



Rural Communities Initiative

Implementing Strategies for Employer Engagement Workshop AGENDA

**Louisville, Kentucky
January 28th - 29th, 2010**

THURSDAY, JANUARY 28TH, 2010

7:30 – 8:45 AM Registration (Outside of Marriott Ballroom VII and VIII, 2nd Floor)

8:45 – 9:30 AM Welcome, Opening Remarks, and Content Faculty Introductions
(Marriott Ballroom VII and VIII, 2nd Floor)

Speakers:

Lydia Reid, Greater Louisville, Inc.

James Butler, U.S Department of Health and Human Services,
Administration for Children and Families, Office of Family Assistance
Content Faculty Members

9:30 – 10:45 AM Quantifying and Sharing the Impact “We” Intend to Have (Marriott
Ballroom VII and VIII, 2nd Floor)

Each Team will refine and share statements about the specific achievements or progress that they would like to make in four important and interrelated areas:

- Employer Outreach and Tax Credits;
- Subsidized Employment and Transitional Jobs;
- Job Placement and Retention; and
- Using Workforce Intermediaries.

Each Team will draw on their own unique, local employer engagement successes and challenges as well as each site’s Economic Roundtable Profile regarding employment challenges, local industries, and current/potential employers.

The statements of intended achievements or progress will be the basis of Team discussions, faculty consultations, and action planning throughout the Workshop experience.

Moderator: Louisa Fuller, ICF International

10:45 – 11:00 AM Break



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11:00 – 12:15 PM The Louisville Story (Marriott Ballroom VII and VIII, 2nd Floor)

This session will highlight the relationship between the City of Louisville and UPS as an example of an accomplished partnership.

Speakers:

Jerry Abramson, Mayor of Louisville
Kelli Stamper, Workforce Planning Manager, UPS
George Poling, Executive Director, Metropolitan College

Moderator: Louisa Fuller, ICF International

12:15 – 1:30 PM Faculty Scheduling Session (Working Lunch) (Marriott Ballroom VII and VIII, 2nd Floor)

Each Team will complete an Employer Engagement Workshop Team schedule and faculty scheduling request by 1:00 PM. Each Team should allot some time to address each of the four elements but may choose to spend additional time on topics they believe to be a priority. Each Team may also sequence their work in any order that meets their needs.

A portion of the final Team Work Session time should be used to prepare the Team presentation of priorities and action steps.

Teams will make the requests for specific faculty experts based on overviews for each faculty expert/promising program included in the Workshop binder.

A faculty scheduling guide is included within your Employer Engagement Workbook.



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1:30 – 3:00 PM **Employer Engagement Team Work Session 1** (Marriott Ballroom VII and VIII, 2nd Floor)

Team Work Sessions will give Rural sites the chance to have intensive facilitated discussions on a variety of subjects related to employer engagement.

Teams will have dedicated space for each Team Work Session.

Element One: Taking the First Steps: Engaging Employers through Outreach Strategies and Tax Credits

Element Two: Building Employment Opportunities: Maximizing the Effectiveness of Subsidized Employment and Transitional Jobs Programs

Element Three: Keeping the Momentum and Developing Continued Success: Strategies for Effective Job Placement and Retention

Element Four: Partnership Building and Leveraging Resources: How to Utilize Workforce Intermediaries

Leaders in the field, with identified promising practices, will serve as faculty experts and contribute to the topical discussion and development of reasonable local actions steps. These faculty experts will be available based on the schedule each Team develops and on-call as much as possible.

Throughout the Team Work Sessions, Rural sites will also complete concise action plans that summarize the key points and questions that emerged from their discussions and capture how sites will use this information to develop concrete actions locally. Team Work Sessions will conclude with a brief report-out from selected rural sites on the key ideas and strategies they identified during the session.

3:00 – 3:15 PM **Break**



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THURSDAY, JANUARY 28TH, 2010

3:15 – 4:15 PM Employer Engagement Work Session 2 (Marriott Ballroom VII and VIII, 2nd Floor)

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4:15 – 4:45 PM Report Out Awards and Review UPS Tour Logistics (Marriott Ballroom VII and VIII, 2nd Floor)

Each team will post their “best idea for action at home so far” on a PowerPoint template provided by Workshop staff. Each participant will vote for the idea they feel is most likely to make a difference, though they cannot vote for their own idea. The two teams receiving the most votes receive prizes provided by local Louisville businesses.

Workshop staff will also review logistical details for tonight’s UPS Tour.

Moderator: Louisa Fuller, ICF International

4:45 – 9:00 PM Dinner (on your own)

10:00 PM – 1:30 AM UPS Tour (Meet at Lobby Level, 2nd Street Entrance)

Plan a light or early dinner. The tour will last an hour and a half – please plan to meet the rest of the participants in the hotel lobby no later than 8:30 p.m. Touring groups will be bused to the facility from the hotel. Participants must bring photo identification (driver’s license or passport) and be prepared to pass through X-ray machines and a security checkpoint.

All participants must be registered in advance (contact Jackie Schmidt, jschmidt@icfi.com, 703-219-3767) or they will not be able to take the tour.



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FRIDAY, JANUARY 29TH, 2010

10:00 – 10:15 AM Jump Start the Day (Marriott Ballroom VII and VIII, 2nd Floor)

Workshop staff lead participants through a quick energizing activity as a way to prepare for Day Two.

Moderator: Louisa Fuller, ICF International

10:15 – 11:45 AM Employer Engagement Work Session 3 (Marriott Ballroom VII and VIII, 2nd Floor)

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11:45 – Noon Break



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FRIDAY, JANUARY 29TH, 2010

Noon – 1:45 PM **Employer Engagement Work Session 4 – Prioritizing Actions/Preparing Team Presentation**
(working lunch) (Marriott Ballroom VII and VIII, 2nd Floor)

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FRIDAY, JANUARY 29TH, 2010

1:45 – 2:45 PM **Presentations – Celebration – Awards** (Marriott Ballroom VII and VIII, 2nd Floor)

Each Team will give a 5-6 minute report using a presentation template designed for this session. The template will help them integrate their work on the four elements of employer engagement highlighted during this Workshop. It will also guide each Team in prioritizing action steps that are likely to accomplish the statements of intended achievements of progress they developed on Thursday morning.

Two panels will rate the presentations and give feedback. One panel will consist of three faculty experts. The other will have three participant volunteers.

Moderator: Louisa Fuller, ICF International

2:45 – 3:00 PM **Closing Remarks** (Marriott Ballroom VII and VIII, 2nd Floor)

Moderator: James Butler, Office of Family Assistance

3:00 PM **Adjourn**