Welcome to WDI 2014

The American Association of Community Colleges (AACC) welcomes you to the 21st Annual Workforce Development Institute (WDI) in St. Petersburg, Florida. This conference aligns key goals and recommendations from AACC’s 21st-Century Commission and report, Reclaiming the American Dream. We hope you will reimagine and reinvent ways we can work together to revitalize the workforce and economic growth of our communities and our nation.

As we continue to recognize the importance of preparing students for school and for work, community colleges need effective and efficient tools, strategies, and solutions in light of limited resources. The speakers, sessions, and topics at WDI will focus on how to activate, innovate, and implement solutions in an increasingly disruptive and evolving world.

WDI 2014’s theme, “Look Out,” asks attendees to focus their attention on trends, opportunities, and challenges on the horizon. This year’s meeting is designed to connect key stakeholders working to train a better educated, higher-earning workforce nationwide. We are particularly proud to welcome a large number of corporate and industry sponsors and learning leaders, as well as an array of representatives from government, foundations, and community-based organizations who can provide guidance and support to help take the long view of workforce and economic development.

I hope you will find this to be a stimulating and inspiring perspective and opportunity to get active and learn something new.

Sincerely,

Walter G. Bumphus, President and CEO
American Association of Community Colleges
AACC Affiliated Councils Welcome

AACC appreciates the work and networks of the Affiliated Councils. We welcome the support and participation of the following at WDI 2014:

- Council for Resource Development (CRD)  
  crdnet.org

- National Coalition of Advanced Technology Centers (NCATC)  
  ncatc.org

- National Council for Continuing Education and Training (NCCET)  
  nccet.org

- National Council for Workforce Education (NCWE)  
  ncwe.org

- National Partnership for Environmental Technology Education (PETE)  
  nationalpete.org

- Rural Community College Alliance (RCCA)  
  ruralccalliance.org

Center for Workforce and Economic Development Support

AACC thanks the following funders for providing support that contributes to WDI:

- Back to Work 50+, funded by the AARP Foundation with support from the Walmart Foundation
- Benefits Access for College Completion (BACC), funded by the Center for Law and Social Policy with support from Annie E. Casey Foundation, Ford Foundation, The Kresge Foundation, Lumina Foundation, and Open Society Foundations
- Community College/Career Collaboration (C*), funded by Goodwill Industries International, Inc. with support from the Lumina Foundation
- Ewing Marion Kauffman Foundation Slingshot Group
- Goldman Sachs 10,000 Small Businesses
- Maps to Credentials, funded by the Council for Adult and Experiential Learning (CAEL) with support from the U.S. Department of Education Fund for the Improvement of Postsecondary Education (FIPSE)
- Mississippi River Consortium, funded by W.K. Kellogg Foundation
- Sustainability Education & Economic Development (SEED) Center, funded by The Kresge Foundation
- Virtual Career Network, funded by the U.S. Department of Labor, College of Lake County, and Rutgers, The State University of New Jersey

Concurrent Meetings

WDI has become an opportune setting for workforce and economic development groups to align their meetings. We welcome the following groups and their special events at WDI 2014. Questions about these events should be directed to the information desk:

- AACC Sustainability Task Force
- Appalachian Regional Commission – College Consortium
- C* and Goodwill Industries International, Inc.
- Community College Workforce Consortium (formerly Automotive Communities Consortium)
- National Coalition of Advanced Technology Centers – Board
- National Council for Continuing Education and Training – Board
- National Partnership for Environmental Technology Education – Advisory Board
- W.K. Kellogg Foundation – Learning Leadership Exchange
- W.K. Kellogg Foundation – Mississippi River Consortium
**Special Thanks**

AACC would like to particularly thank its federal attendees and supporters.

- Appalachian Regional Commission
- Federal Aviation Administration
- National Science Foundation
- U.S. Department of Agriculture
- U.S. Department of Commerce: National Institute of Standards and Technology – Hollings Manufacturing Extension Partnership
- U.S. Department of Education
- U.S. Department of Energy
- U.S. Department of Homeland Security
- U.S. Department of Labor
- U.S. Department of Transportation
- U.S. Department of Veterans Affairs
- U.S. Environmental Protection Agency
- U.S. Senate Budget Committee

**Accommodations**

WDI 2014 is being held at the Hilton St. Petersburg Bayfront, at 333 1st Street South, St. Petersburg, FL 33701. Phone: 727-894-5000. Website: [stpetersburg.hilton.com](http://stpetersburg.hilton.com). Located in the heart of the Waterfront District of Downtown St. Petersburg, the Hilton St. Petersburg Bayfront hotel is a short walk from cultural destinations such as the Dali Museum and a number of local dining options. Self-parking at the Hilton costs $12 per day for overnight guests.

**Schedule Key**

This year’s program consists of several session types:

<table>
<thead>
<tr>
<th>Session Type</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Preconference Sessions</strong></td>
<td>Full- or half-day sessions focused on dynamic and personalized activities to generate and implement ideas</td>
</tr>
<tr>
<td><strong>Plenary Sessions</strong></td>
<td>Keynote speakers who highlight innovations, research, and policy for community college workforce and economic development awareness and application</td>
</tr>
<tr>
<td><strong>Workshop Sessions</strong></td>
<td>75-minute presentations and discussions</td>
</tr>
<tr>
<td><strong>Deep-Dive Sessions</strong></td>
<td>1-hour, 45-minute or longer focused topics and conversations</td>
</tr>
<tr>
<td><strong>Get Active Sessions</strong></td>
<td>Hands-on opportunities to develop and demonstrate your skills as you learn something new</td>
</tr>
<tr>
<td><strong>Receptions</strong></td>
<td>Networking opportunities to connect with peers and partners</td>
</tr>
</tbody>
</table>

**Dress**

The dress for all events and sessions at WDI 2014 is business casual.
## Schedule Key
- **Preconference Sessions**
- **Plenary Sessions**
- **Workshop Sessions**
- **Deep-Dive Sessions**
- **Get Active Sessions**
- **Receptions**

### Wednesday, January 29

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
</table>
| 7:00 a.m. | Registration Open
7:30 a.m.–7:00 p.m. Lobby 2 |
| 8:00 a.m. | Preconference Session 1
Unwritten Advice: Secrets to Success in Workforce Development
8:00 a.m.–5:00 p.m. St. Petersburg Ballroom 1 |
| 9:00 a.m. | Preconference Session 2
The Future of Clean Technology Training
(Note: It Affects Your College!)
4th Annual SEED Workshop
9:00 a.m.–1:00 p.m. St. Petersburg Ballroom 2 |
| 9:00 a.m. | Preconference Session 3
What Everyone Ought to Know About Work Readiness Standards and Benchmarks
9:00 a.m.–Noon St. Petersburg Ballroom 3 |
| 10:00 a.m. | Preconference Session 4
Resource Diversification at Community Colleges
1:00–4:00 p.m. St. Petersburg Ballroom 3 |
| 11:00 a.m. | Noon |
| 1:00 p.m. | Noon |
| 2:00 p.m. | Noon |
| 3:00 p.m. | Noon |
| 4:00 p.m. | Noon |
| 5:00 p.m. | Noon |
| 6:00 p.m. | Noon |
| 7:00 p.m. | Noon |
| 8:00 p.m. | Noon |
| 9:00 p.m. | Noon |

### WDI Schedule at a Glance: Wednesday, January 29, 2014

- **Registration Open**
  - 7:30 a.m.–7:00 p.m.
  - Lobby 2

- **Preconference Session 1**
  - Unwritten Advice: Secrets to Success in Workforce Development
  - 8:00 a.m.–5:00 p.m.
  - St. Petersburg Ballroom 1

- **Preconference Session 2**
  - The Future of Clean Technology Training
  - Note: It Affects Your College!
  - 4th Annual SEED Workshop
  - 9:00 a.m.–1:00 p.m.
  - St. Petersburg Ballroom 2

- **Preconference Session 3**
  - What Everyone Ought to Know About Work Readiness Standards and Benchmarks
  - 9:00 a.m.–Noon
  - St. Petersburg Ballroom 3

- **Preconference Session 4**
  - Resource Diversification at Community Colleges
  - 1:00–4:00 p.m.
  - St. Petersburg Ballroom 3

- **NCET-Hosted Reception**
  - 5:00–6:00 p.m.
  - St. Petersburg Ballroom 2

- **Opening Reception sponsored by Cengage Learning | ed2go and Snap-on**
  - 6:00–7:30 p.m.
  - Poolside

- **Demystifying the MOOC sponsored by Jobs for the Future**
  - 8:00–9:30 p.m.
  - St. Petersburg Ballroom 1
# WDI Schedule at a Glance: Thursday, January 30, 2014

<table>
<thead>
<tr>
<th>Time</th>
<th>Thursday, January 30</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 a.m.</td>
<td>Registration Open&lt;br&gt;7:00 a.m.–4:30 p.m., Lobby 2&lt;br&gt;Early Risers: Sector Roundtable Conversation on Aviation, Automotive, and Energy, 7:00–7:45 a.m., St. Petersburg Ballroom 1</td>
<td>7:00 a.m.</td>
</tr>
<tr>
<td>8:00 a.m.</td>
<td>Opening Plenary Session: Welcome to WDI 2014&lt;br&gt;8:15–10:15 a.m., Grand Bay Ballrooms and St. Petersburg Ballroom 1</td>
<td>8:00 a.m.</td>
</tr>
<tr>
<td>9:00 a.m.</td>
<td>Preconference Sessions, 10:15–10:30 a.m., Lobby 3</td>
<td>9:00 a.m.</td>
</tr>
<tr>
<td>10:00 a.m.</td>
<td>Breakfast, 7:45–8:15 a.m., Lobby 2 and 3</td>
<td>10:00 a.m.</td>
</tr>
<tr>
<td>11:00 a.m.</td>
<td>Early Risers: Sector Roundtable Conversation on Fiber-Cyber Security/Critical Comm, 7:00–7:45 a.m., St. Petersburg Ballroom 1</td>
<td>11:00 a.m.</td>
</tr>
<tr>
<td>Noon</td>
<td>Lunch and Plenary Session: A View from the Top&lt;br&gt;Noon–1:45 p.m., Grand Bay Ballrooms and St. Petersburg Ballroom 1</td>
<td>Noon</td>
</tr>
<tr>
<td>1:00 p.m.</td>
<td>Coffee break sponsored by Monster Government Solutions, 10:15–10:30 a.m., Lobby 3</td>
<td>1:00 p.m.</td>
</tr>
<tr>
<td>2:00 p.m.</td>
<td>Report from the Clinton Global Initiative&lt;br&gt;10:30–11:45 a.m., St. Petersburg Ballroom 2</td>
<td>2:00 p.m.</td>
</tr>
<tr>
<td>3:00 p.m.</td>
<td>Building a Regional Competitive Talent Pipeline&lt;br&gt;2:00–3:15 p.m., Williams</td>
<td>3:00 p.m.</td>
</tr>
<tr>
<td>4:00 p.m.</td>
<td>Industry Tour: Air Products Port Manatee Manufacturing Facility&lt;br&gt;sponsored by Air Products and Chemicals, Inc.</td>
<td>4:00 p.m.</td>
</tr>
<tr>
<td>5:00 p.m.</td>
<td>Industry Partner Reception sponsored by Air Products and Chemicals, Inc.&lt;br&gt;5:00–6:00 p.m., by invitation only</td>
<td>5:00 p.m.</td>
</tr>
<tr>
<td>6:00 p.m.</td>
<td>Education Tour: St. Petersburg College Caruth Health Education Center&lt;br&gt;sponsored by St. Petersburg College</td>
<td>6:00 p.m.</td>
</tr>
<tr>
<td>7:00 p.m.</td>
<td>B-I-N-G-O: Testing Your Workforce Vocabulary&lt;br&gt;sponsored by ACE&lt;br&gt;8:00–9:00 p.m., St. Petersburg Ballroom 1</td>
<td>7:00 p.m.</td>
</tr>
<tr>
<td>8:00 p.m.</td>
<td>Preparing Prepared Communities&lt;br&gt;2:00–4:00 p.m., Demens</td>
<td>8:00 p.m.</td>
</tr>
<tr>
<td>9:00 p.m.</td>
<td>Preparing Prepared Communities&lt;br&gt;2:00–4:00 p.m., Demens</td>
<td>9:00 p.m.</td>
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</table>

**SCHEDULE AT A GLANCE**

**Registration Open**
- 7:00 a.m.–4:30 p.m., Lobby 2

**Early Risers: Sector Roundtable Conversation**
- 7:00–7:45 a.m., St. Petersburg Ballroom 1
- 10:15–10:30 a.m., Lobby 3

**Opening Plenary Session**
- Welcome to WDI 2014
- 8:15–10:15 a.m., Grand Bay Ballrooms and St. Petersburg Ballroom 1

**Breakfast**
- 7:45–8:15 a.m., Lobby 2 and 3

**Lunch and Plenary Session**
- A View from the Top
- Noon–1:45 p.m., Grand Bay Ballrooms and St. Petersburg Ballroom 1

**Coffee break**
- 10:15–10:30 a.m., Lobby 3
- 3:15–3:30 p.m., Lobby 3

**Federal Workforce Policy Perspectives**
- 2:00–3:15 p.m., St. Petersburg Ballroom 2

**Report from the Clinton Global Initiative**
- 10:30–11:45 a.m., St. Petersburg Ballroom 2

**E. M. Kauffman Learning Lounge**
- 10:15 a.m.–Noon, Boardroom

**Preparing the Next Generation of Cybersecurity Workers**
- 10:30–11:45 a.m., Williams

**Collaboration for Industry Solutions: Focus on Energy**
- 10:30–11:45 a.m., Demens

**The Many Faces of I-BEST**
- 10:30–11:45 a.m., Bayboro

**Industry Tour: Air Products Port Manatee Manufacturing Facility**
- sponsored by Air Products and Chemicals, Inc.
- 3:15–5:45 p.m., Lobby 2

**Meet the Maker sponsored by Maker Media and NCATC**
- 3:30–5:00 p.m., Bayboro

**Community College/Career Collaboration**
- 2:00–3:15 p.m., Williams

**Preparing Prepared Communities**
- 2:00–4:00 p.m., Demens

**Quantifying Curiosity and Exposing Ideas**
- 6:00–7:30 p.m., Williams

**B-I-N-G-O: Testing Your Workforce Vocabulary**
- 8:00–9:00 p.m., St. Petersburg Ballroom 1
## Schedule at a Glance: Friday, January 31, 2014

### Time

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
<th>Location</th>
</tr>
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<tbody>
<tr>
<td>7:00 a.m.</td>
<td>Registration Open</td>
<td>Lobby 2</td>
</tr>
<tr>
<td>8:00 a.m.</td>
<td>Exhibit Hall Open</td>
<td>Lobby 3</td>
</tr>
<tr>
<td>9:00 a.m.</td>
<td>Roundtable Conversations with TAACCCT Grantees</td>
<td>St. Petersburg Ballroom 1</td>
</tr>
<tr>
<td>10:00 a.m.</td>
<td>Plenary Session: Service Members Appreciation and Rural Reach, 8:15–9:00 a.m</td>
<td>Grand Bay Ballrooms and St. Petersburg Ballroom 1</td>
</tr>
<tr>
<td>11:00 a.m.</td>
<td>Noon Lunch and Plenary Session Flipped, Flexible, and Fun Learning Options</td>
<td>Grand Bay Ballrooms and St. Petersburg Ballroom 1</td>
</tr>
<tr>
<td>12:00 p.m.</td>
<td>Lunch and Plenary Session</td>
<td>Sanctuary</td>
</tr>
<tr>
<td>12:15 p.m.</td>
<td>E.M. Kauffman Learning Lounge</td>
<td>Boardroom</td>
</tr>
<tr>
<td>12:30 p.m.</td>
<td>Coffee break sponsored by the Manufacturing Skill Standards Council</td>
<td>Lobby 3</td>
</tr>
<tr>
<td>1:00 p.m.</td>
<td>Plenary Session: Enabling Innovation and Entrepreneurship as an Economic Development Strategy</td>
<td>Lobby 3</td>
</tr>
<tr>
<td>2:00 p.m.</td>
<td>Meet Your Match: “Speed Dating” with Federal Partners</td>
<td>Boardroom</td>
</tr>
<tr>
<td>2:00 p.m.</td>
<td>New Health Care Roles for Community Colleges</td>
<td>Williams</td>
</tr>
<tr>
<td>2:00 p.m.</td>
<td>Baseball Game Reception sponsored by Burning Glass Technologies, CMT, EBRISS, HVACR Workforce Development Foundation, and Michigan State University International Business Center</td>
<td>Al Lang Stadium</td>
</tr>
<tr>
<td>3:45 p.m.</td>
<td>Foundational Skills for Youth</td>
<td>Demens</td>
</tr>
<tr>
<td>3:45 p.m.</td>
<td>Labor Market Information: Scanning the Horizon</td>
<td>Bayboro</td>
</tr>
<tr>
<td>4:00 p.m.</td>
<td>Disruptive Learning Strategies</td>
<td>Williams</td>
</tr>
<tr>
<td>4:00 p.m.</td>
<td>Relevant Courses for Campus Return on Investment</td>
<td>Demens</td>
</tr>
<tr>
<td>4:00 p.m.</td>
<td>Eat, Drink, and Be Merry</td>
<td>Bayboro</td>
</tr>
<tr>
<td>5:00 p.m.</td>
<td>E.M. Kauffman Learning Lounge</td>
<td>Boardroom</td>
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## SCHEDULE AT A GLANCE

### Schedule Key

<table>
<thead>
<tr>
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<td>Preconference Sessions</td>
<td>6:00 a.m.</td>
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<tr>
<td>Plenary Sessions</td>
<td>7:00 a.m.</td>
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<td>Workshop Sessions</td>
<td>8:00 a.m.</td>
</tr>
<tr>
<td>Deep-Dive Sessions</td>
<td>9:00 a.m.</td>
</tr>
<tr>
<td>Get Active Sessions</td>
<td>10:00 a.m.</td>
</tr>
<tr>
<td>Receptions</td>
<td>11:00 a.m.</td>
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### Saturday, February 1

<table>
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<tr>
<th>Time</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>6:00 a.m.</td>
<td>Registration Open: 6:30 a.m.–Noon, Lobby 2</td>
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<tr>
<td>7:00 a.m.</td>
<td>Breakfast: 7:15–7:45 a.m., Lobby 2 and 3</td>
</tr>
<tr>
<td>8:00 a.m.</td>
<td>Exhibit Hall Open: 7:15–11:30 a.m., Lobby 3 and Grand Bay Ballrooms and St. Petersburg Ballroom 1</td>
</tr>
<tr>
<td>9:00 a.m.</td>
<td>Super Plenary Session sponsored by Toyota and the Wadhwani Foundation Panel 1: Getting Down to Business Panel 2: Up to the Challenge 7:45–10:00 a.m.</td>
</tr>
<tr>
<td>10:00 a.m.</td>
<td>Measures of Post-Collegiate Outcomes, Accountability, and the VFA 10:15–11:30 a.m., Demens</td>
</tr>
<tr>
<td>11:00 a.m.</td>
<td>The Four M’s: Mission, Mindset, Model, Measurement…and Money 10:15–11:30 a.m., Bayboro</td>
</tr>
</tbody>
</table>

**WDI Schedule at a Glance: Saturday, February 1, 2014**
UNIQUE FEATURES

Active Spaces
The Urban Conga is a collective group of creators activating spaces through interactive installations. This year, The Urban Conga is stimulating the registration area with a piece to be molded to fit your imagination. The National Apartment Association Education Institute (NAAEI) is also sponsoring a raffle of a musical bench designed and built by The Urban Conga. theurbanconga.com

Get Fired Up for Breakfast!
Mobile devices have become the largest and fastest-growing communications and computing platforms in history, meaning mobile and global learning options are becoming more accessible to all. AACC continues to stay abreast of the community college opportunities arising from this change. For the third year, Cengage Learning | ed2go will generously raffle off Amazon Kindle Fire HDs at breakfast. Only colleges are eligible, and representatives must be present to participate. cengage.com | ed2go.com

E.M. Kauffman Learning Lounge
The Kauffman Learning Lounge is an exclusive place for WDI 2014 attendees who are particularly focused on entrepreneurship and supporting the creation of new ventures to speak one-on-one with Kauffman leadership on how community colleges can push boundaries in supporting innovative, scaleable startups on- and off-campus, pursue an economic and workforce development strategy that prioritizes entrepreneurship, and bring the entrepreneurial mindset across campus, and is an opportunity for colleges to share their innovations. Please stop in the Hilton St. Petersburg Bayfront Board Room located on the main level to learn more about its visionary partners including the Kauffman Slingshot Group, the Kauffman Entrepreneur-in-Residence Program, Innovation Fund America (IFA), Kauffman Founders School, the Ice House Program, and other efforts. We strongly encourage you to stop in and harness the thinking, resources, and networks of these speakers, and take home immediate activities for action on your campus.

Musical Bench Drawing
Sponsored by the NAAEI, a musical bench has been created to recognize Apartment Month and the engaging spaces NAAEI designs for future apartment managers, maintenance technicians, and residents. The song “Whistle While You Work” can be played on the color-coded bench. While teaching players musical notes, the bench also will showcase your college’s creativity and encourage student engagement with their environment. A raffle will occur on Friday, January 31 at the baseball reception. College representatives must be present to participate. Every college attendee can drop one card at the NAAEI exhibit space for a chance to win. apartmentcareerhq.org

Name This Bot
Have a clever idea? Drop your idea for a robot name into the box in the exhibit hall, and Dale Dougherty, founder and CEO of Maker Media, will select and announce the winning submission at the lunch on Friday, January 31, in a contest sponsored by Maker Media. The winning college will receive a MAKE Rovera 4WD Arduino Robot Kit capable of autonomous or remote operation. makezine.com

Snap-on Tool Box Drawing
AACC’s partnership with Snap-on highlights a company deeply invested in improving the teaching and learning at technical trade programs around the country, as well as the opportunity community colleges have to raise the standard of their facilities and teaching tools. Every community college attendee can drop one business card into the bowl at the Snap-on exhibit area to have a chance to take a Snap-on tool box back to his or her campus. A raffle will occur Friday, January 31 at the baseball reception, and the attendee must be present to win. 1.snapon.com/Education

Presidents Breakfast at the Dalí Museum
Sponsored by Trane, a business of Ingersoll Rand, on Friday morning, an invitation-only Presidents Breakfast for college leadership will be held at the Dalí Museum. The museum has the largest collection in the United States of the works of Salvador Dalí. Trane provides the museum with the temperature regulation for art preservation. In addition, Trane’s flagship college, Gateway Technical College in Kenosha, Wisconsin, has designed and produced Dalí-esque art for display.

Welding on the Go
Through a partnership with NCATC, WDI will feature a Power Wave advanced process mobile welder from The Lincoln Electric Company at the NCATC area in the exhibit hall. Get a firsthand look at the device and its components, which are ideal for welding on a wide variety of materials and can withstand harsh environments to get the job done.
Preconference Session 1:

**Unwritten Advice: Secrets to Success in Workforce Development**

Wednesday, January 29  
8:00 a.m.–5:00 p.m.  
$175  
St. Petersburg Ballroom 1

This 1 day preconference program will offer professional development executives a chance to share lessons learned from the field and from experience on a variety of community college campuses. Reimagine what workforce development means to our institutions and communities. Sessions will cover areas including contract training, trend-setting collaborations, working with your Workforce Investment Board, innovative and international partnerships, and national benchmarked best practices with industry. This program uses case studies and interactive pedagogy to help leading administrators in workforce education expand their thinking, their portfolios, and their success. Come prepared to think creatively about how you can work within workforce education and, often, across your campus to develop relevant and lucrative partnerships that support your mission and those of your industry and organizational clients.

Target Audience: This session welcomes workforce development professionals and those concerned with helping students and workers prepare to advance in the workplace.

**Speakers:**
- **Michael Bankey**, Vice President, Workforce and Economic Development, Cuyahoga Community College, OH
- **Linda Head**, Associate Vice Chancellor, Workforce Development, Lone Star College System, TX
- **Merrill L. Irving Jr.**, Associate Vice President, Continuing Education, Training & Workforce Development, Oakton Community College, IL
- **Donna Lawrence**, Business Solutions Director, Midlands Technical College, SC
- **Karina M. Norington-Reaves**, CEO, Chicago Cook Workforce Partnership, IL
- **Patricia Ramos**, Dean, Workforce and Economic Development, Santa Monica College, CA
- **Teresita Rodriguez**, Vice President, Enrollment Development, Santa Monica College, CA

Preconference Session 2:

**The Future of Clean Technology Training (Note: It Affects Your College!)**  
4th Annual SEED Workshop

Wednesday, January 29  
9:00 a.m.–3:00 p.m.  
St. Petersburg Ballroom 2

Regardless of where you reside, the clean economy offers real career opportunities and will require new skills that community colleges must embrace to remain relevant. Learn from award-winning college experts who will spotlight several clean industries (smart grid, building performance, water, automotive) and innovative strategies for course and pathway development, credentialing, and student and industry engagement. Participants will develop an action plan and be offered the opportunity to join the SEED Center’s growing and popular mentoring network.

Target Audience: Community college leaders, including those responsible for workforce development and curricular resources and innovation, who are interested in building the clean economy for the benefit of their students and their communities.

**Speakers:**
- **Ginger Clark**, Director, Technical Programs, Hillsborough Community College, FL
- **Roger Ebbage**, Energy Management Program Coordinator, Lane Community College, OR
- **Barbara Hins-Turner**, Executive Director, Pacific Northwest Center of Excellence for Clean Energy, WA
- **Greg Josefchuk**, Strategic Program Leader, Trane, NC
- **Jane Weissman**, President and CEO, Interstate Renewable Energy Council, Inc. (IREC), MA

**Facilitator:**
- **Todd Cohen**, Director, SEED Center, AACC, TX
**Preconference Session 3:**

**What Everyone Ought to Know About Work Readiness Standards and Benchmarks**

Wednesday, January 29  
9:00 a.m.–Noon  
$100  
St. Petersburg Ballroom 3

Work readiness helps individuals prepare for the next job within a career pathway and ensures that they have both the cognitive and soft skills demanded by employers. Establishing standards for work readiness will ensure that current and prospective employees’ skills are aligned with employer skill requirements and that individuals develop the foundational and job-specific skills necessary to be successful throughout a lifetime. Learn how you can prepare America’s workforce for jobs now and in the future using ACT’s Work Readiness Standards and Benchmarks.

**Target Audience:** Session content is aimed at state and regional workforce developers, career and technical education and postsecondary education administrators, and postsecondary and workforce policymakers.

**Speakers:**

Hope Clark, Assistant Vice President, Workforce Research, ACT, IA  
Jim Duane, Manager, WorkKeys Service Center, St. Louis Community College, MO  
Chris Guidry, Director of Community and Technical College Development, ACT, IA  
Mary LeFebvre, Senior Research Associate, ACT, IA  
Roderick Nunn, Vice Chancellor for Economic Development and Workforce Solutions, St. Louis Community College, MO

**Preconference Session 4:**

**Resource Diversification at Community Colleges**

Wednesday, January 29  
1:00–4:00 p.m.  
$90  
St. Petersburg Ballroom 3

Resource Diversification is a concept that helps colleges identify, integrate, and leverage multiple resources to support their mission and goals: fundraising, grant development, public/private partnerships, business and social/civic organizational partnerships, auxiliary entrepreneurial enterprises, and more. This session will introduce attendees to resource development vocabulary, look at how attendees fit into the process of securing the resources for programs and priorities, and identify key elements for a case to fund projects. Through college-specific discussion and activities, attendees will leave the session with a plan of action for at least one identified (and underresourced) priority at their individual institution. This workshop is ideal for community college staff eager to fund their programs: presidents, vice presidents, deans, chairs, directors, and faculty.

**Speakers:**

Shelly Conner, Board President, Council for Resource Development (CRD), CA  
Karen-Michelle Mirko, Vice President, Marketing, Sales and Meaningful Collisions, National Association for Community College Entrepreneurship (NACCE), NY  
Bruce Stephen, Director, Real-Time Labor Intelligence Research, Monster Government Solutions, MA  
Monty Sullivan, Chancellor, Delgado Community College, LA  
Susan Taylor, Director of Grants and Planned Giving, Umpqua Community College, OR  
Jen Worth, Director, Center for Workforce and Economic Development, AACC, DC
### WEDNESDAY, JANUARY 29

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<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>7:30 a.m. – 7:00 p.m.</td>
<td>Registration Open</td>
<td>Lobby 2</td>
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<tr>
<td>8:00 a.m. – 5:00 p.m.</td>
<td>Preconference Session 1: Unwritten Advice: Secrets to Success in Workforce Development</td>
<td>St. Petersburg Ballroom 1</td>
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<td>See page 18 for session description and speakers.</td>
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<tr>
<td>9:00 a.m. – 3:00 p.m.</td>
<td>Preconference Session 2: The Future of Clean Technology Training (Note: It Affects Your College!) 4th Annual SEED Workshop</td>
<td>St. Petersburg Ballroom 2</td>
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<td>See page 19 for session description and speakers.</td>
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<tr>
<td>9:00 a.m. – Noon</td>
<td>Preconference Session 3: What Everyone Ought to Know About Work Readiness Standards and Benchmarks</td>
<td>St. Petersburg Ballroom 3</td>
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<td>See page 20 for session description and speakers.</td>
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<tr>
<td>1:00 – 4:00 p.m.</td>
<td>Preconference Session 4: Resource Diversification at Community Colleges</td>
<td>St. Petersburg Ballroom 3</td>
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<td>See page 21 for session description and speakers.</td>
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<tr>
<td>5:00 – 6:00 p.m.</td>
<td>NCCET-Hosted Reception</td>
<td>St. Petersburg Ballroom 2</td>
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<td>All WDI attendees on site are invited to attend a reception sponsored by NCCET</td>
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<tr>
<td>6:00 – 7:30 p.m.</td>
<td>Opening Reception sponsored by Cengage Learning</td>
<td>ed2go and Snap-on</td>
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<td>Kick off WDI 2014 poolside at the opening reception sponsored by Cengage Learning</td>
<td>ed2go and Snap-on</td>
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<tr>
<td>8:00 – 9:30 p.m.</td>
<td>Get Active – Demystifying the MOOC sponsored by Jobs for the Future</td>
<td>St. Petersburg Ballroom 1</td>
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<td>Massive Open Online Courses (MOOCs) and other open-source technologies are influencing and broadening the opportunities for community colleges to deliver quality programming successfully to a wide range of students. See what all the fuss is about and come learn something new. All attendees will successfully complete a MOOC module.</td>
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**THURSDAY, JANUARY 30**

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<tr>
<th>Time</th>
<th>Event</th>
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<tr>
<td>7:00 a.m. –</td>
<td>Registration Open</td>
<td>Lobby 2</td>
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<td>4:30 p.m.</td>
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<tr>
<td>7:45 a.m. –</td>
<td>Exhibit Hall Open</td>
<td>Lobby 3</td>
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<td>8:00 p.m.</td>
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<tr>
<td>7:00 – 7:45 a.m.</td>
<td>Early Risers: Sector Roundtable Conversation</td>
<td>St. Petersburg</td>
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<td>Join us early to workshop your ideas and have special access to</td>
<td>Ballroom 1</td>
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<td>subject matter experts at our sector roundtable conversations.</td>
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**Table 1. Aviation, Automotive, and Energy**

Join the NC3 and its leading educational and business thought leaders to learn about the coming “tsunami” of demand for skilled workers and how NC3 can help your educational institution prepare to meet the critical skilled workforce needs of the transportation, energy, aviation, and manufacturing industries. Attendees will receive a copy of Mark Lautman’s When the Boomers Bail.

Amy Lind Corbett, New England Regional Administrator, Federal Aviation Administration, MA  
Lee D. Lambert, Chancellor, Pima County Community College District, AZ  
Dan Ramirez, Director, Strategic Marketing & Development, NC3, WI  
Roger Tadajewski, Executive Director, NC3, OK

**Table 2. “Fiber-Cyber” Security/Critical Communications**

Join ETA-I at an early morning “Fiber-Cyber” Security/Critical Communications roundtable to discuss current topics of interest in the field including employer engagement, in-demand certifications and skills, labor market trends, and community college programs, among others. This session will provide the opportunity to meet with your peers and exchange ideas in an informal free-flowing setting.

Joseph C. Delio, Director of Marketing, Electronics Technicians Association (ETA) International, IN  
John MacLean, Region 4 Coordinator, U.S. Department of Homeland Security, TN  
Bruce Rankin, Project Director, VCN, AACC

**Table 3. Energy**

Join IREC at a roundtable to discuss in-demand certifications and stackable credentials in the energy sector and ways colleges can prepare students for careers in this field.

Laure-Jeanne Davignon, Director of Credentialing Program, IREC, NY

WDI Program: Thursday, January 30, 2014
THURSDAY, JANUARY 30

10:30–11:45 a.m. Workshop – The Many Faces of I-BEST

Nationwide, large numbers of adults lack the education and skill levels to qualify for family-supporting jobs, with more than 26 million adults lacking a high school degree. Integrated Basic Education and Skills Training (I-BEST), an instructional model originating in Washington state, is designed to provide educational access and support for adult basic education (ABE). I-BEST pairs ABE and career and technical educators (CTE) in the classroom to advance student gains concurrently in basic education content and technical skills. I-BEST has proved to be such a successful model that it is being replicated across the country, with more and more colleges developing integrated career pathway models. This presentation will feature speakers from WA I-BEST, MD I-BEST, Kansas Accelerating Opportunity, and Accelerate Texas. The presenters will highlight how I-BEST and I-BEST-like programs are not only transforming ABE but also CTE education. By integrating literacy skill development into CTE programs, all learning is enhanced with program completers possessing the technical skills, the workplace readiness skills, and the literacy skills to attain family-wage employment.

Mabel Edmonds, Associate Vice President, Instruction, Clover Park Technical College, WA
Faith Harland-White, Dean, School of Continuing and Professional Studies, Anne Arundel Community College, MD
Darlene G. Miller, Executive Director, National Council for Workforce Education, WA
Nadezhda Nazarenko, Executive Director, College Preparation Programs Lone Star College System, TX
Zoe Thompson, Director, Workforce Training and Education, Kansas Department of Commerce and Kansas Board of Regents, KS

THURSDAY, JANUARY 30

10:30–11:45 a.m. Workshop – Preparing the Next Generation of Cybersecurity Workers

During this session participants will hear from community college, federal agency, and private sector representatives engaged in cybersecurity training, standards, and programs. Panelists will discuss the challenges of identifying and training these in-demand workers and the role community colleges play in this process.

Joseph C. Delio, Director of Marketing, Electronics Technicians Association (ETA) International, IN
Ernest L. McDuffie, Lead, National Initiative for Cybersecurity Education (NICE), National Institute of Standards and Technology (NIST), MD
Casey O’Brien, Director, CyberWatch Center, Prince George’s Community College, MD
Bruce Rankin, Project Director, VCN, AACC, DC

10:30–11:45 a.m. Workshop – Collaboration for Industry Solutions: Focus on Energy

The energy industry has played a leading role in addressing the need to replace an aging workforce and prepare for new jobs. Public and private representatives and partners will discuss particular sector challenges and what they are doing to ensure the energy workforce of the future can keep up with workforce needs.

Christine Carpenter, Director, Energy Providers Coalition for Education, Council for Adult and Experiential Learning (CAEL), CO
Malinda Gentry, Partner, Strategy and Transformation Practice, Energy & Utilities, IBM Global Business Services, IL
Ann Randazzo, Director, Center for Energy Workforce Development, VA
## THURSDAY, JANUARY 30

### Noon–1:45 p.m.

**Lunch and Plenary Session – A View from the Top**
New leadership is providing effective new solutions to create the jobs and opportunities we need now and in the future.

- **Dustin Cagle**, College Postsecondary Vice President, SkillsUSA, AL
- **James McKenney**, Former Senior Vice President, AACC, MD
- **Mark Mitsui**, Deputy Assistant Secretary for Community Colleges, Office of Vocational and Adult Education, U.S. Department of Education, DC
- **Eric Seleznow**, Deputy Assistant Secretary and Acting Assistant Secretary, Employment and Training Administration, U.S. Department of Labor, DC

### 2:00–3:15 p.m.

**Workshop – Building a Regional Competitive Talent Pipeline: Colleges and Economic Development Organizations Working Together**
A strong partnership between a community college and its regional economic development organization can be the foundation for a regional workforce that is truly prepared for high-growth industries. Hear how one innovative partnership is leading to the growth of viable logistics and entrepreneurship industries where workers are receiving credentials and companies are thriving.

- **Ginger Clark**, Vice President, Workforce Training, Hillsborough Community College, FL
- **Jeff Finkle**, President and CEO, International Economic Development Council, DC
- **Andrew Gold**, Faculty, Department of Business, Hillsborough Community College, FL
- **Stuart Rogel**, CEO, Tampa Bay Partnership, FL

**Facilitator:**
**Todd Cohen**, Director, SEED Center, AACC, TX

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**Facilitator:**
**Todd Cohen**, Director, SEED Center, AACC, TX

## THURSDAY, JANUARY 30

### 2:00–3:15 p.m.

**Workshop – Community College/Career Collaboration: Collective Impact Approach**
Learn how C4 partnerships demonstrate movement toward a collective impact model through joint planning, programming, asset and revenue sharing, employer engagement, and blended funding. Community colleges and Goodwills provide college readiness and skills training toward academic and industry credentials, as well as ongoing wraparound services to typically low-income, non-college-bound individuals. C4 partnerships, underway at more than 100 community colleges with 70 local Goodwills, are demonstrating a move toward collective impact as they build bridges to stackable credentials and jobs with family-sustaining wages. More than 9,000 individuals have earned credentials since 2011. AACC and Goodwill have extended their collective reach and impact through C4, an initiative funded by the Lumina Foundation since 2009.

- **Matt Helmer**, Senior Research Associate, Economic Opportunities, Workforce Strategies Initiative, Aspen Institute, DC
- **Sarah Levine**, Director, Apartment Career Outreach, National Apartment Association Education Institute, VA
- **Mary Moorhouse**, Project Director, C4, AACC, PA
- **Tom Nickerson**, Director, Workforce Development, Goodwill Industries International, Inc., MD

**Facilitator:**
**Todd Cohen**, Director, SEED Center, AACC, TX
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<tr>
<td>3:15–3:30 p.m.</td>
<td><strong>Coffee break sponsored by IREC</strong></td>
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<tr>
<td>3:15–5:45 p.m.</td>
<td><strong>Industry Tour – Air Products Port Manatee Manufacturing Facility sponsored by Air Products and Chemicals, Inc.</strong>&lt;br&gt;$35&lt;br&gt;Meet at Registration at 3:10 p.m.&lt;br&gt;Air Products is the world leader in LNG – Liquefied Natural Gas technology. Tour attendees will get a firsthand look at the newly constructed state-of-the-art facility that will fabricate the world’s largest heat exchanger (roughly the size of the Apollo rocket) to accommodate customers’ demands and needs. The Port Manatee location was selected in part because of its location with access to the Panama Canal, and in part because of its size. Please note: Tour attendees must be dressed according to safety guidelines. The following items are not permitted: open-toe shoes, high heels, sleeveless shirts, skirts, or dresses. Cellphones and other recording equipment are permitted in the facility but will be secured during the tour.</td>
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<tr>
<td>3:30–5:30 p.m.</td>
<td><strong>Education Tour – St. Petersburg College Caruth Health Education Center sponsored by St. Petersburg College</strong>&lt;br&gt;$35&lt;br&gt;Meet at Registration at 3:15 p.m.&lt;br&gt;Founded in 1927, St. Petersburg College is the oldest of Florida’s 28 state and community colleges now offering 23 4-year degrees and 87 associate and certificate programs. The Caruth Health Education Center is one of the college’s nine learning sites and houses interactive teaching and training facilities in a range of high-demand health care professions. Tour attendees will visit the state-of-the-art facility housing the J.E. Hanger College of Orthotics and Prosthetics program, as well as the emergency medical services program and the dental hygiene patient-care clinic.</td>
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<td>3:30–5:00 p.m.</td>
<td><strong>Get Active – Meet the Maker sponsored by Maker Media and NCATC</strong>&lt;br&gt;Join Dale Dougherty, founder and CEO of Maker Media, publisher of MAKE Magazine, and creator of Maker Faires around the globe, for an informal discussion on how hands-on learning fosters innovation and the role of community colleges as creative hubs for commercializing products, teaching training and education in creative and engaging manners, and leveraging lab space. The event is free, but space is limited. Sign up at the information desk to reserve your spot.</td>
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<tr>
<td>5:00–6:00 p.m.</td>
<td><strong>Industry Partner Reception sponsored by Air Products and Chemicals, Inc.</strong>&lt;br&gt;This reception is by invitation only and for industry partners at WDI 2014.</td>
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<tr>
<td>6:00–7:30 p.m.</td>
<td><strong>Get Active – Quantifying Curiosity and Exposing Ideas sponsored by XanEdu</strong>&lt;br&gt;Logan Smalley, the director of TED-Ed, will facilitate a two-part group conversation about the following topics and questions: &lt;br&gt;&lt;strong&gt;Part 1:&lt;/strong&gt; Can we quantify curiosity? If so, how? If not, why not? We spend lots of time and resources quantifying whether a student comprehended the specific content taught in any given class or course. Would some of that energy be better spent measuring whether any of the content actually made students want to learn more? &lt;br&gt;&lt;strong&gt;Part 2:&lt;/strong&gt; There are hundreds of millions of students in the world. Where do their best ideas end up each year? If it took you too long to answer that question (or if you’re still puzzling), this session is for you. &lt;br&gt;Sponsored by XanEdu, this meetup is focused on supporting today’s learners though XanEdu’s award-winning cloud-based learning platform. The event is free, but space is limited. Sign up at the information desk to reserve your spot.</td>
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<tbody>
<tr>
<td>8:00–9:00 p.m.</td>
<td>Get Active – B-I-N-G-O: Testing Your Workforce Vocabulary sponsored by ACE</td>
<td>St. Petersburg Ballroom 1</td>
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<td>Insourcing, badges, micro-learning … what do these terms mean to you? Test your knowledge of the newest trends in workforce development and disruptive learning at our bingo game sponsored by the American Council on Education. Match up definitions for a chance to win prizes.</td>
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## FRIDAY, JANUARY 31

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<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>7:00 a.m.–4:30 p.m.</td>
<td>Registration Open</td>
<td>Lobby 2</td>
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<tr>
<td>7:45 a.m.–5:30 p.m.</td>
<td>Exhibit Hall Open</td>
<td>Lobby 3</td>
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<tr>
<td>7:00 – 7:45 a.m.</td>
<td>Early Risers: Roundtable Conversation with Federal Leads and TAACCCT Grantees</td>
<td>St. Petersburg Ballroom 1</td>
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<td>Wake up early and have special access to federal experts, Trade Adjustment Assistance Community College and Career Training (TAACCCT) grantees, and subject matter experts to elevate your future proposals and initiatives</td>
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<td>Scott Cheney, Senior Advisor, Senate Budget Committee, DC</td>
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<td>Pat Gerity, Vice President and Project Director, Westmoreland County Community College, PA</td>
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<td>James Hermes, Associate Vice President, Government Relations, AACC, DC</td>
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<td>Richard Katz, CEO, HRMS, Inc., CA</td>
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<td>Tom Murray, Senior Scientist, Office of Chemical Safety and Pollution Prevention, U.S. Environmental Protection Agency, DC</td>
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<td>TAACCCT Grantees</td>
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<td>7:45–9:00 a.m.</td>
<td>Presidents Breakfast sponsored by Trane</td>
<td>Dali Museum, Raymond James Community Room</td>
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<td>Shuttle Pick Up: 7:15 a.m.</td>
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<td>Shuttle Drop Off: 9:00 a.m.</td>
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<td>This off-site breakfast is by invitation only and for community college presidents, chancellors, and AACC partners at WDI 2014</td>
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## FRIDAY, JANUARY 31

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<tbody>
<tr>
<td>7:45–8:15 a.m.</td>
<td>Breakfast</td>
<td>Lobby 2 and 3</td>
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<tr>
<td>8:15–9:00 a.m.</td>
<td>Plenary Session – Service Member Appreciation and Rural Reach</td>
<td>Grand Bay Ballrooms and St. Petersburg Ballroom 1</td>
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<td>Kindle Fire HD Raffle sponsored by Cengage Learning ed2go</td>
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<td>Service Members, Veterans, and Military Families Appreciation:</td>
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<td>Michael S. Galloucis, Executive in Charge, Office of Public and Intergovernmental Affairs, U.S. Department of Veterans Affairs, DC (invited)</td>
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<td>Rural Reach:</td>
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<td>Ronnie L. Booth, President, Tri-County Technical College, SC</td>
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<td>Lucia Folk, Senior Director, Public Affairs, CMT, TN</td>
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<td>Earl Goh, Federal Co-Chair, Appalachian Regional Commission, DC</td>
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<td>Jen Worth, Director, Center for Workforce and Economic Development, AACC, DC</td>
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<tr>
<td>9:00 a.m.–Noon</td>
<td>Deep-Dive – Enabling Innovation and Entrepreneurship as an Economic Development Strategy</td>
<td>St. Petersburg Ballroom 3</td>
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<td>Join this conversation on how innovation and entrepreneurship are drivers of job creation and economic prosperity in your communities. How do they happen? Where do they come from? Who should you partner with? What are the best models to bring to your institution to reinvent markets?</td>
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<td>Susan Amat, Co-founder and Executive Director, The Launch Pad, FL</td>
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<td>Manoj Govindan, Chairman, Business Advisory Council, City of Charlotte, NC</td>
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<td>Marilyn McDonald, Executive Director, Entrepreneurial Development Foundation, Asheville-Buncombe Technical Community College, NC</td>
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<td>Stuart Rosenfeld, Principal and Founder, Regional Technology Strategies, Inc., NC</td>
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<td>Facilitator: Jonathan Robinson, Manager of Entrepreneurship Programs, Kauffman Foundation, MO</td>
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WDI Program: Thursday, January 30-Friday, January 31, 2014

WDI Program: Friday, January 31, 2014
## FRIDAY, JANUARY 31

### 9:15–10:30 a.m.

**Workshop – Virtual Career Network: Beyond Health Care**

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<td>The Virtual Career Network (VCN) is nearing its second anniversary with two new sectors—transportation and green jobs—added to the original health care focus. This session will introduce the new VCNs and discuss improvements to the platform including plans to span all high-growth sectors and produce customized landing pages for targeted populations.</td>
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<td><strong>Terri Berryman</strong>, Project Director, Green Economy Network TAAACCCT Grant, College of Lake County, IL</td>
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<td><strong>Jennifer Cleary</strong>, Senior Project Manager, John I. Heldrich Center for Workforce Development, Rutgers, The State University of New Jersey, NJ</td>
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<td><strong>Tom Darling</strong>, National Director, Pearson Workforce Education, IN</td>
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<tr>
<td><strong>Bruce Rankin</strong>, Project Director, VCN, AACC, DC</td>
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### 9:15–10:30 a.m.

**Workshop – Middle-Skills at Your Service**

<table>
<thead>
<tr>
<th>Demens</th>
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<tr>
<td>While labor market conversations tend to focus on the high and low end of skills and wages, middle-skills jobs often fly under the radar. In reality, we depend on these jobs to provide family-sustaining wages and advancement in the workplace. Panelists representing company, foundation, and state initiatives will discuss the need to expand education and training to fill these critical, quality jobs.</td>
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<tr>
<td><strong>Suze François</strong>, Senior Manager, Walmart Foundation, AR</td>
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<td><strong>Peggy Walton</strong>, Project Director, AACC, DC</td>
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<td><strong>Julie Zimmerman</strong>, Director, Learning &amp; Development, Verizon Wireless, IL</td>
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<td>Facilitator: <strong>Van Ton Quinlivan</strong>, Vice Chancellor, Workforce and Economic Development, California Community Colleges, CA</td>
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### 10:45 a.m.–Noon

**Workshop – Transportation & Logistics: Moving Your Campuses in a Coordinated Way**

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<tr>
<td>Colleges interested in coordinating partnerships and funding for transportation and logistics efforts in their regions should attend this session. Speakers include leadership from multiple cross-site initiatives that have been heavily supported and sustained by innovative thinking and planning.</td>
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<td><strong>Dale Chapman</strong>, President, Lewis &amp; Clark Community College, IL</td>
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<td><strong>James Jacobs</strong>, President, Macomb Community College, MI</td>
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<td><strong>Joe Myers</strong>, T-TEN Field Manager, Automotive Youth Educational Systems, Toyota Motor Sales, KY</td>
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<td><strong>Tony Newberry</strong>, President, Jefferson Community and Technical College, KY</td>
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### 10:45–11:00 a.m.

**Coffee break sponsored by GradCast.com**

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<th>Lobby 3 Gradcast</th>
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**Workshop – Keeping It Real: Are Your Programs of Study Really Keeping Up with Modern Manufacturing?**

Manufacturing continues to lead the economic recovery, and with that growth comes a need for more skilled workers than ever before—all while a wave of baby boomer retirements makes the worker shortage all the more acute. Community and technical colleges are central to the answer, but just 8% of manufacturers see them as a top source for employees. To meet the needs of their regional manufacturing base, community and technical colleges must adapt. This session will illustrate key ways community and technical colleges are engaging employers as partners, with solutions including accelerated and stackable certificates, industry-recognized certifications, flexible work-based learning programs, and integrated/applied programs of study—some with real world internships and co-op opportunities.

**Craig McAtee**, Executive Director, NCATC, OH |
**Neil Reddy**, Executive Director, Manufacturing Skill Standards Council, VA |
**Jason Scales**, Welding Education Specialist, The Lincoln Electric Company, OH |
**Stacey Wagner**, Manager, Workforce Systems Development, National Institute of Standards and Technology, Manufacturing Extension Partnership (NIST-MEP), MD |
**Brent Weil**, Senior Vice President, Education and Workforce, The Manufacturing Institute, DC
## FRIDAY, JANUARY 31

### 10:45 a.m.–Noon

**Workshop – Relevant Courses for Campus Return on Investment**

Join Rural Community College Alliance leadership and two community college presidents from rural America to discuss how community colleges keep their academic and professional programs relevant. A topic relevant beyond rural colleges alone, attendees will join in a discussion of how leadership decides “what stays and what goes” when resources are slim.

- **Kathy Eneguess**, President, White Mountains Community College, NH
- **Randy Smith**, President, RCCA, OK
- **Ted D. Spring**, President, Cape Fear Community College, NC

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**Workshop – Talent Left on the Table**

Increasingly, we recognize the need and opportunity to be more inclusive and active in outreach to attract a diverse workforce. Join our panel of experts to think about how best to engage and connect older workers, non-native English speakers, disadvantaged youth, transitional, and re-entry populations with companies that care and programs that work.

- **Emily Allen**, Vice President, Income Impact Programs, AARP Foundation, DC
- **Grace Kilbane**, National Director, Office of Job Corps, Employment and Training Administration, U.S. Department of Labor, DC
- **Tani P. Mills**, Chief, External and Legislative Affairs, Center for Employment Opportunities, NY
- **Lisa Schumacher**, Director, Education Strategies, McDonalds Corp., IL

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## FRIDAY, JANUARY 31

### 12:15–1:45 p.m.

**Lunch and Plenary Session – Flipped, Flexible, and Fun Learning Options**

Forward-thinking campuses across the country use creative and out-of-the-norm strategies to develop unique learning environments and teaching methods with the ultimate aim of creating new jobs and new markets. The best and brightest creatives will lead this discussion.

- **Dale Dougherty**, Founder and CEO, Maker Media, Inc., CA
- **Thom Ruhe**, Vice President, Entrepreneurship, Kauffman Foundation, MO
- **Logan Smalley**, Director, TED-Ed, NY

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### 2:00–4:45 p.m.

**Deep-Dive – Meet Your Match: “Speed Dating” with Federal Partners**

In this session, join representatives from federal agencies for one-on-one conversations about the needs of your college and your community. Bring your burning questions and leave with contacts and resources to take home and implement.

- **Matt Bogoshian**, Senior Policy Counsel, Office of Chemical Safety and Pollution Prevention, U.S. Environmental Protection Agency, DC
- **David Brown**, Program Director, Division of Undergraduate Education, National Science Foundation, VA
- **Grace Kilbane**, National Director, Office of Job Corps, Employment and Training Administration, U.S. Department of Labor, DC
- **Ann Mills**, Deputy Under Secretary, Natural Resources Conservation Services, U.S. Department of Agriculture, DC
- **Carroll A. Thomas**, Associate Administrator, Office of Small Business Development Centers, U.S. Small Business Administration, DC (invited)
- **Mark Troppe**, Manager, Strategic Partnerships and State Relations, National Institute of Standards and Technology, Manufacturing Extension Partnership, MD
- **Facilitator: Scott Cheney**, Senior Advisor, Senate Budget Committee, DC

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**E.M. Kauffman Learning Lounge**

**Boardroom**

### 10:45 a.m.–Noon

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## WDI Program: Friday, January 31, 2014
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<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tr>
<td>2:00–3:15 p.m.</td>
<td><strong>Workshop – New Health Care Roles for Community Colleges</strong></td>
<td>Williams</td>
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<td>The Affordable Care Act increases demand for the health workforce and further challenges dental access in rural communities and inner cities with shortages of dentists to provide care for underserved populations. Dental therapists, an emerging dental workforce model, are addressing access problems in Alaska and Minnesota, with efforts underway to expand the model to other states. Based on decades of international experience, dental therapists traditionally receive 2 years of postsecondary school education prior to entering the workforce. Session speakers describe the evolution of this emerging model in the United States and explore opportunities for community colleges to educate dental therapists.</td>
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<td><strong>Savannah Bonorden</strong>, Dental Aide Therapist, South East Alaska Regional Health Consortium, AK</td>
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<td><strong>Ona U. Canfield</strong>, Director, Dental Hygiene Program, Seattle Central Community College, WA</td>
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<td><strong>Roxanne Fulcher</strong>, Director, Health Professions Policy, AACC, DC</td>
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<td><strong>Mary E. Williard</strong>, Director, Dental Health Aide Therapist Educational Program, Alaska Native Tribal Health Consortium, AK</td>
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<td><strong>Albert K. Yee</strong>, Senior Project Advisor, Community Catalyst, MA</td>
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<tr>
<td>2:00–3:15 p.m.</td>
<td><strong>Workshop – Benefits Access for College Completion: Visionary Leadership and Student Success</strong></td>
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<td>Community colleges pride themselves on serving a diverse student population that comes from a range of financial and personal circumstances. Colleges participating in the BACC initiative are working to streamline processes and practices on their campuses to help low-income students access and receive public benefits as they juggle work, studies, and family responsibilities. As these new activities and streamlined processes are put in place with the strong support of visionary leadership, many students acknowledge that receiving guidance through complicated application processes is critical to their success. This session will share the vision of leadership as well as the success of students at BACC sites.</td>
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<td><strong>Candy Center</strong>, Director, Academic Affairs, Tarrant County College, TX</td>
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<td><strong>James Jacobs</strong>, President, Macomb Community College, MI</td>
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<td><strong>Jean Petty</strong>, Project Director, Benefits Access for College Completion (BACC), AACC, AZ</td>
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<tr>
<td>3:15–3:45 p.m.</td>
<td><strong>Coffee break sponsored by the Manufacturing Skill Standards Council</strong></td>
<td>Lobby 3</td>
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<td>3:45–4:30 p.m.</td>
<td><strong>Workshop – Disruptive Learning Strategies: Perspectives from Industry Chief Learning Officers</strong></td>
<td>Williams</td>
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<td>Community college workforce and educational practitioners can re-examine traditional offerings and restructure learning in ways that are more likely to engage and reward students experiencing barriers to success by working with corporate counterparts. AACC and the MASIE Center, with support from the W.K. Kellogg Foundation, have brought together a group of leading corporate learning officers and community college CEOs. Join in the conversation between educators and companies aimed at providing better opportunities, clearer direction, and resources for vulnerable youth and lifelong learners</td>
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<td><strong>Ilene Haber</strong>, Head, University of Farmers, Claims, Farmers Insurance, CA</td>
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<td><strong>Rob Lauber</strong>, Vice President, Yum! University, Yum! Brands, KY</td>
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<td><strong>Elliott Masie</strong>, Founder and President, MASIE Center, NY</td>
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<td><strong>Brian Poland</strong>, Director, Lifelong Learning and Talent Development, Wal-Mart Stores, Inc., AR</td>
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### FRIDAY, JANUARY 31

**3:45–4:30 p.m.**

**Workshop – Foundational Skills for Youth, and How to Credential Them**

Attend this session to discuss successful secondary to postsecondary models, quality pathways that prepare young people for the world of work, and the multiple certifications and training that are most in demand.

**Dustin Cagle**, College Postsecondary Vice President, SkillsUSA, AL

**Gretchen Koch**, Senior Director, Workforce Development Programs, CompTIA, IL

**Heather Van Sickle**, President and CEO, NACCE, MA

**Heidi Walsh**, Program Director, Office of Education, Training, and Assessments, SkillsUSA, VA

Facilitator: **Sally Prouty**, PACE Fellow, Philanthropy for Active Civic Engagement, DC

**Demens**

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**3:45–4:30 p.m.**

**Workshop – Eat, Drink, and Be Merry**

Attendees of this session will engage with colleges running a range of hospitality-driven training programs including a robust wine production effort in Oregon, a pilot program for food trucks through a campus culinary program in Wisconsin and a multi-hotel and cruise ship college partnership in Florida. Experts from the American Hotel & Lodging Educational Institute will present and moderate the session.

**Shelly Smith Fano**, Director, Hospitality Management Program, Miami Dade College, FL

**Susan Taylor**, Director of Grants and Planned Giving, Umpqua Community College, OR

**Lorin Toepper**, Executive Director, Economic and Workforce Development, Madison Area Technical College, WI

**Shelly Weir**, Vice President, Domestic Sales, American Hotel & Lodging Educational Institute, FL

**Bayboro**

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**4:30–9:30 p.m.**

Continuous shuttle service between Hilton St. Petersburg Bayfront and Al Lang Stadium for Disaster Response Demonstration and Baseball Game Reception

**Lobby**

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**5:15–6:00 p.m.**

**Every Second Counts: Disaster Response Demonstration Sponsored by Pearson Workforce Education**

**Orchestrated by** Indian River State College (FL), Northeast Community College, and the National Partnership for Environmental Technology Education

**Executed by** Indian River State College, Northeast Community College, National Partnership for Environmental Technology Education, St. Petersburg College, St. Petersburg Fire and Rescue, and the St. Petersburg Baseball Commission

Please see the field map inset to understand the location of scenario activities.

The Safety Net is an on-campus, student-run café with indoor and outdoor seating at Unityville Community College in Unityville, FL. Several patrons are seated inside and outside on a bright, sunny day waiting for a campus baseball game to commence. The driver of a hazardous materials (hazmat) waste removal company loses control of his van and crash into The Safety Net. A large bang is heard throughout the park and smoke from a small fire can be seen. The crash results in multiple injuries to several of the patrons in The Safety Net and damage to the structure of the building. In addition, the driver sustains multiple injuries. Calls are placed to 911, and fire rescue and law enforcement are dispatched. Law enforcement and firefighters are first on the scene to put out the fire (simulated by a smoke grenade) and determine if the area is safe for law enforcement to enter. The hazmat placards will prompt law enforcement and fire rescue to request hazmat on scene. On arrival of the hazmat team, the incident commander will assign tasks for entry and identification of the chemicals. Chemicals are contained within the van and are assessed to be of no immediate danger; if not contained properly, they could potentially create a more serious danger, but patients are treated for exposure to the chemicals as a precaution. Structural damage to the building needs to be assessed to ensure there are no threats such as gas leaks, collapsing walls, or exposed electrical wires. Emergency medical technicians (EMTs) will respond to assist with search and rescue and a Community Emergency Response Team will plan to set up a triage area for injured people. Hazmat will secure the van and arrange for the proper containment or removal of chemicals as EMTs are assisting the victims.
FRIDAY, JANUARY 31

Baseball Game Reception

Sponsored by Burning Glass Technologies, CMT, ERISS, HVACR Workforce Development Foundation, and Michigan State University International Business Center

Orchestrated by the leadership, coaches, and trainers at St. Petersburg College (FL) and Delgado Community College (LA)

Executed by St. Petersburg College Titans and Delgado Community College Dolphins

WDI 2014 will take you out to the ballgame with our baseball game and reception.

Please see the field map inset to identify where to meet an AACC representative if your business card is pulled during any of the drawings.

WDI Program: Friday, January 31, 2014
**St. Petersburg College Titans**

St. Petersburg College’s baseball program has a great tradition of developing local student-athletes both on the field and in the classroom. The team is based out of St. Petersburg College’s Clearwater Campus, directly across the street from the Philadelphia Phillies’ spring training complex in Clearwater, FL. The history of winning is well-documented in the record books with Top 25 rankings, a berth in the 2005 national championship game, and multiple conference championships. Titan baseball also has a great reputation for producing professional baseball players such as National League MVP Howard Johnson, Mets player and current coach Tim Teufel, and 2012 All-Star Bryan LaHair.

Coach Ryan Beckman took over the program in the spring of 2012 and has been working diligently to return St. Petersburg College’s great name to the Florida College System Activities Association state tournament. Posting a 24-30 record last season and falling just short of making the tournament in the competitive Suncoast Conference, the coaching staff has high hopes for the 2014 season.

For more information, visit spcollege.edu/baseball.

**President:** Dr. Bill Law  
**Vice President of Student Affairs:** Dr. Tonjua Williams  
**Athletic Director:** Mark Strickland  
**Coach:** Ryan Beckman

**Team Mascot:** Titans  
**School Colors:** black, royal blue, and white  
**Classification/Conference:** NJCAA Division I/Suncoast Conference Region 8  
**2013 Record:** 24-30

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**Delgado Community College Dolphins**

Delgado Community College’s baseball program has served as a steppingstone for thousands of New Orleans metropolitan-area athletes to reach the next level, both academically and athletically. The program attracts athletes primarily from around southeast Louisiana, priding itself on its family atmosphere and family tradition. As the first and oldest junior college athletic program in the state of Louisiana, Delgado Community College prides itself on its local and national reputation of excellence and continues to build on that reputation with each passing season.

Last May, Delgado Baseball captured its seventh conference title in the past eight seasons to advance to the NJCAA South Central District Regional. The 2013 Dolphins closed the season 47-11, ranked in each national poll during the season. In the last regular poll of the season, Delgado was listed as the No. 1 team in the nation before finishing the season as the South Central runners-up.

For more information, visit delgadoathletics.com.

**Chancellor:** Dr. Monty Sullivan  
**Athletic Director/Head Baseball Coach:** Joe Scheuermann  
**Assistant Coach:** Michael Tullier  
**Baseball Operations/Sports Information Officer:** Tyler Scheuermann  
**Athletic Trainer:** Raymond Raphael, ATC, LPN

**Team Mascot:** Dolphins  
**Team Colors:** green, gold, and white  
**Classification/Conference:** NJCAA Division I, Region XXIII, Miss-Lou Conference  
**2013 Record:** 47-11

**College Website:** dcc.edu  
**Athletic Website:** delgadoathletics.com  
**Facebook:** facebook.com/delgadobaseball  
**Twitter:** @delgadodolphins  
**Instagram:** @delgadodolphins

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**College Website:** spcollege.edu  
**Baseball Website:** spcollege.edu/baseball  
**Twitter:** @SPCBaseball
SATURDAY, FEBRUARY 1

10:15–11:30 a.m.  Workshop – NCCET Supports Workforce and Community College Big Data Initiatives

Across the U.S., as community colleges are experiencing gaps in funding from traditional sources, participation in workforce programs has increased in traditional programs on campuses and those that are employer-driven. The need for stakeholders at all levels to have relevant data in decision-making has never been more critical. The National Council for Continuing Education and Training (NCCET) recognizes the need for our colleges to create a culture of evidence through a variety of data enabling us to inform decision-making on local, state, and national levels. This presentation showcases a partnership with NCCET and the National Community College Workforce Training Benchmark Project through Johnson County Community College’s National Higher Education Benchmarking Institute, designed to assimilate performance data in workforce and contract training continuing education units in participating urban, rural, and suburban member colleges across the country.

Lou Guthrie, Director, National Higher Education Benchmarking Institute, Johnson County Community College, KS

Linda Head, Associate Vice Chancellor, Workforce Development & Corporate Partnerships, Lone Star College System, TX

10:15–11:30 a.m.  Workshop – Measures of Post-Collegiate Outcomes, Accountability, and the VFA

Colleges are increasingly being measured on student and institutional outcomes—often with high stakes attached such as state performance funding, or the threat of losing federal financial aid eligibility. AACC has been working with community colleges nationally to develop consistent measures appropriate for community colleges that assess the range of missions at community colleges. This session will provide attendees a better understanding of the measures included in the Voluntary Framework of Accountability (VFA), as well as an opportunity to provide input into a new grant-funded initiative to develop a framework of post-collegiate outcomes appropriate for all higher education.

Kent A. Phillippe, Associate Vice President, Research & Student Success, AACC, DC
Workshop – The Four M’s: Mission, Mindset, Model, Measurement...and Money – A Discussion with Goldman Sachs 10,000 Small Businesses Colleges

The Goldman Sachs 10,000 Small Businesses program is moving into its fourth year and is now in 10 community college sites. Two of the colleges that have been working with the program for more than a year will describe what is different about the program from other small-business activities they are using, what benefits it has had for the college as well as the small business owners, how they have used the program to connect with the local community’s economic development activities, and what lessons they have learned.

Lou Anne Bynum, Executive Vice President, College Advancement and Economic Development, Long Beach Community College, CA
Carla Coury, Executive Director, Goldman Sachs 10,000 Small Businesses, Delgado Community College, LA
Jane Schulman, Vice President, Division of Adult and Continuing Education, LaGuardia Community College, NY

Facilitator: Mary McCain, Project Director, Goldman Sachs 10,000 Small Businesses, AACC, DC
We thank the Workforce Development Institute (WDI) sponsors who support workforce and economic development innovations and community college advancement:

**Accelerate Wraps**
Accelerate Wraps was founded by Kevin Breister in late 2010. It moved from an on-campus business incubator and into its first building within a year. Over the last 2 years Accelerate Wraps has grown to become known as one of the best large format printing companies in the Midwest, working with small businesses, colleges, and Fortune 500 companies. In May 2013, Kevin sold Accelerate Wraps to Printing Services Inc. became the manager of the Accelerate Wraps division. Together, Printing Services Inc. and Accelerate Wraps provide a complete package solution for all of their customers’ printing needs from business cards to semi wraps.

[acceleratewraps.com](http://acceleratewraps.com)

**Air Products and Chemicals, Inc.**
Air Products’ people thrive on solving tough challenges. It is driven to discover. It cares deeply to get it right and succeed. Its core purpose is to make the world more productive, energy-efficient and sustainable. With more than 20,000 employees and operations in over 50 countries, it supplies a unique portfolio of gases, performance materials, equipment and services to over 30 industries...from food and beverage, health and personal care to energy, transportation, and semiconductors. To colleagues, it is a valued and respected teammate. To customers, it is a partner in creating value. To communities, it is a caring, involved neighbor and committed steward of the environment.

[airproducts.com](http://airproducts.com)

**American Public University System**
American Public University System includes American Public University (APU) and American Military University (AMU) and serves over 100,000 learners worldwide. APUS’s relevant curriculum, affordability, and flexibility help students pursue degrees in subjects ranging from homeland security to management and liberal arts. American Public University is regionally accredited by the Higher Learning Commission of the North Central Association. The APUS mission includes expanding access to higher education and preparing graduates for service and leadership in diverse, global society.

[apus.edu](http://apus.edu)

**Appalachian Regional Commission**
The Appalachian Regional Commission (ARC) is a federal-state partnership whose mission is to be a strategic partner and advocate for sustainable community and economic development throughout Appalachia. ARC projects create thousands of new jobs; improve local water and sewer systems; increase school readiness; expand access to health care; assist local communities with strategic planning; and provide technical and managerial assistance to emerging businesses.

[arc.gov](http://arc.gov)

**Burning Glass Technologies**
A leading provider of labor market analytics and career exploration solutions, Burning Glass delivers the real-time labor market intelligence needed to align your programs to jobs and skills in high demand, identify opportunities for program expansion, help students chart a career path, and facilitate job and internship placement.

[burning-glass.com](http://burning-glass.com)

**Cengage Learning**
Cengage Learning is a leading provider of innovative off-the-shelf and customized education and training solutions for workforce training, academic, professional, and library markets worldwide. The company's products and services are designed to foster educational excellence and professional development, increase learner engagement, improve learning outcomes, and deliver authoritative information to people whenever and wherever they need it. Through the company's unique position within both the campus-based and library markets, Cengage Learning is providing integrated learning and training solutions that can accelerate employment opportunities for in-demand jobs.

[cengage.com](http://cengage.com)
THANK YOU, WDI 2014 SPONSORS

Delgado Community College
Founded in 1921, Delgado is renowned as Louisiana's oldest and largest community college, serving men and women of all ages who reflect the diversity of the New Orleans metropolitan area. Delgado is a comprehensive, multi-campus community college and a major institution of higher education in the State of Louisiana. Its nine locations form a center for professional and advanced technology career education, academic pre-baccalaureate education, and traditional occupational training. Delgado's baseball program has served as a stepping stone for thousands of New Orleans metropolitan area athletes to reach the next level, both academically and athletically, and the team will be playing in the Friday night baseball game. College representatives are also on the program for Preconference Session 4.

dcc.edu

Economic Modeling Specialists, Inc.
Economic Modeling Specialists, Inc. turns labor market data into useful information that helps organizations understand the connection between economies, people, and work. Using sound economic principles and good data, it builds user-friendly services that help educational institutions, workforce planners, and regional developers build a better workforce and improve the economic conditions in their regions.

economicmodeling.com

ed2go
ed2go is the industry leader in online learning for adults. It provides the highest-quality online continuing education courses that are affordable and easy to use through a network of more than 2,100 top colleges, universities, and other organizations. For instructor-led courses, career training, and certification and career online high school, visit its website.
ed2go.com

Electronics Technicians Association International
Electronics Technicians Association (ETA) International is a not-for-profit worldwide professional association founded by electronics technicians that supports the academic, social, and professional needs of the electronics professional. ETA provides a resource for technicians and students to learn more about the industry, connect with other professionals, advance their careers, and achieve recognition for their knowledge and skill through certification.
eta-i.org
ERISS

According to the Bureau of Labor Statistics, over 67% of jobs are in the hidden job market. Department of Labor is urging community colleges for “real employer commitments” in helping to place more students in jobs after training. ERISS provides services to workforce development organizations that impact and address both of these challenges. It is an award-winning, certified woman-owned business with core competencies in large-scale employer engagement and workforce technology, providing customers with dramatically increased job placement metrics. For a demonstration on how it uncovers the hidden job market for your students and a free analysis of your local, regional, or multistate targeted employer community, connect with CEO Barbara Nyegaard at this conference or call 858-722-2177 or e-mail bjn@eriss.com.

eriss.com

Excelsior College

Excelsior College is a private, regionally accredited, nonprofit institution of higher education that began as part of the State University of New York. For the past 40 years its purpose has been to award college credit to adults for confirmed subject knowledge, no matter how it was learned. Excelsior provides accessible online instruction and supported independent study options such as credit by exam for degree-seeking adults around the world.

excelsior.edu

Gateway Technical College

Gateway Technical College collaborates with communities in the Southeastern Wisconsin counties of Kenosha, Racine, and Walworth to ensure economic growth and viability by providing education, training, leadership, and technological resources to meet the changing needs of students, employers, and communities. Gateway is proud of its business partnerships. Business leaders contribute their expertise to ensure curriculum is relevant and equipment is state of the art. They support student scholarships as well as program expansion. In return, local businesses are assured Gateway graduates have the skills they require. In an annual report, 85% of graduates are employed within 6 months of graduation. Dali-esque art from Gateway students will be featured at WDI 2014.

gtc.edu

GradCast.com

GradCast.com is the first career services enhancement system to focus on helping new graduates in Career & Technical Education. Its program streamlines and automates the process of helping those graduates locate potential employers through its exclusive direct-hire database of over 610,000 employers in the United States, as well as tracking and reporting their post-graduation employment data back to the college. Only 20% of all jobs are publicly advertised, making it extremely challenging for these graduates to enter the workforce. The GradCast.com program is the only one that can put graduates in front of the other 80%.

gradcast.com

HVACR Workforce Development Foundation

The HVACR Workforce Development Foundation is underwritten by eight HVACR industry associations for the purpose of addressing the need for educated and skilled workers in this critical industry in the future. It is obvious that the most effective and efficient means to achieve the foundation’s goal is through HVACR programs provided by the network of community colleges and technical schools. The Foundation is committed to raising awareness of HVACR careers with students, parents, secondary counselors, veterans and the unemployed, and to work with education professionals in the development of HVACR programs, advising on current industry developments and scholarship opportunities.

careersinhvacr.org

Indian River State College

Indian River State College (IRSC) is a public institution serving Florida’s Research Coast located in Fort Pierce, Florida. Committed to affordability and quality, IRSC ranks as the 4th-most affordable college in the country by the U.S. Department of Education and as the 10th public regional college in the South by U.S. News & World Report. IRSC offers over 150 programs including bachelor and associate degrees, certificate programs, and provides a wide array of online courses and student services through its Virtual Campus. IRSC is contributing its expertise in community public safety, emergency preparedness, and integrated public safety training to WDI events including the Thursday Get Active session Preparing Prepared Communities and the Friday evening Disaster Response Demonstration.

irsc.edu
Interstate Renewable Energy Council

The Interstate Renewable Energy Council (IREC) develops industry standards and offers credentials for clean energy training providers. It lays the foundation for a safe and effective workforce in the clean energy sector by driving quality education and training. The IREC Credentialing Program provides third-party evaluation and a mark of quality for training organizations and trainers. The ANSI-IREC Accreditation Program (run in partnership with the American National Standards Institute) offers certificate programs as a means to demonstrate the market value of their training.

irecusa.org

Jobs for the Future

Jobs for the Future works with our partners to design and drive the adoption of education and career pathways leading from college readiness to career advancement for those struggling to succeed in today’s economy. JFF’s Credentials That Work initiative helps community colleges use real-time labor market information and other data to learn what skills and credentials are in highest demand by local employers. This enables colleges to make better decisions on program offerings to make students competitive in their local job markets. To join the Credentials That Work Innovators’ Network, e-mail Mary Wright: mwright@jff.org

jff.org

The Lincoln Electric Company

Lincoln Electric is the world leader in the design, development, and manufacture of arc welding products, robotic arc welding systems, plasma and oxyfuel cutting equipment, and has a leading global position in the brazing and soldering alloys market. Headquartered in Cleveland, Ohio, Lincoln has 45 manufacturing locations, including operations and joint ventures in 19 countries and a worldwide network of distributors and sales offices covering more than 160 countries.

lincolnelectric.com

Maker Media

Maker Media is a global platform for makers, connecting them with each other, and providing them with valuable resources, products, and services. Through media, events, and ecommerce, Maker Media serves a growing maker movement. Makers are creative, resourceful, and curious, developing projects that demonstrate new ways of interacting with the world around them. The launch of MAKE Magazine in 2005, followed by Maker Faire in 2006, jumpstarted a worldwide Maker Movement, which is transforming innovation, culture, and education. Maker Media also develops kits and books that are sold in its Maker Shed store as well as in retail channels.

makezine.com

Manufacturing Skill Standards Council

The Manufacturing Skill Standards Council (MSSC) is an ISO accredited, industry-led training, assessment and certification organization focused on the core technical competencies needed by the nation’s front-line production and material handling workers. The nationwide MSSC certifications, based upon industry-defined and federally-endorsed national standards, offer both entry-level and incumbent workers the opportunity to demonstrate that they have acquired the knowledge and skills increasingly needed in the technology-intensive jobs of the 21st century. MSSC applies to all front-line manufacturing production jobs (7 million) and all front-line material handling and distribution jobs (5.4 million).

msscusa.org

Michigan State University International Business Center

Michigan State University’s International Business Center is a federally funded national resource center. The center strives to provide superior education, research, and assistance to businesses, public policymakers, academicians, and students on issues relating to international trade and global competitiveness through projects such as globalEDGE.msu.edu and the International Business Institute for Community College Faculty.

globalEDGE.msu.edu, the #1 site for “international business resources” (Google, December 2013) is a completely free website that offers a wealth of tools and information on all aspects of international business and trade. The Biennial International Business Institute for Community College Faculty has prepared over 500 two-year faculty from nearly all 50 states to develop and teach international business courses and programs since its inception in 1995.

global.broad.msu.edu/ibi

Monster Government Solutions

Over a decade ago, Monster Government Solutions began working with leaders in government and education. Along the way, it changed the way people look for jobs and we constantly strive to make a difference in the lives of people across the country, the way employers look for people, and how organizations connect with their target audiences. Monster Government Solutions works across educational institutions, as well as state, city, and county government organizations to help build high performance workforces by weaving innovative products and services into existing solutions. It works diligently in close collaboration with our customers to help drive regional economic, workforce, and educational growth.

monstergovernmentsolutions.com/state/local

-maker media-
Thank you, WDI 2014 Sponsors

National Institute of Standards and Technology – Hollings Manufacturing Extension Partnership
The National Institute of Standards and Technology's Hollings Manufacturing Extension Partnership (NIST-MEP) works with small and midsize U.S. manufacturers to help create and retain jobs, increase profits, and save time and money. Founded in 1988, the nationwide network provides a variety of services, from innovation strategies to process improvements to green manufacturing. MEP field staff includes more than 1,300 technical experts located in every state. MEP also works with partners at the state and federal levels on programs that put manufacturers in positions to develop new customers, expand into new markets, and create new products.
nist.gov/mep

National Partnership for Environmental Technology Education
The National Partnership for Environmental Technology Education (PETE) is a nonprofit 501(c)(3) organization that helps facilitate partnerships with education institutions, industry, and government. Serving the 50 states, tribal nations, U.S. territories, and insular areas, the PETE network includes more than 400 community, tribal, and technical colleges, representing one-third of America's 2-year institutions. PETE is working to meet the nation's environmental, energy, health and safety, and homeland security education/training needs through partnerships with its college network in collaboration with business, industry and business partners.
nationalpete.org

NSF-ATE Centers
The National Science Foundation's Advanced Technological Education (ATE) Centers ensure that our future technical workforce receives the education and tools necessary to excel professionally to meet the needs of our country's emerging high-tech industries. NSF-ATE Centers partner with industry for a new American workforce.
atcenters.org

Pearson Workforce Education
Pearson Workforce Education is a part of Pearson, the world's leading education company. As an education partner and consultant, Pearson Workforce Education is committed to designing complete, client-driven solutions to help build your workforce. It is a team of world-class education experts, instructional designers, curriculum development experts, education course writers, development editors, and experienced publishers. Pearson Workforce Education provides flexible solutions for each organization's individual workforce training program needs.
pearsoned.com

National Apartment Association Education Institute
The National Apartment Association Education Institute and National Apartment Association—with their 60,000-plus members who manage over 6.6 million apartment homes—are pleased to offer diverse training, certificate programs, and career opportunities to new and seasoned workers in a growing and exciting industry. Career paths in apartment leasing, maintenance, and management are well-developed and offer excellent opportunities for advancement. Deemed the second-happiest job in America, property management careers provide an exciting work environment, where every day is different and employees work as part of a dynamic team to solve problems for the 35 million residents who call apartments their home.
apartmentcareerhq.org

National Coalition of Advanced Technology Centers
The National Coalition of Advanced Technology Centers (NCATC) is a network of higher education resources that advocates and promotes the use of technology applications that enhance economic and workforce development programs and services. NCATC continues to actively support AACC’s 21st-Century Commission Recommendations – focusing on 3, 4, 5, and 6 as its core mission in advanced technology-based workforce development for the nation.
ncatc.org

National Coalition of Certification Centers
NC3 is a network of education providers and corporations that supports, advances, and validates new and emerging technology skills in the transportation, aviation, energy, and manufacturing industries. NC3 develops and implements industry-recognized, portable certifications built on national skill standards. In driving rapid scalability, NC3 provides its partner schools a turn-key certification system including an online certification exam site, online curriculum access, and the nation’s leading instructor certification training. NC3 also provides senior education administrators and business leaders the opportunity to collaborate in filling the skills gap and training the workforce of tomorrow.
nc3.net

National Council for Continuing Education and Training
The National Council for Continuing Education and Training (NCET) is committed to providing its members with benefits that keep them up-to-date on new trends, help maintain a personal and professional network, and give access to the latest leading-edge programs throughout the country. NCET is the premier resource for professionals in continuing education, training, and workforce and economic development. The council is committed to continuous quality improvement and to quality service as a change agent for lifelong learning.
nccet.org
Reingold

Reingold is a small, full-service communications firm of more than 100 marketing, design, technology, and video production experts based in Alexandria, Virginia. Reingold offers strategic planning, marketing and communications, public and media relations, advertising, graphic design, website development, social media outreach, video production, and management and organizational development services to clients committed to furthering social objectives. Since 1985, Reingold has helped government, nonprofit, and private sector clients advance new ideas, establish their market position, engage targeted audiences, and shape public opinion.

reingold.com

Snap-on Incorporated

Snap-on Incorporated is a leading global developer, manufacturer and marketer of tool and equipment solutions for professional tool users. Product lines include hand tools, power tools, automotive diagnostics and shop equipment, tool storage products, automotive diagnostics software, and other solutions for the transportation service, industrial, government, education, agricultural, and other commercial applications, including construction and electrical. Products are sold through its franchise dealer van, company direct sales and distributor and Internet channels. Founded in 1920, Snap-on is a $2.4 billion, S&P 500 company headquartered in Kenosha, Wisconsin, and employs approximately 11,500 people worldwide. Snap-on has a rich history of supporting technical education and whether you are a student, instructor or current technician interested in working in the transportation, aviation, aerospace or the emerging technologies in the energy industry, Snap-on is here to support you in your chosen career.

1.snapon.com/Education

St. Petersburg College

Founded in 1920, St. Petersburg College is the oldest of Florida’s 28 state and community colleges now offering 23 4-year degrees and 87 associate and certificate programs. St. Petersburg College is the host college of WDI 2014 and in addition to welcoming the conference, has generously provided volunteer staff. St. Petersburg College is participating in a variety of events including the tour of the Caruth Health Education Center and the St. Petersburg College Titans will be playing in the Friday night baseball game.

spcollege.edu

Toyota

Toyota established operations in the United States in 1957 and currently operates 10 manufacturing plants. There are more than 1,500 Toyota, Lexus, and Scion dealerships in the United States, which sold more than 2 million vehicles in 2012. Toyota directly employs over 31,000 people in the United States and its investment here is currently valued at more than $19.5 billion, including sales and manufacturing operations, research and development, financial services, and design. Toyota’s annual purchasing of parts, materials, goods, and services from U.S. suppliers totals over $27.5 billion.

toyota.com

SkillsUSA

SkillsUSA is an applied method of instruction to help develop America’s high-performance workforce. Geared for students in public career and technical programs in high schools and community colleges, it provides quality education experiences for students in leadership, teamwork, citizenship, and character development. It builds and reinforces self-confidence, work attitudes, and communications skills through its partnerships with more than 1,100 business, industry, and labor sponsors.

skillsusa.org

Siemens Industry, Inc.

Independently, many Siemens operating companies support and provide innovative programs and solutions to community colleges and technical universities globally, from tailored curricula and training modules aimed at enhancing workforce development and job creation, to energy/sustainability programs and integrated building systems that allow campuses to run at peak efficiency while keeping students, faculty, staff and facilities informed, safe, secure and comfortable. By addressing and meeting a comprehensive range of institutional objectives, the unmatched scope of a “combined” approach uniquely positions Siemens to form meaningful partnerships with community colleges from the classroom to the boiler room, and at nearly all critical points in between.


Yours.

Reingold
Trane
Trane, a business of Ingersoll Rand, provides safe, comfortable, and efficient building solutions with a differentiating portfolio of offerings to help colleges and universities meet their business, sustainability, and environmental goals in a fiscally sensible manner. Trane has more than 50 years of experience helping higher education customers; using a campus-wide approach to saving energy and reducing operational costs helps colleges and universities shift more dollars back into core educational priorities and achieve better financial and operational performance. Trane supports Career and Technical Education (CTE) and is a proud sponsor of NC3, a network of education providers and corporations that supports, advances, and validates new and emerging technology skills, providing NC3 members with resources to prepare the next generation of HVAC technicians.
trane.com/highereducation

Umpqua Community College
Umpqua Community College embraces the entrepreneurial spirit by assisting students from a grain of an idea to its full fruition. In addition to being home of the Southern Oregon Wine Institute, UCC’s Small Business Development Center supported Umpqua Oats, growing their business from a home-based enterprise to distributing nationwide at major sellers like Costco and Starbucks. Now students can earn a Certificate in Entrepreneurship and receive assistance launching their business through specialized business incubators. Hear from presenters and get a sample of Umpqua Oats at the Wednesday preconference session titled Resource Diversification at Community Colleges, and the Friday workshop session, Eat, Drink, and Be Merry.
umpqua.edu

University of Phoenix
University of Phoenix is constantly innovating to help students balance education and life in a rapidly changing world. Flexible schedules, challenging courses, and interactive learning can help students pursue personal and career aspirations without putting their lives on hold. It’s this link between education and careers that is at the core of the University’s efforts. As the flagship university of Apollo Group, Inc., University of Phoenix serves a diverse student population, offering associate, bachelor’s, master’s, and doctoral degree programs from campuses and learning centers across the U.S. as well as online throughout the world.
phoenix.edu

The Urban Conga
The Urban Conga is a collective group of creators activating urban spaces through interactive installations. The Urban Conga stimulates urban spaces through exploration, activation, and above all interaction. The objective is to spark a conversation between the public realm and the human body through interactive installations. With like-minded passions to better communities, The Urban Conga is turning unused and overlooked urban spaces into interactive places to live, learn, and love your city.
theurbanconga.com

Wadhwnani Foundation
Wadhwnani Foundation (WF) was established in 2000 as a nonprofit private foundation of Dr. Romesh Wadhwnani, a California-based entrepreneur. Our mission is to accelerate economic development. The Foundation works primarily in India, but in 2012 launched the first program in the U.S. called Race to a Job. This initiative aims to transform the delivery of workforce education and is made up of four goals: First, to launch a Skills Education Portal; second, to encourage innovative models for delivery of workforce education by integrating technology into curriculum in a blended learning format; third, to build a network of partners invested in the transformation of workforce education; and finally to engage in a national dialogue on reforms to workforce policy that enables the workforce and training system to better meet the needs of learners, industry, and community.
wadhwnani-foundation.org

XanEdu
XanEdu is partnering with institutions to change the course of learning and instruction with innovative solutions for creating, delivering, and managing training materials. Their cloud-based e-learning technology is simple to use and accessible on desktops, laptops, iPads, and Android tablets. They help educators and learners save money, improve efficiency, collaborate, engage more with content, and improve learning outcomes. XanEdu learning and training solutions, including course packs, custom textbooks, lab manuals, and courseware, are 100% copyright compliant.
xanedu.com
Please visit our exhibit hall located in Lobby 3 to speak with sponsors and partners, who are enthusiastic to share their programs, services, and innovations with you.

The exhibit hall is open during the following hours:

Thursday, January 30 ..................................................... 7:45 a.m.–8:00 p.m.
Friday, January 31 .......................................................... 7:45 a.m.–5:30 p.m.
Saturday, February 1 ....................................................... 7:15–11:30 a.m.

Exhibitor Locations:

1. Conference Registration
2. AACC and CWED Information
3. Industry Tour Information
4. WDI Information Desk and Mobile App Support
5. College Tour Information
6. Meet the Maker sponsored by NCATC and Maker Media Sign Up
7. Quantifying Curiosity and Exposing Ideas sponsored by XanEdu Sign Up
8. Name This Bot sponsored by Maker Media Sign Up
9. Snap-on
10. Trane showcasing Gateway Technical College art
11. NC3
12. SkillsUSA
13. Pearson Workforce Education
14. Excelsior College
15. University of Phoenix
17. NAAEI showcasing musical bench
18. NCATC showcasing Lincoln Electric welder
19. Manufacturing Skill Standards Council
20. IREC
21. GradCast.com
22. HVACR Workforce Development Foundation
23. PETE
24. Indian River State College showcasing SIM bodies
25. CMT
26. Community Colleges of Appalachia
27. Electronics Technicians Association International
28. NCCET
29. Cengage Learning | ed2go
30. Michigan State University International Business Center
31. Jobs for the Future
32. NSF-ATE Centers
33. The Ice House Entrepreneurship Program
34. Early Risers: Roundtable Conversations Area
On behalf of the American Association of Community Colleges (AACC) and its member colleges, the Workforce Development Institute thanks all active military service members, veterans, Reserve and National Guard, and their families for their service to the nation. Collectively, we are proud to support them in pursuing and achieving their educational and career goals by providing career pathways, prior learning assessment, linkages with industry, scholarships, and other programs and services.

See you next year!

Marriott Newport Beach Hotel and Spa
Newport Beach, CA
January 28-31, 2015