



# *Clear Sailing 2013*



**Workforce Development Institute**

Sheraton San Diego Hotel and Marina  
January 30–February 2

# Celebrate Our 20<sup>th</sup> Year!

Join us as the American Association of Community Colleges (AACC) convenes the **20<sup>th</sup> Annual Workforce Development Institute (WDI)** from Thursday, January 31<sup>st</sup> through Saturday, February 2<sup>nd</sup>, 2013. Preconference sessions will be held on Wednesday, January 30<sup>th</sup>. Come listen, learn, and contribute to workforce development, college access, and completion strategies to ensure our students' and our country's success as part of our overall commitment to college completion and the recommendations of AACC's 21<sup>st</sup> Century Commission.

WDI's 2013 theme, *Clear Sailing*, reflects the need for community colleges to chart a new course to meet the needs of tomorrow's workforce. During a time when community colleges are reimagining their roles in the face of restricted budgets and emerging technologies, WDI is an opportunity to explore the way community colleges and their partners can educate and train students for the future while adding to the economic health of their communities. Our sessions bring together community college professionals, industry leaders, federal agency representatives, and community based-organizations who will lend their unique perspectives on how to best navigate the choppy waters.

WDI will educate, invigorate, and motivate those who are new to workforce development, as well as seasoned practitioners looking to put the wind back in their sails. We hope you will join us in San Diego to celebrate 20 years of partnership, innovation, and collaboration! Make sure you stay through the Saturday Super General Session. Our panels of representatives from major corporations and foundations are a must-see.

## Accommodations

WDI 2013 will be held at the Sheraton San Diego Hotel & Marina, 1380 Harbor Island Drive, San Diego, California, Phone: (619) 291-2900, Fax: (619) 692-2337. The Sheraton San Diego Hotel & Marina enjoys a prime waterfront location on lovely San Diego Bay. Panoramic views overlook the bay and city skyline. Area attractions like the San Diego Zoo, Old Town, and Balboa Park are only 10 minutes away.

The Sheraton San Diego Hotel and Marina is offering a **special rate of \$179 + tax per night** for WDI attendees.

To make a reservation, please call Sheraton Reservations office at (800) 325-3535, or reserve online at AACC's website: <http://www.aacc.nche.edu/wdi>.

Be sure to mention AACC's Workforce Development Institute to secure the special rate. We encourage you to make your hotel reservation as early as possible. The cut-off date to receive the WDI rate is **January, 7, 2013**.

## Travel

The Sheraton San Diego Hotel & Marina is conveniently located less than a mile from the San Diego International Airport (SAN). There is a complimentary airport shuttle service to/from the San Diego International Airport every 20-25 minutes from 4:45 am – 12:00 am, seven days a week. Shuttle pick up locations and additional information are available on the Sheraton website: <http://www.sheratonsandiegohotel.com>. Approximate taxi fare from San Diego International Airport to the Sheraton is \$5.00.

# Schedule of Events and Sample Sessions

## Tuesday, January 29, 2013

1:00 pm – 5:00 pm Preconference Session 1: The New 21<sup>st</sup> Century Leader in the Community College

## Wednesday, January 30, 2013

8:00 am – 7:00 pm Registration

8:00 am – 5:00 pm Preconference Session 1: The New 21<sup>st</sup> Century Leader in the Community College (Continued)

9:00 am – 3:00 pm Preconference Session 2: The NEW new Green Economy: Charting a Course for Community Colleges (3rd Annual)

9:00 am – 12:00 pm Preconference Session 3: Developing Win-Win Relationships with Employers

1:00 pm – 4:00 pm Preconference Session 4: Partners with Perks

6:30 pm – 7:30 pm Welcoming Reception

## Thursday, January 31, 2013

8:00 am – 12:00 pm Preconference Session 1: The New 21<sup>st</sup> Century Leader in the Community College (Continued)

7:00 am – 4:30 pm Registration

7:45 am – 8:15 am Breakfast and ed2go Sponsored Raffle

8:15 am – 10:15 am Opening General Session: Charting the Course

- ◆ Dr. Walter G. Bumphus, President and CEO, AACC
- ◆ Dr. James McKenney, Vice President, Workforce, Economic Development & International Programs, AACC
- ◆ Dr. Constance Carroll, Chancellor, San Diego Community College District
- ◆ Dr. Anthony Carnevale, Director, Georgetown University Center on Education and the Workforce

10:30 am – 11:45 am Concurrent Forum Sessions:

- ◆ Results: Goodwill Industries and Community Colleges Team to Help Thousands
- ◆ Be Prepared: How Colleges Can Launch Community and Industry Serving Safety and Preparedness Training
- ◆ Diversity: Maximizing Your Workforce

12:00 pm – 1:45 pm Lunch and General Session: Jane Oates, Assistant Secretary of Employment and Training Administration, U.S. Department of Labor (Invited); Sean McAlinden, Ph.D., Executive Vice President of Research and Chief Economist, Center for Automotive Research

2:00 pm – 4:45 pm Focus Session: Expanding the Economic Base in Rural America

2:00 pm – 3:15 pm Forum Sessions:

- ◆ College to College Mentoring in the Green Space
- ◆ Riding the Waves of Change: Basic Skills Integration, Certifications, and the Completion Agenda
- ◆ ShaleNET: Creating a Multi-State Consortium to Meet the Demands of High Growth Industries

- 3:30 pm – 4:45 pm Forum Sessions:
- ◆ Partnerships That Matter: Sector Approaches
  - ◆ Community College and Small Business Partnerships: Best Practices from Goldman Sachs 10,000 Small Businesses
- 5:00 pm – 6:30 pm Fireside Chat
- ◆ David Baime, Senior Vice President, Government Relations and Research, AACC
  - ◆ William Kamela, Senior Policy Counsel, Education and Workforce, US Government Affairs, Microsoft
  - ◆ Mary Gardner Clagett, Director, Workforce Policy, Jobs for the Future
- 6:30 pm – 7:30 pm Reception
- 9:30 pm – 10:30 pm President's Reception (By Invitation Only)

### Friday, February 1, 2013

- 8:00 am – 3:30 pm Registration
- 7:00-8:00 am Roundtable Discussions: Join in conversations with AACC staff, member presidents, and multiple federal agencies on topics including accelerating initiatives in life sciences, aerospace, energy, and more.
- 7:45 am – 8:15 am Breakfast and ed2go Sponsored Raffle
- 8:15 am – 9:00 am General Session: Gerald Chertavian, Founder and CEO, Year Up Sponsored by Cengage|ed2go
- 9:15 am – 12:00 pm Focus Session: Big Picture Thinking and Responding: How College Leadership Can Respond Effectively When Trends Don't Align
- 9:15 am – 10:30 am Forum Sessions:
- ◆ New Standards: Creating Market Value for Clean Energy Certificate Programs
  - ◆ Warp Speed Ahead: Launching Entrepreneurs on Your Campus
- 10:45 am – 12:00 pm Forum Sessions:
- ◆ The Virtual Career Network
  - ◆ The Dimensions of Retentions: Aspirations, Application, and Completion Strategies for Secondary to Post-Secondary Students
  - ◆ Prior Learning Assessment: Working for Veterans and Working for You
- 12:15 pm – 1:45 pm Lunch and General Session: Where the Jobs Are: Information Technology (IT) Businesses and IT-Dependent Job Opportunities: William Kamela, Microsoft; Mike McSally, Vice President, Enterprise Operations, Allegis Group
- 2:00 pm – 4:45 pm Focus Session: Advanced Technology Skills for the American Workforce
- 2:00 pm – 3:15 pm Forum Sessions:
- ◆ Hidden Jobs in the Automation Sector
  - ◆ Conversation Rehab: Wellness Planning (versus Treatment) in Community Colleges' Healthcare Programs

- ◆ Benefits Access for College Completion
  - ◆ Short Higher Education Programs in the USA and in Europe
- 3:30 pm – 4:45 pm Community College Tours at San Diego Miramar College and San Diego City College

### Saturday, February 2, 2013

- 7:00 am – 12:00 pm Registration
- 7:15 am – 7:45 am Breakfast and ed2go Sponsored Raffle
- 7:45 am – 10:00 am Super General Session: Disruptive Challenges to Prepare and Position the American Workforce  
 Elliott Masie, Chair, The Learning CONSORTIUM; Brian Poland, Senior Director, Talent Development, Walmart Stores; Thom Ruhe, Vice President of Entrepreneurship, the Kauffman Foundation; Heather Van Sickle, Executive Director, National Association for Community College Entrepreneurship; and others to be announced
- 10:15 am – 11:30 am Forum Sessions:
- ◆ Tying the Knot: Community Colleges and Community Foundations
  - ◆ The Power of Networks

\*Please note – sessions may shift.

## Registration and Rates

This year, AACC is emphasizing its commitment to sustainability by going paperless and offering online registration. To register, visit [www.aacc.nche.edu/wdi](http://www.aacc.nche.edu/wdi). Full Conference Registration fees include all sessions, general materials, three breakfasts, two lunches, and two receptions. AACC will be offering registration for the full conference at a discounted rate to AACC member institutions. This discount will be automatically applied to member colleges when they sign in to the AACC online registration system. If you have questions related to membership status, please contact 202-416-4579.

### AACC Full Conference Registration Member Rates:

- ◆ Early Bird Registration – \$345
- ◆ Standard Registration – \$425

### AACC Full Conference Registration Non-Member Rates:

- ◆ Early Bird Registration – \$395
- ◆ Standard Registration – \$475

### A-la-carte Options:

- ◆ Preconference sessions (See Descriptions)
- ◆ One Day Registration – \$195
- ◆ Spouse/Guest (allows attendance at all meal functions) – \$150
- ◆ Tours – \$25 for either tour

## Preconference Session 1: The New 21<sup>st</sup> Century Leader in the Community College

1:00 pm – 5:00 pm, Tuesday, January 29

8:00 am – 5:30 pm, Wednesday, January 30

8:00 am – 12:00 pm, Thursday, January 31

Cost: \$500 AACC Member / \$800 Non-Member

Many of the competencies that community college leaders develop to address the complexities in the education environment remain as relevant today as they were in the past. However, the “top down” manner in leading an organization is no longer acceptable or applicable. The new 21st-Century Leader must understand how to be collective-centered by aligning people around mission and values and empowering leaders at all levels, while making certain that there are accountability systems in place to ensure that the institution’s goals are met. Above all else, the 21st-Century Leader strives to serve the students, and must provide high quality programs and services if our institutions are to remain viable and be a solution to the communities’ needs. This pre-conference session embeds the leadership competencies for the new 21st-Century Leader within the concrete issues shaping the future of community colleges.

This pre-conference session is designed for mid-level community college administrators who must learn how to lead and navigate the ever changing world in order to shape the future of community colleges. Participants will explore how to adapt to the needs of the community and its students and staff including technology, fiscal and human resources, as well as collaborations.

*Breakfast and lunch will be included on Wednesday, January 30. Breakfast will be provided on Thursday, January 31.*

## Preconference Session 2: The NEW new Green Economy: Charting a Course for Community Colleges (3<sup>rd</sup> Annual)

9:00 am – 3:00 pm, Wednesday, January 30 • Cost: \$150

Contrary to some reports, demand for clean technology training is budding in many regions around the country. This is especially true where community colleges have done their homework and actively engage employers in workforce program design and delivery. Hear from national award-winning colleges that are achieving quality outcomes and learn about steps to replicate similar efforts. Participants will use SEED’s *Green Genome Self Assessment Tool* to determine how their green programs can become more aligned with strategic institutional priorities to have a broader sustainable impact for the college and the community. *“The SEED workshop was extremely beneficial. I made great contacts and gained lots of valuable information.”* - Dean, Clover Park Technical College, attendee at 2012 workshop

*Lunch is included in this full-day program.*

## Preconference Session 3: Developing Win-Win Relationships with Employers

9:00 am – 12:00 pm, Wednesday, January 30 • Cost: \$90

Collaborating with business by delivering training and education aimed directly at employer needs is embedded in the community college mission. Join distinguished community college professionals in a discussion of the latest ideas for identifying and responding to the needs of businesses in your area. They will focus on proven approaches to helping employers achieve financial benefits by identifying the skills necessary to improve business performance through lower turnover, higher quality, and accelerated training. Learn how your regional economy can benefit from

establishing an ACT Career Center and engaging employers in an ongoing conversation about the impact of workplace skills on business performance.

This session content is aimed at corporate college or business development professionals.

### **Preconference Session 4: Partners with Perks**

**1:00 pm – 4:00 pm, Wednesday, January 30 • Cost: \$90**

Where is the real work being done to prepare students for work? Join an innovative and committed group of companies from a variety of high demand sectors working with community colleges partners. At a time when resources and talent are most in demand, these creative solutions are inspiring and supporting new ways to link supply and demand. We will showcase and share business-driven models that provide workforce and economic development perks for your students, colleges, and communities. Come ready to package them, wrap them up, and take them home. Presenters will include chief learning officers and national company representatives.

This session is intended for workforce development professionals, contract and corporate program developers, and other entrepreneurial “rainmakers” interested in how to communicate and build programs and partnerships with their counterparts in companies.

### **Tours**

This year, AACC is proud to showcase two San Diego area member colleges and their unique facilities, programs, and contributions to their communities. Tour participants will meet in the lobby of the Sheraton on Friday, February 1, 2013 at 3:30 pm. The tours will last approximately one hour with an expected return to the hotel at approximately 5:15pm. Transportation and refreshments are included in tour costs.

#### **Tour 1 – San Diego Miramar College: Focus on Public Safety, Biotechnology, Green Transportation, and Supports for Military Members and Their Families**

**3:30 pm – 4:45 pm, Friday, February 1 • Cost: \$25**

San Diego Miramar College (<http://www.sdmiramar.edu>) is located on 120 acres, originally opened as a training facility for San Diego’s law enforcement personnel and firefighters in 1969. Today, Miramar College offers over 120 certificates, associate degrees, and comprehensive transfer programs to students transferring to University of California, California State Universities and private universities. Among the many high-demand occupational programs the college offers, tour attendees will visit the Southern California Biotechnology Center, Advanced Transportation and Energy Center, and San Diego Regional Public Safety Institute. The Marine Corps Air Station Miramar supports for active military, military families, and veterans will be discussed, though the group will not go on base.

#### **Tour 2 – San Diego City College: Focus on Sustainable Urban Agriculture, Technology/Manufacturing Incubation, and Military and Veterans Services**

**3:30 pm – 4:45 pm, Friday, February 1 • Cost: \$25**

San Diego City College (<http://www.sdcity.edu>) was established in 1914 as the first community college in San Diego, and the third in California. Serving as the educational cornerstone of downtown San Diego, the college offers more than 100 majors, 100 certificate programs and 1,500 classes each semester to 18,000 students. During the tour of the City College campus, attendees will have the opportunity to get “in the weeds” at the SEEDS @ City Urban Farm where they will learn about the college’s Sustainable Urban Agriculture programs. Additionally, attendees will visit the San Diego Technology Incubator operated by the Center for Applied Competitive Technologies where up to 20 start-up research and development and manufacturing companies are housed on campus. The tour will also feature the on-campus supports and services offered by City College to active-military and veterans at the Military Education and Veterans Service offices.