



8:30 – 4:00 p.m.

Monday, June 6, 2016
Preconference Training Classes

Leadership in Research Workshop: Developing and Managing a World-Class Research Operation Part 1
Room: Elk Lake

This 1.5-day course brings directors and senior managers of economic and workforce development research operations together to tackle the “business of research.” Through facilitated discussions, scenario-based group exercises, and open peer-to-peer exchanges, participants will hone their skills in agenda formulation, strategic planning, team management and development, and budgeting. The course will also impart innovative strategies and tools for diffusing challenging situations, expanding research networks and attracting new resources, and communicating effectively with customers.

Instructors: **Jennifer Zeller**, CCR, Manager, Engineering, Research & Creative Services, Georgia Power
Graham Slater, Administrator, Workforce and Economic Research, Oregon Employment Department

Preliminary Agenda:

7:30 a.m. - 8:30 a.m.	Breakfast (provided)
8:30 a.m. - 9:15 a.m.	Welcome/Introductions
9:15 a.m. - 10:15 a.m.	Determining research’s role
10:15 a.m. - 10:30 a.m.	Break
10:30 a.m. - 11:30 a.m.	Planning the research program
11:30 a.m. - 12:00 p.m.	Research budgeting
12:00 p.m. - 1:30 p.m.	Lunch (on your own)
1:30 p.m. - 2:30 p.m.	Building the research team
2:30 p.m. - 3:30 p.m.	Managing the Research Team
3:30 p.m. - 4:00 p.m.	Managing work flow

8:30 – 4:00 p.m.

Monday, June 6, 2016
Preconference Training Classes

Applied Data Visualization: Moving from Theory into Practice
Room: Deer Lake

Effective data visualizations can communicate highly complex information in digestible terms where words often fall short. This course emphasizes putting that theory into practice. Participants will gain hands-on experience with different data visualization tools to develop effective visual responses to key workforce and economic development research questions.

Instructors: **Ben Collins**, Data Consultant, General Assembly

Training Pre-requisites

Skills: Familiarity with creating workbooks, worksheets, basic menus & toolbars

Tools: Laptop, wired mouse, Microsoft Excel 2013

Preliminary Agenda:

7:30 a.m. - 8:30 a.m.	Breakfast
8:30 a.m. - 8:45 a.m.	Introduction
8:45 a.m. - 9:30 a.m.	Overview of effective data visualization
9:30 a.m. - 10:15 a.m.	Data visualization with Excel
10:15 a.m. - 10:30 a.m.	Break
10:30 a.m. - 12:00 p.m.	Data visualization with Excel
12:00 p.m. - 1:00 p.m.	Lunch
1:00 p.m. - 2:45 p.m.	Case study and/or dashboard
2:45 p.m. - 3:00 p.m.	Break
3:00 p.m. - 3:45 p.m.	An Introduction to Tableau
3.45 p.m. - 4.00 p.m.	Closing discussion

4:30 – 8:00 p.m.

**A Tale of Twin Cities:
Happy Hour at the News Room**
990 Nicollet Mall (at 10th Street)
Minneapolis, MN 55402

8:30 – 12:00 p.m.

Tuesday, June 7, 2016 **Preconference Training Class**

Leadership in Research Workshop: Developing and Managing a World-class Research Operation Part 2 **Room: Elk Lake**

This 1.5-day course brings directors and senior managers of economic and workforce development research operations together to tackle the “business of research.” Through facilitated discussions, scenario-based group exercises, and open peer-to-peer exchanges, participants will hone their skills in agenda formulation, strategic planning, team management and development, and budgeting. The course will also impart innovative strategies and tools for diffusing challenging situations, expanding research networks and attracting new resources, and communicating effectively with customers.

Instructors: **Jennifer Zeller**, CCR, Manager, Engineering, Research & Creative Services, Georgia Power

Graham Slater, Administrator, Workforce and Economic Research, Oregon Employment Department

Preliminary Agenda:

7:30 a.m. – 8:30 a.m.	Breakfast (provided)
8:30 a.m. – 8:45 a.m.	Day 1 recap
8:45 a.m. – 9:30 a.m.	Managing outside partners
9:30 a.m. – 10:00 a.m.	Communicating your research products
10:00 a.m. – 10:15 a.m.	Break
10:15 a.m. – 11:15 a.m.	Communicating your research products cont.
11:15 a.m. – 12:00 p.m.	Managing transition and change
12:00 p.m.	Adjourn

8:30 – 4:00 p.m.

Preconference Training Class

Marketing and Communicating Workforce and Economic Development Research Room: Deer Lake

A robust marketing strategy is essential for communicating the value of research products and services, and research operations themselves, to customers. Trainers will utilize workforce and economic development case studies to introduce impactful strategies and tactics for identifying target customers, fine-tuning marketing communications plans, managing outreach tools, measuring customer satisfaction, and budgeting for success.

Instructors: Don Norton and Kay Norton, Norton Communications

Preliminary Agenda:

7:30 a.m. – 8:30 a.m.	Breakfast (provided)
8:30 a.m. - 9:00 a.m.	Introductions and Agenda
9:00 a.m. -10:15 a.m.	Marketing Essentials
10:15 a.m. - 10:45 a.m.	Break
10:45 a.m. - 12:00 p.m.	Fine-tuning Your Marketing Communications Plan
12:00 p.m. - 1:15 p.m.	Lunch
1:15 p.m. - 1:45 p.m.	Recap of Morning
1:45 p.m. - 3:00 p.m.	Managing Outreach Tools (conceptually and practically)
3:00 p.m. - 3:15 p.m.	Break
3:15 p.m. - 4:00 p.m.	Synthesis and Topics Not Covered

Wednesday, June 8, 2016

7:30 – 9:00 a.m.

Breakfast Meeting: Cost of Living Index Update and Planning Room: Elk Lake

This session provides COLI data collectors and users with an opportunity to learn more about efforts to enhance the COLI data and share lessons from their experiences with the data product. C2ER staff will provide an overview of key changes anticipated and insights about new tools that are in development for cost of living data users.

Moderator: **Jennie Allison**, Project Manager, Council for Community and Economic Research

9:00 – 12:30 p.m.

State Economic Development Researchers' Roundtable (Invitation only) Room: Cedar/Birch/Maple Lake

The C2ER state economic researchers' chapter – comprised of state economic development and workforce researchers – will explore the most current challenges facing practitioners who work for state agencies. This roundtable provides applied economic researchers working at the state level with an opportunity to interact with their colleagues in other states with breakout discussions targeted to economic development and labor market analysis.

Moderators: **Neal Young**, Economic Analysis Director, Minnesota Department of Employment and Economic Development

Denise Hanna, Market Research Manager, Arkansas Economic Development Commission

Speakers: **Erik Pages**, President, EntreWorks

Michael Mazerov, Senior Fellow, State Fiscal Project, Center on Budget and Policy Priorities

Haden Springer, Senior Program Manager, Data Sharing for State Policy Making & Program Evaluation Project, Center for Regional Economic Competitiveness

9:00 – 12:30 p.m.

Regional Economic Development Researchers' Roundtable (Invitation only)
Room: Deer Lake

The C2ER regional researchers' chapter – comprised of analysts working for metro area economic development organizations and chambers of commerce – examine challenges and opportunities focused on practitioners working for regional nonprofit organizations. This roundtable allows researchers working in small organizations to identify potential areas of collaboration and to share insights about data sources and tips for responding to business research requests.

Moderator: **Melanie Moore**, Senior Director of Business Intelligence, JAXUSA Partnership

Speakers: **Jim Futrell**, VP Market Research, Pittsburgh Regional Alliance

Maureen Howell, Director, Research & Strategy, Greater Phoenix Economic Council

Rosa Jupiter, Senior Research Analyst, Community & Economic Development, Georgia Power

Shannon McClure, Director of Research Services, Greater Omaha Chamber

9:00 – 12:30 p.m.

Workforce Development Researchers' Roundtable
Room: Elk Lake

This session will explore hot topics and emerging research in workforce development. This roundtable provides workforce development professionals an opportunity to interact with their colleagues from across the nation and to share data sources and best practices. Participants in this discussion will come from state LMI agencies, local workforce investment boards, community colleges, etc. – all dealing with challenges in defining talent needs.

Moderator: **Graham Slater**, Administrator, Workforce and Economic Research, Oregon Employment Department

Laura Coleman, Statewide Director, California COE for Labor Market Research

Speakers: **Robert Sharak**, Development and Public Relations Officer, Opportunity, Inc.

Michael Horrigan, Associate Commissioner of the Office of Employment and Unemployment Statistics, Bureau of Labor Statistics

12:30 – 1:30 p.m.

Lunch on your own

1:45 – 2:15 p.m.

Welcome Address
Room: Ballroom 1&2

This address will focus on what distinguishes Minneapolis-St. Paul at the metro, regional, and state level. Particular focus will be given to Minneapolis-St. Paul's status as the "Twin Cities" and the real-life implications of their regional partnership.

Welcome: **Andrew Conrad**, CEcD, CCR, Director - Institute for Decision Making, University of Northern Iowa

Jason Palmer, Labor Market Information Director, Michigan Bureau of Labor Market Information & Strategic Initiatives

Moderator: **Neal Young**, Economic Analysis Director, Minnesota Department of Employment and Economic Development

Speaker: **Kevin McKinnon**, Deputy Commissioner, Economic Development, Minnesota Department of Employment & Economic Development

2:15 – 3:00 p.m.

Economic Outlook Keynote
Room: Ballroom 1&2

Moderator: **Neal Young**, Economic Analysis Director, Minnesota Department of Employment and Economic Development

Speaker: **Laura Kalambokidis**, Minnesota State Economist, Minnesota Management & Budget

3:00 – 3:25 p.m.

Networking Break

3:30 – 4:45 p.m.

Conference Breakout Sessions

Becoming a World Class Region
Workforce Innovation and Opportunity Act – Part I: Targeting Industries
Room: Cedar/Birch/Maple Lake

The Workforce Innovation and Opportunity Act (WIOA) requires states to develop, convene, or implement sector strategies. Sector strategies are regional, industry-focused approaches to workforce and economic development that improve access to good jobs and increase job quality in ways that strengthen an industry's workforce. The collection and analysis of relevant labor market and workforce information ensures that sector strategies are aligned with local needs for in-demand sectors and occupations. This session will explore employer-driven partnerships between industry, educators, and other actors to address urgent workforce needs.

Moderator: **Deidre Myers**, President, The Myers Group, LLC

Speakers: **Ronald Painter**, CEO, National Association of Workforce Boards

Andrew Rogers, Senior Director Workforce Information, Council for Community and Economic Research

Becoming a World Class Partner
Matching Personal Data Across Agencies to Guide Investment Decisions and Validate Outcomes
Room: Deer Lake

While public sector leaders and economic development practitioners understand the value of reliable data to inform investment decisions, much is either proprietary and/or stored in 'information silos.' This session provides a real-world example of the process and collaboration involved in the development of a longitudinal education and workforce reporting system that spans across agencies using technology to match, de-identify, and protect individual records.

Moderator: **Bob Potts**, Research Director, Nevada Governor's Office of Economic Development

Speakers: **Linda Heiss**, Senior Director of Institutional Research, Nevada System of Higher Education

Tuhin Verma, Project Manager, Nevada P-20 to Workforce Research Data System

Becoming a World Class Researcher
Creating a Regional Economic Dashboard
Room: Elk Lake

States and regions are creating new tools designed to monitor their economic

performance. What are they learning about what tells the right story and how to build an affordable web-based tool? This session will discuss what conversations must happen before the creation of a dashboard or tool, how the implementation process fosters the creation of greater local partnerships, and the best practices to figuring out what data will benefit people most.

Moderator: **Marlena Bandurski**, Research Manager for Economic Development, The Greater Des Moines Partnership

Speakers: **Carol Rogers**, Deputy Director and CIO, Indiana Business Research Center, Indiana University

Valerie Vannett, Director, Strategy & Research, GREATER MSP – Minneapolis St Paul Regional Economic Development Partnership

5:00 – 5:30 p.m.

New Member Board Meet & Greet

Room: Ballroom 1&2

5:30 – 6:30 p.m.

Reception

Room: Atrium

Thursday, June 9, 2016 - Conference Activities

8:30 – 9:15 a.m.

Plenary Presentation – **Building a Globally Competitive Region**

Room: Ballroom 1&2

Great jobs, talent, infrastructure and quality of life work together to build a globally competitive region. Learn how the Greater MSP region is working together to collect and analyze common data, develop a regional economic development strategy and leverage its assets in order to attract businesses and workers to build a vibrant economy.

Moderator: **Neal Young**, Economic Analysis Director, Minnesota Department of Employment and Economic Development

Speaker: **Mike Brown**, Vice President of Marketing & Communications, The Minneapolis-Saint Paul Regional Economic Development Partnership

9:30 – 10:45 a.m.

Conference Breakout Sessions

Becoming a World Class Region

Workforce Innovation and Opportunity Act - Part II: Matching Skills and Jobs

Room: Cedar/Birch/Maple Lake

Employers frequently discuss the challenges they face when it comes to finding qualified workers for available jobs. While a skills gap may explain this challenge in certain occupations, research suggests that there is more to the skills gap than meets the eye. This session will analyze the perceived skills gap and will review research tips and techniques on determining whether industries really have the skills they need.

Moderator: **Lesley Hirsch**, Director, CUNY Graduate Center, New York City Labor Market Information Service

Speakers: **Tiffany Smith**, Senior Policy Advisor, Office of the Assistant Secretary, Employment & Training Administration, US Department of Labor

Jennifer Gildersleeve, Research Analyst, Nebraska Department of Labor

Mark Knold, Senior and Supervising Economist, Utah Department of Workforce Services

Becoming a World Class Partner

What Makes Your Organization RFI Ready?

Room: Deer Lake

Corporate site locators expect a great deal when they share Requests for Information (RFIs) about what your community or state has to offer. Is your state or region ready? Learn tips about what to prepare and how companies want to see that information.

Moderator: **George Harben**, CEcD, CCR, Director, Existing Business, Prince William County Department of Economic Development

Speaker: **Tom Tveidt**, Research Economist, SYNEVA Economics LLC

Jason Hickey, President, Hickey & Associates, LLC

Becoming a World Class Researcher

Emerging Topics

Room: Elk Lake

This session will focus on innovative research that has the potential to transform workforce and economic development efforts.

Moderators: **Ronald Painter**, CEO, National Association of Workforce Boards

Tashieka Moore, Research Associate, Economic Development & Partnership Gwinnett

Speakers: **Jeff Robinson**, UI Research and Forecasting Manager, Labor Market and Performance Analysis, Employment Security Department (Invited)

Michael Lettau, Labor Economist, US Bureau of Labor Statistics

10:45 – 11:15 a.m.

Networking Break

11:15 – 12:30 p.m.

Conference Breakout Sessions

Becoming a World Class Region

The Role of Immigrants in the Economy and Workforce

Room: Cedar/Birch/Maple Lake

Immigration is a top national policy challenge that has ignited state and local debates. Community researchers can be essential feeders in providing information around the importance of a diverse talent base to our political leaders. This session will use the role of immigrants in the local economy as a launching point. What are the data and data tools that will help you demonstrate the role that immigration and immigrants play in your state or regional economy?

Moderator: **Andrew Conrad**, CEcD, CCR, Director - Institute for Decision Making, University of Northern Iowa

Speakers: **Luke Bunge**, Economic Analyst, DTMB - Bureau of Labor Market Information and Strategic Initiatives

Isabel Chanslor, Chief Program Officer, Neighborhood Development Center

Dr. Bruce Corrie, Associate Vice President for University Relations and International Programs, Concordia University, St. Paul

Becoming a World Class Partner

Engaging with Companies for Context

Room: Deer Lake

Engaging directly with companies can provide workforce and economic development agencies and training institutions with insights into companies' skills needs at a level of detail, which may not be accessible through traditional public data programs.

Minnesota's Made in Minnesota database and the Multi-State Advanced Manufacturing Consortium's Performance Based Objectives Tool provide excellent examples of how translations of direct discussions with companies into data are providing context for the development of more targeted, responsive support efforts.

Moderator: **Erin Casullo**, Deputy Director, Economic Analysis, Empire State Development

Speakers: **Scott Jedele**, Program Manager - Industry, Multi-State Advanced Manufacturing Consortium

Magda Olson, Manager, Made in Minnesota

Becoming a World Class Researcher

New Research and Data Tools

Room: Elk Lake

During this session, participants will explore advances and best practices in tools and techniques designed to gather and maintain the information about economic development programs that is vital to making informed business investment decisions.

Moderator: **Bill Anderson**, Chief Economist, Research and Analysis Bureau, Nevada Department of Employment, Training, and Rehabilitation

Speakers: **Alessia Leibert**, Research Project Manager, Minnesota Dept. of Employment and Economic Development

Tim Slaper, Director of Economic Analysis, Indiana University

12:30 – 1:50 p.m.

Keynote and Recognition Luncheon – **The Power of Regional Partnerships**

Room: Ballroom 1&2

Speaker: **Alan Berube**, Senior Fellow and Deputy Director Brookings Metropolitan Policy Program, Brookings Institution

2:00 – 5:00 p.m.

Transformation Tours

- **Saint Paul College Workforce Development Tour**

Saint Paul College, recognized as the #1 Community College in the nation in 2010 and 2013, has developed pathway programs in critical high demand areas in construction, healthcare, and business. With strong employer commitment and partnership with community based organizations, these pathways are providing inroads to careers for populations typically underrepresented in these industries. A tour will follow the conversation. This tour will be on bus and walking. There are 40 seats available for this tour, first come first served. RSVP for this tour [here](#).

- **Northeast Minneapolis Arts & Redevelopment Tour**

Northeast is a working class neighborhood that's evolved into a district of artists and artisans. On this tour, we'll visit three redevelopment sites converted from 20th century industrial uses into modern artists' workspaces, galleries, work-and-live artists' studios, and also a craft brewery. This tour will be on bus and walking. There are 40 seats available for this tour, first come first served. RSVP for this tour [here](#).

- **Downtown East/Stadium Area Walking Tour**

This area surrounds to almost complete US Bank Stadium, home of the Minnesota Vikings. The tour will include view commercial and public space development, new residential space and a tour of the Stadium Visitor Experience to preview the new stadium. See how the private-public partnership has led to a renaissance in this area and a vibrant new area in downtown. This is a 100% walking tour. RSVP for this tour [here](#).

Friday, June 10, 2016 - Conference Activities

8:30 – 9:10 a.m.

Breakfast: Annual Membership Business Meeting

Room: Ballroom 1&2

Moderators: **Deidre Myers**, CCR, President, The Myers Group, LLC

Andrew Conrad, CEcD, CCR, Director - Institute for Decision Making, University of Northern Iowa

9:15 – 10:45 a.m.

Plenary Session: Regional Socioeconomic Statistics Update
Room: Ballroom 1&2

Moderator: **Jennifer Zeller**, CCR, Manager, Engineering, Research & Creative Services, Georgia Power

Speakers: **Joel Platt**, Associate Director for Regional Economics, Bureau of Economic Analysis

Victoria Velkoff, Division Chief (Acting), American Community Survey Office, U.S. Census Bureau

William J. Wiatrowski, Deputy Commissioner, U.S. Bureau of Labor Statistics

10:45 – 11:15 a.m.

Networking Break

11:15 – 12:30 p.m.

Conference Breakout Sessions

Economic Development Roundtable

Room: Cedar/Birch/Maple Lake

This facilitated discussion focuses on practitioners sharing their experience in accessing data from administrative sources – from wage records to education data to business permitting information. What data can you access and how can you gain that access as efficiently as possible?

Moderator: **Todd Graham**, Principal Forecaster, Metropolitan Council

Talent Tools Roundtable

Room: Deer Lake

Many states are linking education, workforce, and social services data to develop the capabilities of analyzing education-to-workforce outcomes. This has been spurred by recent grants from the U. S. Departments of Labor and Education. Roundtable participants will learn how some states are using Workforce Data Quality Initiative and other grants to measure and enhance program outcomes.

Moderator: **Jason Palmer**, Labor Market Information Director, Michigan Bureau of Labor Market Information & Strategic Initiatives

Data Tool Roundtable

Room: Elk Lake

WIOA makes significant new demands for labor market information and economic evaluation that many of us must understand. It creates new opportunities for researchers of all stripes to develop new capacities to support the public workforce system. Engage in a dialogue to learn more about the research needs and the likely resources available to meet them as well as to brainstorm potential new “entrepreneurial opportunities” for your organization to become more active in providing data and analysis to local and state workforce boards.

Moderator: **Adrienne Johnston**, Chief, Labor Market Information Bureau, Florida Department of Economic Opportunity

Facilitator: **Steve Hine**, Research Director, Minnesota Department of Employment and Economic Development

12:30 p.m.

Conference adjourns