

Preparing a Global Economy Workforce

An Expanding Role for Higher Education

UCEA Workforce Development Forum • January 8–9, 2009 • Sandpearl Resort • Clearwater Beach, Florida

Competing in today's global knowledge economy requires high quality human capital. It is why prospective employers are concerned about the level of educational attainment of a state's workforce when deciding where to locate. It is also why employers pay close attention to whether there are higher education programs available to develop both new and current employees. In the past, government-funded job training was directed primarily to unskilled workers, but today policymakers eager to attract knowledge economy jobs to their states recognize that workforce development needs to be aligned with the state's economic development goals. The development of skilled human capital is an essential component of regional economies looking to expand into emerging fields, such as "green jobs," homeland security, renewable energy, and biotechnology.

UCEA's 15th Annual Workforce Development Forum will bring together leaders from the business, government, non-profit, and academic sectors to discuss workforce trends, public policy directions, partnership models, and education programs. Participants will explore the role played by college and university professional and continuing education organizations in expanding workforce development geographically, technologically, and programmatically.

Meeting Schedule

Thursday, January 8, 2009

8:00– 8:30 a.m. Continental Breakfast

Hunter Ballroom Foyer

8:30–10:00 a.m.

General Session

Green Deal: Creating Sustainable Jobs

Hunter B and C



Presenter: MICHAEL RENNERT,
Senior Researcher, Worldwatch Institute

Environmental policies can expand the economy and stimulate job creation in key sectors, including renewable energy, buildings and construction, transportation, and agriculture, along with the industries that supply these sectors. A transition to a green economy will increase the demand for skilled workers. Filling these positions will require access to relevant training programs and higher education institutions will be counted upon to develop needed certificate and degree programs.

10:00–10:15 a.m. Break

Hunter Ballroom Foyer

10:15–11:15 a.m. Concurrent Sessions

Building a State-wide Higher Education Program in Disaster Management and Homeland Security

Harbor A

Presenter: DENNIS "SKIP" PARKS, California Polytechnic State University

In partnership with the Governor's Office of Emergency Services, Continuing Education at California Polytechnic has developed an undergraduate certificate program in disaster management and homeland security. This program enables both those already in the profession and those seeking to enter the field the ability to earn state and national certifications and also apply the coursework toward an undergraduate degree at Cal Poly.

Leveraging Government and Industry Partnerships for Youth-in-Transition Training

Harbor B

Presenters: SUSAN CHAPPELL, Penn State Lehigh Valley and DIANE LEWIS, Penn State Lehigh Valley

The Academic and Employment Program for Youth-in-Transition is a Penn State program funded through a yearly grant from the local Workforce Investment Board. The program leverages industry and community partnerships to offer training to youth in targeted industry clusters within the Lehigh Valley and to provide resources to aid their entry into the local workforce.

Human Capital Management: Moving Organizations from Resistance to Return on Investment

Harbor C

Presenters: STEPHANIE MEDLOCK, The University of Chicago and GORDON MEDLOCK, Success Factors

The University of Chicago Graham School's Certificate in Human Capital Management consists of seven courses. Each deals with a specific aspect of creating a strategic human capital plan, from assessment of the key processes and related managerial competencies of effective talent management to how to create a business case and ROI analysis to justify investments in human capital programs.

11:15–11:30 a.m. Break

Harbor Ballroom Foyer

11:30 a.m.–12:30 p.m. Concurrent Sessions Repeat

12:30–2:00 p.m. Lunch and Networking Session

Hunter A

2009 World Education Café

Join us for a session of conversation in a unique format. If you have not participated in a Café before, you will enjoy learning this simple, yet provocative process. Facilitated table discussions will focus on topics related to the Forum theme. These conversations with other Forum participants will help shape our thinking and actions for the future.

2:15–3:15 p.m. Concurrent Sessions

Building Career Pathways from Non-credit to Credit in Key Industrial Clusters

Harbor A

Presenter: VICKI M. SIMEK, Cumberland County College

This presentation will describe how one community college worked with multiple stakeholders to identify high-growth industry clusters in its region and then set about developing career pathways with training programs to enable an individual to move from entry-level training through multiple degree program options.

The Leadership Deficit: Workforce Education Needs of the U.S. Nonprofit Sector

Harbor B

Presenters: DAVID GARVEY, University of Connecticut; NANCY WINEMILLER BASINGER, University of Utah; and ANNE E. O'BRIEN, University of Utah

This two part session examines the workforce needs of the U.S. nonprofit sector. The first segment (2:15-3:15) addresses the causes of the leadership crisis and how institutions can identify the workforce needs of the nonprofit sector. The second segment (3:30-4:30) moves from cause to action, discussing the CE models at two public universities that address the workforce issues of the U.S. nonprofit sector.

A Mission and Target Sector Driven Model for Delivering Workforce Training Solutions

Harbor C

Presenters: TIMOTHY M. SULLIVAN and WAVERLY COLEMAN, Community College of Philadelphia

The Corporate Solutions program identifies knowledge gaps and workforce training needs in the regional economy and associated industry clusters. In response, Corporate Solutions develops and implements consultative training, degree related learning, professional continuing education and other workforce services. One recent partnership in the health care industry linked a large employer's workforce pipeline, tuition reimbursement plan and training needs with Corporate Solutions.

3:15–3:30 p.m. Break

Harbor Ballroom Foyer

3:30–4:30 p.m. Concurrent Sessions Repeat

5:00–6:00 p.m. Reception

Gulf Lawn

Friday, January 9, 2009

7:30–8:00 a.m. Continental Breakfast

Hunter Ballroom Foyer

8:00–9:30 a.m.

General Session: Investing in Infrastructure to Compete in a Global Economy

Hunter A and B



Presenter: CATHERINE ROSS, Director, Harry West Chair, Center for Quality Growth and Regional Development, Georgia Institute of Technology

The current state of American infrastructure is inadequate to meet the demands of the 21st-century global economy. Federal, state, and local governments are recognizing the need to invest in infrastructure improvement and promote sustainable regional growth. Improvements to physical infrastructure, in turn, advance regional economic development, job growth, and global competitiveness. Higher education can play a pivotal role in developing the skilled human capital that will be needed to fill newly-created jobs in infrastructure and sustainable industries.

9:30–9:45 a.m. Break

Hunter Ballroom Foyer

9:45–10:45 a.m. Concurrent Sessions

Career Pathways: Aligning Public Resources to Support Growth in the Knowledge Economy

Harbor A

Presenter: MELISSA GOLDBERG, Workforce Strategy Center

Career pathways align education, workforce development, and economic development policies and programs to meet the needs of the local economy. A successful career pathways framework is data driven, shaped by employers, based on partnerships, linked to community colleges, and serves the full spectrum of students and workers. This presentation will discuss the development of the career pathways movement in recent years, including exemplary innovations.

The Research University's Role in Cultivating a Talent Pipeline for Green Collar Jobs

Harbor B

Presenter: PATRICIA MALONE, State University of New York-Stony Brook

Demographics, globalization, and technology place public universities in a critical role in regional economic transformation. The Advanced Energy Research and Technology Center is a true partnership of academic and research institutions, energy providers, and industries that will develop cutting edge technologies for production of clean energy, enhance production from renewable sources, and identify efficient methods for energy distribution and storage.

Providing Continuing Higher Education Programs in the MENA Region

Harbor C

Presenter: MICHEL MAJDALANI, *Lebanese American University*

Selected countries in the Middle East and North Africa (MENA) are now investing substantially in higher education and workforce development. This session will discuss the demand for professional continuing education in the MENA region and the opportunities that exist for U.S. institutions to meet this demand. Four pillars are emphasized: the strategic dimension, effective models, e-learning as a strategic arm for CE programs, and cultural relevance.

10:45–11:00 a.m. Break

Harbor Ballroom Foyer

11:00 a.m.–noon Concurrent Sessions Repeat

12:15–1:30 p.m.

General Session: Technologies Transforming Workforce Development: Preparing for the Future

Hunter A and B



Presenter: RAY SCHROEDER, *Professor Emeritus of Communication and Director of the Office of Technology-Enhanced Learning (OTEL) at the University of Illinois at Springfield*

New and emerging technologies are transforming the way we prepare the professional workforce.

These technologies are extending our reach globally and enabling us to deliver learning opportunities at times, locations and in ways that meld into the lives of 21st century professionals. We will examine how we can best take advantage of these technologies and implement programs that assure we remain current and competitive in our learning delivery infrastructure.

1:30 p.m. Adjourn

Forum Planning Committee

Patricia Malone, State University of New York-Stony Brook, **Chair**
Philip Allen, University System of Georgia
Andrew Billingsley, North Carolina State University
Julie Brown, Institute for Advanced Learning and Research
Linda Glessner, University of Texas at Austin
Amy Heitzman, Southern Methodist University
Bili Mattes, Harrisburg University of Science and Technology
Thomas Norman, University of Minnesota
Dennis Pendleton, University of California Davis
Judith Tavano, University of Arkansas
Brian Vollmert, Northern Illinois University