

# WORKFORCE DEVELOPMENT IN CHANGING TIMES



## Addressing Shifting Career, Labor, and Industry Needs

UCEA 2010 WORKFORCE FORUM • JANUARY 13-15, 2010 • SCOTTSDALE, AZ

Workforce development has traditionally been defined as training that occurs outside the university. However the changing nature of the U.S. workforce, coupled with the federal stimulus plan and goals of the Obama Administration, render this view obsolete and impractical. In our knowledge economy, the line between workforce education and training is increasingly blurred. Colleges and universities have become key suppliers of professional workforce training and lifelong learning. Government grant programs are offering incentives to higher education, business, and community organizations to develop comprehensive approaches to workforce and economic development—especially as regards health care, clean energy, education, and sustainability.

UCEA's 16th 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. Forum participants will explore the role played by college and university professional and continuing education organizations in responding to the changing nature of workforce development, education, and training. Particular focus will be placed on how institutions are using stimulus monies to build a new economy workforce, forging collaborations to maximize resources and minimize risk, utilizing technology to drive innovation and expand access, and addressing diverse learner needs.

### Meeting Schedule

**Thursday, January 14, 2010**

8:00 – 8:30 a.m.

#### Continental Breakfast

8:30 – 10:00 a.m.

#### Opening General Session: Private University, Public Mission



MELVYN SCHIAVELLI, President, Harrisburg University of Science and Technology

Harrisburg University of Science and Technology has achieved national acclaim for its distinctive educational model and its astonishing progress since opening in 2005. Created through the combined efforts of educators, businesses and government, the University offers academic programs in applied science and technology fields to meet the needs of the region's youth, workforce and businesses. Students graduate with core competencies that are both sought-after by employers and necessary to prosper in a global economy.

10:00 – 10:15 a.m. **Break**

10:15 – 11:15 a.m. **Concurrent Sessions**

#### Enhancing Health Care Quality for Pennsylvania Residents through Resilient Engagement

#### Speakers:

JANETTA DEONNA, The Penn State University

JEFF WARNER, Penn State York

ANNIE HAINES, Penn State York Continuing Education

THERESA SHANK, Penn State Mont Alto

This session examines a highly successful healthcare initiative to provide leadership and diversity programs to over 2,500 incumbent healthcare workers in 35 Pennsylvania counties. What it took was active engagement with workforce partnerships, multiple educational institutions and other public and private entities. Participants will learn ways to engage with Workforce Investment Boards and how to broaden collaboration within their organizations and with outside partners.

#### Let's Stretch our Labor, Education, Governments

#### Speakers:

ANNA LOPEZ, GateWay Community College

CHERYL A. RIDER DE MARTINEZ, Phoenix Workforce Connection

KIMBERLY FAUST, Maricopa Workforce Connection

TIM C. VALENCIA, Phoenix Workforce Connection

WILLIAM HIGGINS, Phoenix Bricklaying and Tilesetting Joint

Apprenticeship & Training Committee

MARK MINTER, Arizona Builders' Alliance

PAULA BURNAM, Arizona Department of Commerce

GateWay Community College, the City of Phoenix, Arizona Builder's Alliance, The Department of Commerce and Phoenix Bricklaying and Tilesetting Joint Apprenticeship & Training Committee joined forces to tap labor and education entities for support in their efforts to apply for grants that would benefit youth, displaced and under skilled workers, and also provide continuing education for skilled workers. By combining programs and establishing

partnership agreements, additional funding resources were obtained in the form of Pell Grants, student financial aid, labor program scholarships, payment vouchers, and WIA training funds.

## A New Time, A New Degree: Four Campuses of the University of Wisconsin and Extension Lead the Way

*Speakers:*

JOHN SKALBECK, University of Wisconsin-Parkside  
GREG TRUDEAU, University of Wisconsin-Superior  
ANNE HOEL, University of Wisconsin-Stout

Academic directors representing three University of Wisconsin campuses will discuss the process of developing and implementing an online Bachelor of Science in Sustainable Management degree completion program. The program is a collaborative degree offered by four independent campuses, supported by Extension, which builds on associates degrees from the two-year colleges. Technology is a central tenet. The degree is offered fully online and targets non-traditional students.

11:15 – 11:30 a.m. **Break**

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

12:30 – 2:00 p.m.

## Lunch and Town Hall Meeting

UCEA surveyed its institutional representatives about the institutional role of continuing and professional education units in workforce development, their relationships with local and regional WIBs, and receipt of stimulus money for workforce development. Results of this survey will be used as the framework for a discussion regarding the American Recovery and Reinvestment Act, and the role of higher education institutions in providing the education and training that address federal, state, and local workforce priorities.

2:15 – 3:15 p.m. **Concurrent Sessions**

## New Partnerships in Allied Health

*Speaker:*

JEFFREY ROSEN, Loyola University of Chicago

Loyola University Chicago's School of Continuing and Professional Studies (SCPS) has collaborated with the University's Stritch School of Medicine and Loyola University Health System to create new bachelor's degree programs in allied health care, including clinical laboratory science, exercise physiology, and healthcare emergency management. Programs are open to returning adult students, community college transfers, traditional full-time undergraduate students, and to individuals pursuing a second bachelor's degree. The university health system also encourages job-training from within, with the intention to fill vacancies or replace workers who will be soon retiring.

## Embracing the Future Workforce: How American Recovery and Reinvestment Act Grants Have Stimulated Enrollments During an Economic Downturn

*Speaker:* WENDY EVERS, San Diego State University

SDSU College of Extended Studies is developing and marketing new programs across the country with Workforce Partnership. This presentation will discuss ways to link community needs with ARRA grant funding and contemporary workforce needs. In response to the demand for new energy and healthcare "education to career" based programs, SDSU has developed three green professional certificate programs and multiple healthcare certifications that address the need for "replacement careers" in a changing workforce.

## Collaborations for Innovative Workplace Solutions

*Speakers:*

VINCENT DEBERRY, University of Oklahoma  
JUNA STOVALL, University of Oklahoma

This presentation will discuss how OU has collaborated with state partners to provide development, training and outreach services. The presentation will examine online learning, web-based videos, web-based assessments, new worker and experienced worker academies, and learning management systems for state agencies including the Oklahoma Employment Security Commission.

3:15 – 3:30 p.m. **Break**

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

5:00 – 6:00 p.m. **Reception**

## Friday, January 15, 2010

7:30 – 8:00 a.m. **Continental Breakfast**

8:00 – 9:30 a.m.

## General Session: Point/Counterpoint



MARTHA KANTER, Under Secretary of Education, U.S. Department of Education



JANE OATES, Assistant Secretary for Employment and Training, U.S. Department of Labor

This moderated plenary session will examine the priorities, opportunities, and obstacles associated with implementing the American Recovery and Reinvestment Act and realizing the American Graduation Initiative goals as viewed from the perspective of the two federal agencies that have primary responsibility for U.S. workforce development.

9:30 – 9:45 a.m. **Break**

9:45 – 10:45 a.m. **Concurrent Sessions**

### **Adapting Student Services to a Changing Technology Environment**

*Speakers:*

NANCY SHERMAN, Oklahoma State University

ANNE MAHONEY, Oklahoma State University

KRISTI WHEELER, Oklahoma State University

Providing distance learning is a challenge and an opportunity for today’s universities. Higher Education is catering to a changing student base with more nontraditional students. A weakened economy and employment setbacks have students seeking new tools. This practical session will give you tools, based on best practices, to build an effective website and offer services which can enable you to attract and retain students and faculty in a changing technological environment.

### **How One Small College is (Trying) to Enter the World of Green Workforce Development**

*Speakers:*

TY HANDY, Vermont Technical College

JAY PATERSON, Vermont Technical College

This session will provide a case study of how one small public college in Vermont, faced with limited resources and tight state financing, is leveraging existing infrastructure, assets, and new funds available through the American Recovery and Reinvestment Act to establish a Center for Sustainable Practices. Successes, hurdles, opportunities, and lessons learned will all be discussed.

### **A + B + M = C<sup>2</sup> (Associates + Bachelors + Masters = Career – Squared ... or Rounded!)**

*Speakers:*

LINDA S. LANGE, Regis University

BARRY MARTIN, Regis University

This session will review several collaborative efforts including articulation plans and co-enrollment programs with community colleges, our consortium for delivering online classes to students from partnered independent colleges, a new combined Bachelors and Masters degree plan, and some international collaborations in bilingual delivery.

10:45 – 11:00 a.m. **Break**

11:00 a.m. – Noon **Concurrent Sessions Repeat**



12:15 – 1:30 p.m.

### **General Session: Can We Get There From Here?**

DAVID LONGANECKER, President, Western Interstate Commission for Higher Education

The President has laid out an ambitious goal, for the United States to reclaim the position as the best educated

country in the World by 2020. The question before us as the education community is “Can we get there from here?” Even the most ambitious efforts to better serve traditional students won’t be good enough. Indeed, we will have to find much more successful strategies for serving adult students. WICHE is actively engaged in efforts with both traditionally disenfranchised youth and young adults and in efforts to attract more older adults back into higher education, and will be sharing lessons learned from these activities.”

1:30 p.m. **Adjourn**

**Forum Planning Committee**

William Fornadel, San Diego State University, Chair  
 Patricia Feldman, Arizona State University  
 Barbara Kessler, University of Virginia  
 Mona Knight, University of Illinois at Urbana-Champaign  
 Patricia Malone, State University of New York-Stony Brook  
 Judith Marley, Emmanuel College  
 Barry Martin, Regis University  
 Anne O’Brien, University of Utah  
 Jay Paterson, Vermont Technical College  
 Dennis Pendleton, University of California Davis  
 Marshall Schott, University of Houston  
 Brian Vollmert, Northern Illinois University

## Hotel Information

The 2010 UCEA Workforce Development Forum will be held at the Chaparral Suites Resort Scottsdale, an all-suite resort located in the heart of Scottsdale. The resort offers its guests the ideal desert oasis whether they are looking for business or pleasure. Guests will enjoy beautiful surroundings, state-of-the-art facilities and complimentary amenities such as a full cooked-to-order breakfast, evening reception and individual airport transportation, as well as in-room wireless Internet.

“All Suites” Scottsdale Resort is conveniently located within walking distance to the Historic Old Town Scottsdale with its famed art galleries, shopping, dining and just 20 minutes from Phoenix Sky Harbor International Airport.

Entering guest room accommodations at the Chaparral Suites Hotel Scottsdale, guests will be surrounded by the warmth of its tasteful Southwestern elegance and furnishings which create the backdrop for their unforgettable visit.

Group room rates for the seminars:

**Single Rate:** \$165.00

**Double Rate:** \$165.00

**Triple Rate:** \$175.00

**Quad Rate:** \$185.00

*These rates are subject to state and local taxes (currently 11.92%, subject to change).*

Please make your hotel reservation by calling: 1-800-528-1456. Please be sure to refer to UCEA Workforce Development Forum to secure this special group rate. The cut-off date for receipt of these rates is **December 13, 2009.**

Chaparral Suites Resort  
5001 N. Scottsdale Road  
Scottsdale, AZ 85250  
Phone: 480-949-1414  
Fax: 480-947-2675

Website: <http://www.chaparralsuites.com/index.htm>

## Getting There

Chaparral Suites Resort Scottsdale is just 20 minutes away from Phoenix Sky Harbor International Airport. Phoenix Sky Harbor International Airport offers a variety of transportation options. If you have any questions while at the airport, stop by an information counter or ask any airport staff on the curb.

It is easy to rent a car at Phoenix Sky Harbor. All rental cars and rental car counters are located at the easily accessible Rental Car Center. Details can be found here:

<http://www.phoenix.gov/skyharborairport/transportation-and-parking/rental-cars.html>

You can take a taxi, limousine or scheduled van from the Airport to your destination. Cab fare is approximately \$35.00. For more information, please visit:

<http://www.phoenix.gov/skyharborairport/transportation-and-parking/limos-and-taxis.html>

## Who Should Attend

Deans, faculty, and senior administrators at two year- and four-year higher education institutions; directors of professional and continuing education units; corporate chief learning officers; workforce investment board officials; regional and state workforce development professionals; and labor organization leaders.