Monday, December 6, 2021

10:55 am – 11:00 am Welcome Message

11:00 am - 12:00 pm Concurrent Breakout Sessions

- **Congratulations! You Graduated! Time for That Dreaded Question: Now What?**
  Presented by: Dr. Sue Diehl, Job Developer, Equus Workforce Services/CareerLink Pennsylvania
  **Workshop Summary:** For some recent high school or General Equivalency Diploma graduates, the decision about what to do next isn't hard at all. Some graduates made that decision long before decision-making time arrived. For others, the decision can be very stressful. Should they go to work? Should they go to college? Should they go to the military? Should they do something else? In this workshop, we will review strategies for assisting a young person in the decision-making process. We will discuss the advantages and disadvantages of pursuing each of the paths. We will also look at the questions the young persons should ask themselves that will provide clues to them about an appropriate direction to go. We as professionals in the field can't make the decision for them, but we can walk alongside them through the process.

- **Remote Access Learning to Reach Young Adults**
  Presented by: Dr. Robert Boone, Chief Officer, National Workforce Solutions, Career Team, LLC
  **Workshop Summary:** The Commonwealth of Kentucky transitioned to remote access learning to deliver virtual career services in 2019. This workshop highlights the successes and challenges from this initiative in reaching young adults. In particular the workshop will focus on virtual career exploration delivery for Job Corps and high school students. The workshop will showcase how technology can be used to record job interview simulations, virtual mock employment applications, as well as other remote access applications utilizing the technology platform Kentucky Career Edge. The workshop will focus on what practitioners in the field of workforce development need to know to scale technology to help more young career seekers prepare for the world of work.

- **Negative Attitude Behavior Modification**
  Presented by: MaryAnn Lawrence, President and CEO, PowerNotes, LLC
  **Workshop Summary:** This fun interactive workshop will focus on six negative attitudes that all of us have every single day. Come identify your predominate attitude, learn how to coach your youth to identify theirs, and then review techniques for modifying behaviors. These helpful strategies will serve as an important coaching tool plus help YOU improve your own attitude!
• **Follow, Like, and Share: Youth Engagement in a Virtual World**  
  Presented by Alexis Franks, Director of Workforce and Career Services, Telamon Corporation; and Solomon McAuley, NextGen Specialist, Centralina Workforce Development Board  
  **Workshop Summary:** The global Coronavirus pandemic has changed the world in so many ways, especially how we provide our services to youth customers. This workshop will focus on three areas of getting and keeping our youth in our programs. We will share strategies to recruit, engage, and involve youth in WIOA youth program services in an increasingly virtual world. We will also invite participants to engage in group strategic planning to share best practices gained from providing services during the pandemic that will be useful as we transition to a "new normal" in our program implementation.

  12:00 pm – 1:00 pm  
  Lunch Break

  1:00 pm – 2:30 pm  
  General Opening Session – LIVE Streamed

• **This Conference is a Waste of Your Time!** *But it Doesn’t Have to Be*  
  Presented by: Josh Davies, CEO, The Center for Work Ethic Development  
  **Description:** You have finally made it to an in-person conference – Congratulations! The NAWDP Youth Development Symposium promises to be a fantastic three days. You’ll have the opportunity to learn valuable information, network with peers from across the country, and get exposed to all sorts of new ideas. And it may be. A. Waste. Of. Your. Time. Why? Because unless you have a strategic plan for what you do with all of that information, networking, and ideas, you have squandered this opportunity. In the post-Pandemic world, it is going to be harder and harder to justify going to in-person conferences – so you have to maximize the value to you AND your organization. Find out the best ways to take everything you will learn over the next three days and turn them into action when you return. This entertaining and thought-provoking opening session will give you the tools to ensure that this conference was anything but a waste of your time and your organization’s resources!

  2:30 – 3:00 pm  
  Break

  3:00 pm – 4:00 pm  
  Concurrent Breakout Sessions

• **The Art & Science of Career Coaching: A Trauma-Informed Approach to Supporting Youth on Their Path to a Promising Career**  
  Presented by: Anna Kearn, Learning & Development Specialist, InsideTrack; and Mo McKenna, Director of Partner Development, InsideTrack  
  **Workshop Summary:** In this workshop, you will learn simple trauma-informed (or
healing-centered) coaching techniques that help move individuals toward a mindset of learning and growth. Come prepared for an experiential learning environment and an engaging, collaborative workshop on coaching skills and framework. You will walk away with tangible tools that you can immediately put into action and apply to your work.

- **Enhancing Workforce Development Training**
  Present by: Dr. Larry Taylor, Chairman, National Association of Corporate Directors PSW
  **Workshop Summary:** This workshop is dedicated to giving workforce professionals the skills and knowledge to enhance their workforce readiness training programs. We have critically reviewed numerous workforce training curricula and believe they can benefit from more advanced topics, including knowledge about the economy, the labor force, the private versus public sector interface and corporate governance. Many workforce readiness programs are focused primarily on teaching career seekers about punctuality, hygiene, dress code and other work habits. We believe workforce readiness training programs should focus on providing participants knowledge so that they can identify and pursue their "purpose driven" careers, not just their next job.

- **Family Centered Employment Solutions**
  Present by: Susan Oney, Vice President, Workforce and Career Services, Telamon Corporation
  **Workshop Summary:** Did you ever wonder why, when working with Next Gen participants, that they fail to reach their goals so often? It is common among serving young adults that they have many failures before finally meeting the goals they set for themselves. Research has shown that it is the family barrier that most often impacts the success of the young adult. Young adults face barriers such as addiction in family members, teen parenting, incarcerated parents, and a host of other barriers which impact their ability to finish a course, attend classes regularly, and find overall success in anything they set their course for. By implementing Family Centered Employment Solutions, workforce programs have the ability to impact the entire family and not just one person. When applying a holistic approach to serving a family, the outcomes are better not only for the family, but better for the community in which they grow and thrive. Join us in this informal discussion about Family Centered Employment Solutions and how you can implement this holistic approach in your workforce programming.

- **Mindset Changing: Six Ways the Stages of Change Influence Engagement**
  Present by: Curtis Campogni, Owner, Speak4MC
  **Workshop Summary:** Prochaska and DiClemente theorized working towards a new behavior or goal followed six predictable stages: Pre-Contemplation (I.E., not wanting a job), Contemplation (I.E., considering seeking a job), Preparation (I.E.,
deciding to get a job), Action (I.E., completing applications/going on interviews) Maintenance (I.E., maintaining employment) and Relapse (I.E., quitting/getting fired from a job). When utilizing the Spirit of MI to assess a youth’s readiness to change, case managers have more intentional discussions, provide successful interventions, and assist them in uncovering options that promote their independence. This workshop will help attendees identify each youth’s stage of change and provide the most effective tools to inspire them to progress to the next.

**Tuesday, December 7**

11:00 am – 12:00 pm Concurrent Breakout Sessions

- **HABITS! Powerful Ways to Help Youth Build HABITS for Workplace Success**  
  Presented by: Elisabeth Sanders-Park, Author/Trainer, WorkNet Solutions  
  **Workshop Summary:** Motivation can wane. Willpower sometimes won’t! And life gets busy. So much of what we teach is not mere knowledge but mindset and behaviors. It is not book-smarts. It’s habits! We want youth to get motivated, get clear, get hired, then show up and deliver on-the-job when we are not there to inspire and guide them. This requires habits. We can leverage clients’ future success by helping them cultivate habits that lead to workplace success and teaching them how to build their own good habits (and eradicate the bad ones). Habits are powerful. They improve personal success and long-term results. Whether you teach technical skills, soft skills, or job search and career management skills, you can weave ‘habit building’ strategies into your services. Based on current research, including James Clear’s book “Atomic Habits”, this interactive, fun and practical session helps you effectively weave habit building into their services (and your own personal development). Join us!

- **Establishing a Retention Process That Generates Positive Results**  
  Presented by: Rick Record, Executive Director, Record Consulting Services  
  **Workshop Summary:** This workshop is designed to help you plan, track and engage program exits in post program activities to achieve successful positive results. You will learn how to prepare participants to continue their attachment in the labor market that will result in positive outcomes for your program.

- **Recruiting (Rural) Youth: Go the Extra Mile**  
  Presented by: Reese Broadnax, Workforce Project Manager, Southwest Arkansas Planning and Development District, Inc.; Ophelia Gill, Consultant, A&L Solutions LLC; and Julian Lott, Mayor, City of Camden  
  **Workshop Summary:** Working with youth is not a “cookie cutter” occupation.
What might work in urban areas often does not transfer to rural settings. Presenters in this workshop are from a rural city in South Arkansas. One is a mayor, one is a small business owner/local workforce board member, and the other is a 20-year veteran of workforce training programs. This workshop is designed for workforce developers tasked with engaging youth from recruitment to program completion, and beyond. Best practices and strategies will be shared from municipal government on forming effective partnerships with workforce programs. Successful transitional services and career coaching techniques will be provided. Attendees will get a well-rounded view of what it takes to “reel in rural youth” and serve them effectively while meeting program requirements and increasing enrollment numbers.

Beyond those working with WIOA, workshop content will empower and encourage youth program workers who are true champions!

12:00 pm – 1:30 pm General Session – LIVE Streamed

- **Motivating Youth From a Youth Perspective**
  Presented by: Sophia Andrews, Founder, Ngoma Kenya
  **Description:** Having started her change-making journey around fourteen, Sophia understands the challenges and opportunities young people face today. The world is changing, and young people are learning to adapt along with it. In this session, you will hear from a young person’s perspective on how young people can overcome challenges, find their passions, and make the most of them even in their Youth. Practical steps will be given to help support young people’s needs by empowering them to become change agents and thought leaders in their communities and beyond.

  In this session, we will discuss:
  - Sophia’s Changemaking Journey
  - Helping young people use their passions to make a difference
  - Important mindsets to keep when working with Youth
  - Understanding Youth and harnessing their capabilities

1:30 pm – 2:00 pm Lunch Break

2:00 pm – 3:00 pm Concurrent Breakout Session

- **A Successful Model for a Partnership Blending Adult Education and National Credentials**
  Presented by: Sandy Mead, National Director of Workforce Development, MedCerts
  **Workshop Summary:** Adult Education successfully working with training providers and local workforce office to enhance education experience and
• **Removing the Confusion About In-School and Out-of-School Program Common Measures**
  Presented by: Rick Record, Executive Director, Record Consulting Services
  **Workshop Summary:** In-School and Out-of-School Programs must adhere to challenging and at times confusing WIOA common measure requirements. This training will walk you through each Common Measure as outlined in federal guidelines. You will learn the operational parameters for each measure, how they are calculated, and how to track successful outcomes.

• **Remind “ME” Again**
  Presented by: Solomon McAuley, NextGen Specialist, Centralina Workforce Development Board
  **Workshop Summary:** This workshop will REMIND all professionals as to why WE chose this field and discuss four powerful E’s (Engagement, Encouragement, Exposure, and Empowerment) that can keep us centered while being reminded of OUR why. Even staff have barriers that sometimes get in the way of the day to day work because they need to be reminded of the overall mission to serve the youth and young adult population.

• **Engage Youth Virtually with a Custom Online Platform**
  Presented by: Harrison Tonne, Chief Innovation Officer, CareerTEAM
  **Workshop Summary:** Career TEAM has been serving youth programs for over 10 years fully online utilizing their Career EDGE platform. In this session you will learn how workforce boards, cities and counties have been able to put their entire programs online from utilizing a Learning Management and Case Management System for application, intake, orientation, job matching and time tracking. Learn how Career EDGE is currently being used in: Washington DC, Detroit, Tampa, Baltimore and Los Angeles. Through this workshop you will learn best practices for how to serve participants fully remote and offer: Online applications customized to your programs, document uploading and digital signatures, online work experience, apprenticeship preparation courses, practice interviewing with a virtual coach, submit timesheets electronically to supervisors and staff for payroll. Career EDGE is now serving over 400,000 job seekers across the nation, learn how to implement and manage your next fully online or hybrid program!

3:00 pm – 4:00 pm    General Session – LIVE Streamed

• **Taking Complete Ownership: Because Blaming is Just Too Easy**
Description: Join us for an engaging session to discuss the hard truths of taking complete ownership as a Youth Team Leader and how the success and performance of your team rests in your hands. Part of our session will include getting to know your team’s personalities, strengths, and weakness. Between the Steady Eddies, the innovators, the task oriented, the unmotivated, and the overly passionate, a leader must guide and focus the energies or lack thereof. The right blend of team members is crucial to WIOA performance, especially now, when work is more challenging than ever. If you don’t have the right people, in the right spots, doing the right thing- you’ll never be able to innovate, create, and move forward. Part of this challenge is extracting those future leaders out of your core group and developing a succession plan for your organization. We will also explore the role ethics and morals play in strong leadership which is not often addressed but incredibly important and vital to success. Attendees will explore the importance of leadership and creating a strong team, navigating that team ethically through compliance and monitoring, and best practices for your team to set the goals to meet performance.

Wednesday, December 8

11:00 am – 12:00 pm  Closing General Session – LIVE Streamed
12:00 pm – 1:00 pm  Lunch Break
1:00 pm – 2:00 pm  Concurrent Breakout Sessions

• Leverage Partnerships to Expand Reach, Program Options, and Outcomes
  Presented by: Sandy Mead, National Director of Workforce Development, MedCerts; and Walter Simmons, President & CEO, Employ Prince George's, Inc.
  Workshop Summary: Learn how three organizations worked together during COVID-19 to provide online training with wrap-around services.

  • Creative training opportunities to increase use of funding
  • Online training to meet the needs of participants
  • Larger program options
  • Virtual connections to promote bonding
  • Provide wrap-around services and cash incentives
  • Increase completion and credentialing outcomes
  • Three partners to assist participants with successful employment opportunities
• **Building Work Ethic in a Post-Pandemic World: 5 Strategies to Develop Essential Skills**  
  Presented by: Josh Davies, CEO, The Center for Work Ethic Development  
  **Workshop Summary:** The COVID pandemic has forever changed the workplace as we know it. Millions of jobs are being lost as others have been radically transformed. While technical skills are still important, the biggest concern employers have are the diminishing soft skills of the emerging workforce. Nearly 9 out of 10 hiring managers in the U.S. report that the lack of these soft skills are THE most important factor in their hiring, and yet less than 20% of today’s employees demonstrate these crucial work ethic behaviors on a consistent basis. Even more alarming is that most, if not all, of an employee's on-the-job training is focused on their technical skills. But there is a viable solution to the growing work ethic gap that can improve the employment outcomes for our youth.  
  In this workshop Josh Davies, the CEO of *The Center for Work Ethic Development*, will provide 5 key strategies for developing the essential work ethic skills that employers demand. These proven strategies are already being used by leading workforce organizations to improve performance, retention, and job satisfaction of their youth participants. Discover how you can build work ethic and set your youth up for success as we transition to a post-pandemic world.

• **I am NOT my Barrier**  
  Presented by: Solomon McAuley, NextGen Specialist, Centralina Workforce Development Board  
  **Workshop Summary:** This workshop will be engaging and informative as we discuss ways to help youth overcome barriers and discover the greater them.

• **How to Drive Thinking: Opening Doors with Open Questions**  
  Presented by: Curtis Campogni, Owner, Speak4MC  
  **Workshop Summary:** Motivational Interviewing continues to set the standard for client engagement and retention using specific techniques to encourage partnership, acceptance and evocation while moving them towards individual and program goals. One of the most effective MI tools is called OARS, which stands for open-ended questions, affirmations, reflections, and summarizations. When utilizing OARS, staff empower participants, demonstrate empathy, and assist them in weighing the pros and cons of their decision making. This workshop will challenge the audience to “open” closed questions and consider the techniques that maximize active listening. Attendees will leave with tools that inspire participants to drive their own change.

2:00 pm – 3:00 pm Concurrent Breakout Sessions
• **How to Become a CWDP!**  
  Presented by: David Barch, Director of Membership and Certification, NAWDP  
  **Workshop Summary:** This workshop will walk you through the eligibility requirements; how to show competency knowledge; and the application process for becoming a Certified Workforce Development Professional (CWDP).

• **Embracing Change: The Key to Innovation!**  
  **Workshop Summary:** One of the most difficult things to do when times change, is to let go of the past, and embrace the current trajectory. Times have changed on our nation and as Workforce Development Professionals, change is an important tool for innovation.  
  During this session, we are going to analyze the power of change. Getting unstuck from old ways of doing things is critical to success post pandemic. We will analyze the three types of change:
  
  - **Static Change**-Looking at change as a one-dimensional shift. A situation or object was one way, and now it is different because some outside force acted on it to make it change.  
  - **Dynamic Change.** This definition considers change as movement along a predictable, measurable arc from one point in time or space to another.  
  - **Dynamical change**-Is the ongoing processes of self-organization and emergence that characterize human systems. How people collectively change an organization or business.

  This will be a study of change that will show external and interpersonal aspects of change necessary to creative new innovations post-pandemic. This workshop will be a gamechanger to individuals looking to change directions in youth workforce success processes and systems of delivery.

• **Secure Your Financial Future: A Toolkit for Individuals With Disabilities**  
  Presented by: Andy Arias, Policy Advisor, Workforce Systems Policy Team, Office of Disability Employment Policy (ODEP), U.S. Department of Labor  
  **Workshop Summary:** This session will introduce a new online Financial Toolkit, developed in response to the COVID-19 pandemic, for youth and adults who are experiencing new levels of financial stress and unemployment. The toolkit provides job seekers with disabilities and employment staff with critical financial engagement considerations throughout the work lifecycle: 1) Preparing for a job, 2) Starting a job, 3) Maintaining a job, 4) Changing or Losing a Job, and 5) Retiring. No matter what age, you or your customers will benefit from the resources in this toolkit.
3:00 pm – 4:00 pm  Concurrent Breakout Sessions

- **Build a SHED: Laying the Foundation for Success**  
  Presented by: Keidrian Kunkel, Operations Director, Eckerd Connects  
  **Workshop Summary:** This workshop will provide a comprehensive review of a successful Workforce Innovation Grant designed to connect youth with employment barriers to a career in the construction industry. The program operates in partnership with the local WIOA Youth program, thus offering enhanced program provisions for participants. Providing a program implementation overview, attendees will learn how to replicate a similar program in their workforce areas. Because the program structure relies on leveraged funding and strong community and employer partnerships, the workshop will cover proven ways to develop robust relationships resulting in collaborative success. A major focus of the presentation will be how to keep participants engaged as they achieve program milestones. Attendees will learn how to collaborate with employers and community partners to ensure sustained participant achievement and success. Attendees will learn how to implement and facilitate an Occupational Skills training program in construction that will allow participants to earn a nationally recognized credential and learn essential hands-on skills. In addition, the workshop will review how to connect participants with significant barriers to employment with quality Work-Based Learning experiences in the construction industry thus resulting in full-time self-sufficient employment.

- **Beat the Streets: Engaging Youth After the Pandemic**  
  Presented by: Amanda Wagner, Director, Strategic Planning & Development, Employ Prince George’s, Inc.; Jennifer Ricks, Director, Youth Services, Employ Prince George’s, Inc.; and Ashley Baldwin, Manager, Youth Services, Employ Prince George’s, Inc.  
  **Workshop Summary:** Where are all the youth? Youth across the country have been slow to return to workforce programs since the pandemic. Learn how Employ Prince George’s kick started their program pipeline through their “Beat the Streets” recruitment strategy. This interactive workshop will go through the process of developing an effective recruitment strategy. The best part? You’ll leave with a plan that can be implemented in your own community.

- **Overcoming Trauma via Self Care!**  
  **Workshop Summary:** Workforce Development Professionals experience a myriad of challenges trying to engage youth in workforce post-pandemic. Depression rates in youth have skyrocketed since the COVID19 Quarantines took place in 2019. Coupled with this challenge is the workplace trauma that has impacted
workforce development professionals themselves because of the times we live in. This energetic and informative workshop will provide strategies to help workforce development professional create effective systems of self-care, that lead to reduced impact of workplace trauma and less impact of compassion fatigue. Attendees will learn:

- How COVID19 has impacted this generation of youth from a mental health perspective.
- Strategies to serve clients while taking care of yourself.
- Tools to overcome compassion fatigue.
- The power of self-motivation.

Professionals will learn strategies from a long-standing workforce development consultant and motivator to use motivation as a tool for self-care—post-pandemic.

- **Facing the Challenges of Youth Recruitment and Engagement: Old School and New School**
  
  Presented by: Bridget Wolf, Regional Director, Equus Workforce Solutions; and Darnell Middleton, National Manager of Youth and Young Adult Programs, Equus Workforce Solutions

  **Workshop Summary:** As we transition from virtual worlds, hybrid worlds and in person service worlds, what lessons have we learned that will carry through post-pandemic and address any challenges we face. One thing the pandemic has either forced us to look at or speed up plans, is to evaluate our recruitment/outreach efforts. Employment isn’t a solution on its own as it often needs coupled with other wrap around services including emergency food, environmental and health resources. Partnerships are essential in this current economic and post-pandemic environment. Prior to the pandemic, we had been exploring and executing on how to most effectively serve different generations from the Baby Boomers to the GenZers. This included expanding our outreach and communication to include various social media platforms and could be serve and individual that we had never met fact-to-face. The pandemic certainly changed these efforts as it launched us into new ways of doing business and exploring and/or executing immediately in areas where we were in the planning stages. We expanded services to not only working with individuals on self-sustaining wage employment but finding ourselves making daily wellness calls and being an entirely new support system to the people we served. We expanded the usage of QR codes for contactless scheduling and/or customer satisfaction, we expanded our virtual platforms to reach different audiences, we administered virtual job fairs and drive through job fairs, we changed hours we were available to serve individuals, we expanded our use of tools such as google classroom, texting, social media platforms, and the various media platforms such as WebEx and Teams. We will share old school and new school approaches.
Please come prepared to discuss various outreach methods that were either born or expanded out of the pandemic, which we think are here to stay and what the future holds to doing outreach and recruitment differently as we transition to a post-pandemic world.