Community Colleges: The Catalyst for Partnerships

Keynote speaker
Jane Oates

Vice President for External Affairs, Apollo Education Group, Inc. Former Assistant Secretary U.S. Department of Labor

8:00 a.m. - 3:30 p.m.
FRIDAY
March 20, 2015

Cape Cod Community College
2240 Iyannough Rd.,
West Barnstable, MA 02668

#NEWN2015
Jane Oates is currently the VP for External Affairs at the Apollo Education Group Inc. Prior to joining the Apollo Education Group in June, 2013, Ms. Oates served as the Assistant Secretary for ETA at the U.S DOL. Immediately before joining the Obama Administration, Ms. Oates served as the Executive Director of the New Jersey Commission on Higher Education under Governor Corzine.

Ms. Oates worked for ten years as senior advisor to Massachusetts Senator Edward M. Kennedy. Her portfolio included higher education, teacher preparation, research, workforce and training issues, and national service and special populations. She was the lead staff on reauthorizations of the Higher Education Act, the Office of Educational Research, the National Science Foundation, the Carl Perkins Career and Technical Education Act and the Workforce Investment Act.

Ms. Oates served as Director of Field Services at the Temple University Center for Research where she engaged in research on inclusion, community schools, charter schools, and the work of the federally funded Regional Educational Laboratory.

Ms. Oates began her career as a special education teacher in the Boston and Philadelphia public schools. She holds a BA in Special Education from Boston College and an M.ED in Reading from Arcadia University.

The New England Workforce Network (NEWN) evolved in response to the desire of workforce development providers who wanted to expand their network reach beyond individual states. By involving the entire New England Region, participants will share best practices with a larger, more diverse group of Workforce Development professionals.

This formal, collegial organization soon expanded its founding members to include representatives from all of the New England states. Through this network of workforce practitioners, the organization strives to be a resource for program/curricular development, the exploration and implementation of grant opportunities, and networking contacts on a regional/national basis.
<table>
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<th>Time</th>
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| 8:00-8:30 a.m.  | Registration - Grossman Commons Cafeteria  
Continental Breakfast  
Visit Exhibitors       |
| 8:35-8:50 a.m.  | **Opening Remarks** - Tilden Auditorium  
Welcome: Robert Cody, Dean of Science, Technology, Mathematics & Workforce Education at Cape Cod Community College |
| 8:50-9:40 a.m.  | **Keynote Speaker** - Tilden Auditorium  
Jane Oates, Vice President for External Affairs, Apollo Education Group, and former Asst. Secretary, U.S. Dept. of Labor |
| 9:40-10:00 a.m. | Break  
Visit Exhibitors - Grossman Commons Cafeteria |
| 10:00-11:10 a.m.| Break-Out Session I (attendees choose from options below)            |
| 11:15 a.m.-12:25 p.m. | Break-Out Session II (attendees choose from options below) |
| 12:30-1:25 p.m. | Networking, Visit Exhibitors, Lunch - Grossman Commons                |
| 1:30-3:00 p.m.  | Presidents' Panel - Tilden Auditorium  
Exemplary Partnerships |
| 3:00-3:30 p.m.  | Raffle & Wrap Up - Grossman Commons Cafeteria                         |
# Break-Out Sessions

## Break-Out Session I  
(attendees choose from options below)

### Option 1  
**Lorusso Solarium**  
**Marketing Yourself and Your College**

**Email Marketing That Works: Simple Strategies in a Mobile World**
Email is more important than ever. This session will reveal some simple but effective best practices, tips and advice for how to use email to reach, engage and grow your customer base effectively.  
*Panelist: Adrienne Baumann*, Authorized Local Expert, Constant Contact and Owner of 508 Marketing

**Understanding LinkedIn - Your Ultimate Professional Portfolio**
LinkedIn isn't just for your resume anymore. It is a place to engage your connections, generate leads, as well as showcase your presentations and articles. It's important to know that it is a living, breathing profile that changes and transforms to your needs as well as your contacts.  
*Panelist: Tricia White*, VP of Creative Marketing for FUN Enterprises

**Best Practices in Social Media Marketing**
Social media is not just a tool for colleges to share programs, but a vehicle to build and nurture relationships.  
*Panelist: Jen Vondenbrink*, LS Business Solutions

*Coordinators: Tammi Jacobsen & George Moriarty*

### Option 2  
**Tilden Studio Theater**  
**Manufacturing: Best Practices**

**Northeast Advanced Manufacturing Consortium (NAMC)**
The moderated panel discussion will focus on the ways the Workforce Investment Board partners, Community Colleges, Vocational Technical High Schools, and one-stop career centers, in addition to representatives from economic development and trade associations are all working together to provide a skilled workforce for our local area industry partners.  
*Panelists: Judy Burke*, Dean, Corporate and Community Education and Training, Middlesex Community College;  
*Mary W. Sarris*, Executive Director, North Shore Workforce Investment Board;  
*Linda Rohrer*, Director, Career Source;  
*David Cunningham*, Adult and Continuing Education, Whittier Regional Technical High School

**A Renaissance for Manufacturing and Its Future Workforce**
Berkshire Community College (BCC) partnered with Taconic High School (THS) on a vocational program and built a state-wide certified manufacturing program. The program includes curriculum and a spectacular lab with cutting-edge equipment complete with a material handling robot. With funding provided by the Massachusetts Community Colleges & Workforce Development Transformation Agenda, BCC was able to make a significant investment in the manufacturing technology lab at THS. Students who enter this program are placed on a college pathway toward an associate's degree and earn stackable college credits while in the lab and training on the job.  
*Panelist: Bill Mulholland*, Vice President for Community Education & Workforce Development

**The Growing “Skills Gap” in Manufacturing Today**
The focus will be the growing “Skills Gap” in manufacturing today and how the State of Connecticut and Naugatuck Valley Community College’s Advanced Manufacturing Technology program has responded to that industry issue, and what steps have been taken to reduce the “Skills Gap” in Connecticut.  
*Panelist: Joseph DeFeo*, Program Director, Naugatuck Valley Community College

*Coordinator: Helene Vandernoot*

### Option 3  
**Upper Grossman Commons**  
**Advancing Cultural Competencies to Help Businesses Succeed**

This workshop will explore the role that culture plays in daily interactions within the business world. This interactive session will allow participants to examine both challenges and opportunities that result from an increasingly diverse business environment and hear about training that Bristol Community College is developing toward advancing cultural competence.  
*Panelists: Brenda Ross, Carole Copeland Thomas, Beau Stubblefield-Tave*, Center for Workforce & Community Education, Bristol Community College;  
*Wayne Johnson*, Intercultural Business and Professional Development Training Consultant

*Coordinator: Kathy DesRoches*
Preparing the Manufacturing Leaders of Tomorrow Through Summer Manufacturing Camps
Overcoming the skilled labor crisis in manufacturing can't be accomplished without collaboration. Colleges and manufacturers must reach into the middle and high schools to entice the next generation of employees to consider the industry. Community colleges are perfectly positioned to facilitate this collaboration while introducing their own offerings to future students. Panelists: Kathy DesRoches, Director, Workforce Development, Manchester Community College; Patricia Lee, Director of Marketing, Fabricators & Manufacturers Association

Partnering with 3rd Party Providers and Local Organizations. Why Would You Want To?
Presenters will examine the role of continuing education regarding partnerships with third party vendors and organizations in their community. Essential questions focus on: the rationale, justification and criteria for partnerships, whether partnerships match our vision, and what the actual short-term and long-term Return on Investment (ROI) is. Panelists: Kathy DesRoches, Director, Workforce Development, Manchester Community College; Trenton Hightower, Vice President Strategic Partnerships and Business Development, ProTrain LLC

Balancing the Missions for Workforce Development Departments
Workforce Programs today are working where money is tight and earning a surplus may be part of the department’s goals. Managing a department in a community setting also means providing/managing grants, partnering with IDA’s, Chambers of Commerce, WIBs, and community and trade groups. Is it possible to do it all? Panelist: Hal Kingsley, Assistant Vice President of Academic Affairs, Workforce Development, Niagara County Community College

From Intern to Employee: An Award Winning Certificate, Degree, and Internship Program in Taxation
Learn how Bunker Hill Community College collaborated with the Massachusetts Department of Revenue to create an award winning degree, certificate, and internship program aimed at preparing students with an intensive, practical application of skills and decision-making demanded by the industry and profession. Panelists: Bogusia Wojciechowska, Dean of Professional Studies and Workforce Development; Tony Fontes, Associate Professor and Department Chair, Business Administration, Bunker Hill Community College

Driving Results Through Mentoring Programs
Learn examples of how running a mentor program in conjunction with training increases the ROI of the organization and individuals involved. Examples from both large for-profit organizations and public schools will be highlighted. Panelist: Rod Bourn, Coordinator for Professional Development, Harford Community College

Model for Collaboration: Mentorship and the Virtual World
Industry must find better ways of identifying and leveraging existing talents of their workforce and defining competencies and skills needed to improve productivity. Fostering industry/college partnerships in mentor-based online environments allows working professional students the opportunity to test their academic learning to address solutions to workplace challenges in an engaging and supportive environment. Panelist: Dee Masiello, Dean of the School of Continuing Studies, Dean College

Exemplary Partnerships
Panelists
Barbara Finkelstein, President, York County Community College, Wells, ME
Patricia Gentile, President, North Shore Community College, Danvers, MA

Susan Huard, President, Manchester Community College, Manchester, NH
Mary Ellen Jukoski, President, Three Rivers Community College, Norwich, CT

Coordinator: Dianne Palter Gill
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New England Workforce Network Conference

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American Medical Certification Association distributes certification exams to the allied healthcare industry. The purpose of our certification exams is to verify that each successful exam candidate has proven that they are knowledgeable in their specific subject matter. It is through a set of standards that the AMCA has developed each of its exams.

Constant Contact helps small businesses do more business. We have been revolutionizing the success formula for small businesses, nonprofits, and associations since 1998, and today work with more than 600,000 customers worldwide. The company offers the only all-in-one online marketing platform that helps small businesses drive repeat business and find new customers.

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Jenzabar is a leading provider of higher education software, strategies, and services. Jenzabar’s award-winning technology portfolio includes Higher Reach™ a full-featured solution for continuing education, workforce development, and non-traditional programs. As a trusted partner on over 700 campuses worldwide, Jenzabar has delivered enterprise solutions to colleges and universities for over 40 years.
Labyrinth Learning publishes easy-to-use textbooks for developing proficiency in computer applications and accounting, with comprehensive instructor support materials, an integrated learning management system and eLearning components.

Lovegivity’s Wedding Planning Institute offers a turnkey solution to continuing education and workforce development departments by offering noncredit certificate programs in a high growth industry. LWPI’s college partnerships are tailored to meet the specific needs of each partner and local market and provide online and classroom student options, hands-on experience, internships, and job placement assistance. LWPI also offers marketing support as well as admissions and registration services.

MindEdge Learning, an innovative online learning company, provides engaging and effective online courses and simulations. We partner with colleges, universities, and associations to offer top-notch professional development solutions and college-level courses. Our online programs feature narrative learning and employ diverse content delivery methods to ensure your learners will really learn.

Pearson, the world’s leading learning company, partners with K-20 institutions and educators to provide educational solutions and services that help to improve learning outcomes. www.pearsoned.com

ProTrain LLC, a licensed Proprietary School, provides online and in classroom training programs and certifications that meet national, regional, and local requirements that lead to employment and has been serving our partners for over 10 years. Protrain is dedicated to quality educational services at an affordable cost ensuring success in the workforce through the active engagement of direct relationships with universities, community colleges, educational entities, military, federal, state, local governments, non-profits, and corporations throughout the United States and internationally.

Technical Education Products With over 50+ years’ combined experience serving the educators of New England, Technical Education Products, Inc. is a full-service solution provider. By combining our local knowledge and the relationships with our industry leading partners, we are able to provide the best training solution for your requirements. The needs of the workforce development community present unique challenges to training providers. The breadth and depth of our skills based training programs offer the solutions to meet these challenges. www.techedproducts.com Contact: Mark Newby mark@techedproducts.com

ToolingU SME delivers versatile, competency-based learning and development solutions to the manufacturing community, working with more than half of all Fortune 500® manufacturing companies, as well as educational institutions across the country.

World Instructor Training Schools (W.I.T.S.) educational partnerships set the standard for the fitness industry in higher learning educationally based training, which results in international certification. W.I.T.S. is employer driven for success and is one of the most accepted in the fitness industry. W.I.T.S. is approved for college credits through the American Council on Education and offers staple programs like personal trainer courses in a 9 week and blended/hybrid format. All of the programs lead to certifications that enhance student’s resumes for advancement and employment. W.I.T.S. has also been approved for IACET CEU’s for occupational therapists, massage therapists and athletic trainers and has recently added over 50+ online continuing education courses for fitness professionals.

Thank you to all of our sponsors for their support
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Cape Cod Community College

Cape Cod Community College (CCCC), founded in 1961, was the second institution to open as part of what is now a 15 community college system in Massachusetts. CCCC delivers educational programs and services to meet the diverse needs of the residents of Cape Cod, the Canal Region, the islands of Martha's Vineyard and Nantucket, and the Greater Plymouth area.

The College is committed to making education affordable and accessible at every stage of life. Programs of instruction, including 32 associate in arts degrees, 32 associate in science degrees and 56 career certificates, are offered during the day, evening, weekends, Intersessions, and Quick Terms in order to meet our students’ needs. The College also offers bachelor’s and master’s degree programs through its partnerships with colleges and universities throughout Massachusetts.

The Hyannis Center of CCCC offers educational assistance for adults, workforce training courses and college credit classes. The Workforce Education Resource Center (WERC) provides programs for both individuals striving to advance their careers and for businesses and organizations focused on increasing their success through investing in leadership and staff training. In keeping with the College’s commitment to accessible education opportunities, classes are offered at the Hyannis Center and at Plymouth North High School. WERC also develops and implements custom training programs for employers.

To learn more visit www.capecod.edu.