guidance and influence throughout their regions, shore up key industry sectors and support companies at all stages of the business cycle.

Connecting Education to Business Services

(Riviera and Monte Carlo)

#businessengagement #training #tools

With California reaching its lowest unemployment rates in history, new and innovative ideas need to be implemented as qualified candidates are becoming more difficult to find. Candidates must be competent in order to enter the workforce and this can be achieved through job training or any form of upskilling. Connecting candidates to local businesses is crucial to making employment programs

successful. How do we do this? In this session we will discuss business models and enhancements that can make education and job training more appealing to both applicants and business.

Changing the Narrative on Unions: Messaging to Win (Las Palmas & Marseilles)

#labor #unionstrong

Using cutting-edge research, this workshop provides best practices for unions and allies to message the value of labor unions to union members, supporters and the general public. The workshop provides skills and training for how best to frame the role of unions in addressing some of the most pressing issues we face in today's economy including income inequality, workforce development and social equality.

How to Make your Organization Youth Competent! (Capri)

#businessengagement #youth #tools

Many young people (24 and younger) do not come to our training, education and workforce programs and far too many drop out. Our programs are designed by adults (and often very old adults!) so they don't reflect youth interests and values. Find out how to put the voice of youth into your program and services so you can attract and retain younger participants. Learn how to see your recruitment and services through the eyes of youth. If your program is youth culturally competent, you can attract youth and be the springboard to their success!

Formalizing the Bonds of Community, Labor and Industry: The Creation & Implementation of Community Workforce Agreements, Community Benefits Agreements & Other Good Jobs Policies (San Marino)

#highroad #apprenticeship #communitybenefits

To create good quality jobs and a sustainable economy it will take all of us. In many cities across the nation, community-based organizations have partnered with organized labor, industry and local government to develop some of the most ground-breaking examples of local and regional economic development in the modern era. This presentation will showcase three of these cases and how through Community Workforce Agreements and Community Benefits Agreements they are in the process of transforming their communities.

Come learn from experiences of presenters, the problems each of these coalitions were aiming to solve and the processes involved in advancing three California cities (Richmond, Oakland and Lancaster)

encompassing three different sectors (Construction, Logistics and Manufacturing) for the common good of the local community.

ROUND 3 Workshops

3:45 pm – 5:00 pm

Using CalJOBSSM: CRM Module, Employer Effectiveness, and CalJOBSSM Governance Council

(Riviera & Monte Carlo)

#workforcedevelopment #tools

This session will cover multiple items that were frequently asked in the roundtables. Join this session to hear from EDD!

Using CalJOBSSM CRM Module and Employer Effectiveness

This session will provide a demonstration of the CalJOBS Customer Relationship Management (CRM) module for business engagement including an overview of employer effectiveness measures.

CalJOBS Governance Council

This session will provide an overview of the CalJOBS Governance Council including the purpose, membership, and current projects.

Business Engagement & Rapid Response Learning Lounge

(Portofino)

#businessengagement #tools

Not your typical session! The “learning lounge” is a breakout session covering multiple topics from Dun & Bradstreet, EconoVue, Business Engagement, Incumbent Worker Training, and more. How it works: Come in the room and find a table you want to join. Each table has a lead facilitator, so you are welcome to join as many tables as you want as time permits. Space may be limited!

Table discussions include:

- *Dun & Bradstreet*
- *EconoVue,*
- *The Power of Story Telling,*
- *Business Engagement,*
- *and more!*

Creating Solutions for Workforce Problems in Manufacturing: The IMT Apprenticeship Approach (Las Palmas & Marseilles)

#highroad #apprenticeship #manufacturing

In the modern advanced manufacturing economy, most production workers, including those on the frontlines, need more than the basic skills that were required in previous decades. To meet demands for quality and safety in a workforce where experienced employees are aging out and new talent is hard to find, employers need to attract and train the skilled workers who will grow this critical sector of the U.S. economy.

This presentation will introduce solutions that have been developed throughout the country to tackle this common sectoral problem. Highlighting the Industrial Manufacturing Technician (IMT) apprenticeship program, this presentation will include experts speaking on the development, applicability and the expansion of this hybrid registered apprenticeship program which provides production workers with the knowledge and competencies needed in the advanced manufacturing environment.

Building the Partnerships that create High Road Construction Careers (St. Tropez)

#highroad #communitybenefits #careerpathways

“It changes the individual’s life, but it also affects their families, and neighborhoods—it just affects the community.” So said a job developer at the Flintridge Center after helping pre-apprenticeship graduates make their way into high road union construction careers.

The labor and workforce community has learned that active and diverse training partnerships are essential to moving people with barriers to employment into family-supporting careers in the construction trades. These partnerships link local building trades to workforce boards, community colleges, and community-based organizations, creating structured pathways — with a standard, multi-craft curriculum and critical supportive services — to state-certified apprenticeship in a variety of crafts. In this workshop, we’ll hear about the California Workforce Development Board’s High Road Construction Careers initiative, and learn from different constituencies involved in existing, successful training partnerships.

Employment Training Panel – Frontline Workers Advancing Public Safety Through Skills Formation: The LAX Story

(Capri)

#highroad #partnerships #communitybenefits

The Employment Training Panel (ETP) has served one of the state’s most effective and accountable training efforts, supporting job creation and retention through training in CA’s priority industries. This workshop will highlight the current priorities of ETP, as well as showcase the potential of ETP funds to serve the needs of business and incumbent worker, while advancing a public good – public safety.

Building Skills Partnership will share their story of responding to tragedy at the Los Angeles International Airport by upskilling thousands of frontline workers employed throughout the Airport to become first responders, with ETP’s support. Come learn how ETP has been utilized by high road partnerships to advance equity and career training.

5:30 pm – 7:00 pm

High-Road Evening Reception

(Terrazza Ballroom)

Say hi to old friends and make new ones! Dinner on your own.

Use event hashtag, #BWP2019

Thursday, March 7th, 2019

7:30 am – 9:00 am

Breakfast provided in the corridor in front of the ballroom.

ROUND 4 Workshops

8:30 am – 10:00 am

Regional Meetings

Find your region! This year we’re introducing Regional Meetings. This is an opportunity for Labor and Workforce to be in the same room to talk about industries, priorities, sector strategies, and training opportunities in your region. Remember, this is NOT a session, it’s a *meeting!* Get ready to participate!

Northern CA: Regional Meeting

(Capri)

Bay Area + Central Coast: Regional Meeting
(Portofino)

Central Valley: Regional Meeting
(Riviera)

Southern CA: Regional Meeting
(Terraza)

ROUND 5 Workshops
10:15 am – 11:45 am

Worker Centers: How Do They Address Workforce Demands & Innovation for Economic Success?
(Las Palmas)

#communitybenefits #partnerships

The Los Angeles Worker Center Network has united Worker Centers and grown over more than two decades. These community organizations include multiple industries and provide education and empower workers in a holistic approach to empowering communities for social justice. In this session, you will learn about worker centers, get to know their workforce development programming, and become familiar with their histories of partnerships with unions.

Youth: The New Workforce
(Marseilles)

#youth #apprenticeship #highroad

In this session we have three sectors represented – Food Production, Manufacturing, and Construction. With the help of the panelists, we will explore the ways in which their organizations work with youth and learn how they provide skills training. Why is it relevant to introduce skills training to the next generation? How can an organization or group start to work with youth? In this session, we will explore that.

You are the Glue! Improve Retention in Training, Career Pathways, and Apprenticeship

(Capri)

#tools #apprenticeship #careerpathways

You may think you know why people drop out, but this workshop will show you the hidden reasons why they leave our programs. The revealing information from surveys and interviews will help you to change the way you work so more people will complete. Get innovative strategies for identifying the loss of engagement and creative approaches to changing your pathway that will take more people to completion and success. If you want your program to become the glue, don't miss this workshop!

What Does Rapid Response Look Like for a Union?

(Terrazza)

#rapidresponse #partnership

A very important session for both Workforce and Labor. What does Rapid Response look like for a Union? For the first time at BWP, we will share successful practices on Rapid Response when both Labor and Workforce synchronized efforts to help dislocated union members. In this session we will discuss what it's like working with the union and learn how a RR event was put together – even in the last minute. Plus, Teamsters are in the house! Learn from the Teamsters and get to know how Unions avert layoff.

Business Engagement: Relationship + Tools

(Riviera)

#businessengagement #tools #workforcedevelopment

In this session learn technical tools and relationship practices that have proven to take your organization to the next level. Business Engagement is a vital workforce lifeline to employers and employees who depend on each other for success. Improving economic vitality for businesses locally and regionally is a role that sits on the shoulders of business engagement teams of all levels and responsibilities. Business engagement is not a guessing game, it is the art and science of knowing when and how to position yourself and your organization in the center of the employer's decision-making process.

Partnership is Key: Prison to Employment (Portofino)

#partnership #highroad #careerpathways

State level partnerships are creating career pathways for formerly incarcerated individuals. Beginning with in-prison job-training rehabilitative services, state hiring exams and expanded pre-apprenticeship opportunities, CDCR and CalPIA are now working with California's Regional Workforce Development Boards to act as a bridge to successful reentry in to the labor market.

After learning about State Partnerships, the second panel will explore what's going on the ground. What does it take to make this all happen? It's partnership!

12:00 pm – 1:30 pm

LUNCH PLENARY

It's HOW You Build It: Strong Relationships = Successful Training Programs (Monte Carlo & St. Tropez)

#partnership #highroad #careerpathways

Does this sound familiar? Stake holders are totally focused on building a new training program, but the final product fails to produce expected results. Why? Unfortunately, many stakeholders pay little attention to HOW they build a training program. It's not complicated! This plenary will feature the successful approach of California Transit Works! a regional consortium of high road transit training partnerships. Leaders from three CTW partnerships will demonstrate how consciously building strong relationships at every step of the process enables them to integrate industry need with worker voice, leading to successful workforce development programs.

ROUND 6 Workshops

1:45 pm – 3:00 pm

Problems & Solutions: Rapid Response (Portofino)

#rapidresponse #tools

This year at the Rapid Response session, we will talk about problems and solutions. Practitioners from different local areas will present on specialized topics so attendees can bring home multiple best practices to use and share. Specialized topics include:

- *“How to form a connection with employers so that they will be willing to accept Rapid Response services when needed.”*
- *“Addressing the coordination problem between partners; How to make sure everyone is on the same page.”*
- *“The use of social media to reach out to employees affected by a closure/layoff.”*
- *“How to use Rapid Response funding for Natural Disasters.”*

High-Road Employers

(Riviera)

#highroad #partnership #careerpathways

What is a High-Road Employer? For this session we have three industries on the panel – construction, food production, and hospitality. In this session we will discover the ways in which pathways are created for workers to get good jobs. Does it take an intermediary or a union to step in? Let’s find out.

Building Interunion and Employer Partnerships in Growing Industries: The formation of the Statewide Cannabis Apprenticeship Program

(Capri)

#emergingindustry #apprenticeship

The Cannabis Industry has experienced explosive growth throughout California’s economy. With any emerging industry and especially one as nascent as Cannabis, questions arise of where are we going to find qualified applicants to fill these positions, what skills are necessary or are portable to work in this industry and how will we train workers meet the growing industry demand? To tackle these important questions the Statewide Cannabis Industry Employers Joint Apprenticeship Committee was created. Bringing together Labor, Business Leaders and other key stakeholders, this Apprenticeship Committee aims to not only address the workforce need of this burgeoning industry, but to also develop equitable pathways within it. This workshop will highlight the innovative steps that were taken by the Committee to develop an industry valued apprenticeship program in Cannabis and how through creating formalized partnerships and coordination, we can effectively approach any technological change or new industry.

3:15 pm – 4:30 pm

CLOSING PLENARY

Effective Workforce Intermediary Organizations – Lessons Learned

(Monte Carlo & St. Tropez)

Please join us for a closing conversation on the role of *intermediaries*. One of the premier workforce intermediaries, **Wisconsin Regional Training Partnerships (WRTP)/Big Step**, will share insights on the elements, practices, and services that drive their organization's workforce development success, and the valuable role that labor plays in their achievements. They will be joined by workforce practitioners from CA in a conversation on the challenges to creating and sustaining an effective workforce intermediary.