



Workforce Partnerships that Work: Creating Public-Private Partnerships that Serve Students, Institutions, Employers, and Communities

Newport Beach, CA | June 4-5, 2019

Bay Laurel Meeting Room, Renaissance Hotel

DAY 1

Coffee and breakfast will be available by 7:15 AM. Pick up your schedule and name tag near Bay Laurel.

8-8:30 AM: Getting Bold: Identifying the Sweet Spots. Building on Strengths and Finding Opportunities for Collaboration and Growth

Don Fraser, Director of 21st Century Skills Badging, Education Design Lab

Topics to be explored:

- Innovation: Identifying capacity for innovation and institutional strengths.
- Learners: Who are your learners? What opportunities are there for pools of learners? How can these partnerships provide meaningful avenues for new-traditional learners (i.e., low-income first-generation, students of color, adult learners)?
- Partners: Who are your potential community partners, regional economic development agencies, and institutions.

8:30-9:15 AM: Earn, Learn, Succeed. The Role of Postsecondary Ed in Driving Mutually-Beneficial Industry Partnerships

Casey Sacks, Deputy Assistant Secretary for Community Colleges, U.S. Department of Education

With the 2018 reauthorization of the Perkins Act, states have a unique opportunity to engage their business communities in designing and developing educational programs to meet local workforce needs. This session will explore state innovations that align education programs with economic development, workforce, and business needs. Participants will be asked to explore how they could rethink education in their state to better align with and create industry partnerships.

9:15 AM: Break and Sign up for Dinner Groups

9:30-10:15 AM: Small Group Reaction + Action Sessions: Checking Assumptions and Tackling Questions to Move Towards Short and Long-Term Action

Panelists and experts will lead roundtable discussions around these and other tough questions:

- Differentiate or die. Enrollments are flat or declining, how will we provide relevancy and currency in the marketplace?

- How do we partner with industry while maintaining autonomy and meeting the needs of students?
- Do employers know what they want and how can we ensure mutual understanding?
- Are we developing the right 21st Century and hard skills? How do we evaluate?
- Who are the key stakeholders and how to get buy-in?
- How do we increase our agility and responsiveness so that we can create curricula that meet industry needs in emerging and/or high growth sectors?

10:15-11:15 AM: Partnerships/Models (the Who), Part 1: Higher Ed Degree Program Partnerships
Moderator: Russell Poulin, Executive Director, WCET and Vice President Technology-Enhanced Education, WICHE

The panel will share lessons learned, recommend steps for getting started, and share a story of impact.

- National University, David Andrews, President and Leader of Precision Education Institute
- Northeastern University, Gretchen Ulrich, Senior Director, Corporate Experiential Learning
- Pima Community College, Ian R. Roark, Vice President of Workforce Development
- University of Memphis + FedEx, Richard Irwin, Executive Dean, UofM Global and Academic Innovation
- Wichita State University Research and Applied Learning, Tonya Witherspoon, Associate Vice President, Industry Engagement and Workforce Applied Learning

11:15 AM: Break and Sign up for Dinner Groups

11:30-12:30 PM: Partnerships/Models (the Who), Part 2: Alternative Providers + Workforce and Intersection with IHE

Moderator: Patrick Lane, Vice President, Policy Analysis and Research, WICHE

This panel will share background on their model and address lessons learned, share a story of impact, opportunities and value of partnering, and one piece of advice to the attendees.

- CareerPrepped Platform, Amir Moghadam, President / CEO, MaxKnowledge, Inc.
- Innovate+Educate, Merrilea Mayo, Strategy and Research, Innovate+Educate
- OPM Marketplace, Celeste Martinell, Vice President, Strategy, Wiley Education Services
- Pathstream, Lisa McIntyre-Hite, Vice President, Partner Strategy and Innovation, Entangled Solutions
- Pragya Systems, Ramji Raghavan, CEO

12:30-1:30 PM: Buffet Lunch and Closing the Skills Gap Report

Welcome from WCET's Executive Council: Laura Pedrick, Special Assistant to the Provost for Strategic Initiatives and Executive Director of UWM Online, University of Wisconsin Milwaukee
Closing the Skills Gap: TJ Cafferty, Manager of Field Operations, Wiley Education Services

The report findings will be discussed briefly and then attendees can spend the duration of the time networking, checking emails, and enjoying the sundecks.

This new report, developed by The Learning House, Inc. and Future Workplace, surveyed 600 U.S. human resources leaders to understand their thoughts on the workforce readiness of recent college graduates, the existing skills gap and developing current employees.

The report findings include:

- Employers' thoughts on student preparedness for the working world.
- Challenges companies face with closing the skills gap.
- The most in-demand skills.
- Potential solutions for addressing the skills gap.
- How companies are investing in upskilling and reskilling current employees.

1:30-2:30 PM: Partnerships/Models (the Who), Part 3: Credential Providers + IHE + Workforce
Moderator: Peter Smith, Orkand Chair and Professor of Innovative Practices in Higher Education, University of Maryland University College

This panel will share background on the partnerships and address lessons learned, role of credentials in aligning competencies, outlook for adoption in industry, and one piece of advice to the attendees.

- Coursera, Kevin McFarland, Head of Industry Partnerships
- Credential Engine, Scott Cheney, Executive Director
- Credly, Brenda M. Perea, Director, Education and Workforce Strategies
- Whiteboard Advisors, Allison Griffin, Senior Vice President

2:30-2:45 PM Afternoon Break and Final Chance to Sign up for Dinner Groups

2:45-3:45 PM: Partnerships/Models (the Who), Part 4: Innovative Initiatives + IHE + Workforce
Moderator: Darcy Hardy, Associate Vice President, Client Success Director, Blackboard Inc.

This panel will share background on their initiatives, opportunities, challenges, and one recommendation to the attendees.

- ACE Center for Education Attainment and Innovation, Sarah Cunningham, Senior Program Manager
- Corporation for a Skilled Workforce, Susan Lupo, Senior Policy Associate
- Jobs for the Future, Stephen Yadzinski, Managing Director, Acceleration, JFFLabs
- New America Foundation, Taylor White, Senior Policy Analyst, Partnership to Advance Youth Apprenticeship

3:45-4:30 PM: Unconference Reaction + Action Sessions: Opportunity to Follow up, Reflect, Process, and Find Potential Collaborators.

4:45-5:30 PM Reception sponsored by WES



6:15 PM Group Dinners. Meet in the hotel lobby, sign up by 2:45 PM at the registration desk.



DAY 2

Welcome from WCET Steering Committee: Jason Ruckert, Vice Chancellor and Chief Digital Learning Officer, Embry-Riddle Aeronautical University-Worldwide

8-9:00 AM: Interactive General Session Breakfast: Reflection to Action: Steps Towards Developing Public-Private Partnerships that Work

Susan Lupo, Senior Policy Associate, Corporation for a Skilled Workforce

- How do we transform the traditional learn, graduate, and then work model to an interactive learn and work/learn and work model?
- What is required for higher ed to be more dynamic, fluid, and responsive to student's and employers demands for skills? What is the feedback loop?
- Can coursework be unbundled for learners looking to upskill or employers looking to provide just-in-time training?
- Higher education institutions are employers too and operate much like a business. What do we want from our students if they become our employees?

9-9:15 AM: Break

9:15-10:30 AM: Design Thinking Workshop: Identifying the Sweet Spots. Building on Strengths and Finding Opportunities for Collaboration and Growth

Don Fraser, Director of 21st Century Skills Badging, Education Design Lab

Workshop activities to explore:

- Identifying institutional strengths.
- Capacity for innovation.
- Who are your students? What opportunities are there for pools of students? How can these partnerships provide meaningful avenues for first-generation, students of color?
- Potential community partners, regional economic development agencies, and institutions.

10:30-10:45 AM: Break

10:45-Noon: Institutional Planning for the Careers of Tomorrow**Maria H. Andersen, CEO and Co-founder, Coursetune**

Discuss and develop action plans for a variety of potential future careers and world changes. This is a hands-on strategic futuring session designed to give you some immediate practical take-home actions for your educational institution.

- What is the future of work and what credentials are you going to provide?
- How can we be nimbler when trying to meet the needs of a fast-moving business world?
- Where does it make sense to partner in course development?
- What might it look like to design credentials for the future of work?
- What are incremental goals that you can begin immediately that will bring meaningful change at your institution?

12-12:30 Closing and Lunch**Russell Poulin, Executive Director, WCET and Vice President Technology-Enhanced Education, WICHE**

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