

GSETA

Garden State Employment
and Training Association



Virtual Conference October 18 & 19 2022

Strategic Impact, Operational Excellence

October 18: 9:00 am - 4:30 pm EST

October 19: 9:00 am - 3:30 pm EST

Conference Catalog 2022

GSETA

Garden State Employment
and Training Association



GSETA Virtual Conference Schedule

October 18, 2022

9:00 am: Day 1 Introductions

9:10 am: Keynote Address

10:00 am: Presentation Session 1

(choose one of three concurrent workshops)

11:15 am: Presentation Session 2 (one workshop)

12:15 pm: Lunch Break

1:15 pm: Presentation Session 3

(choose one of three concurrent presentations)

2:30 pm: Presentation Session 4 (one workshop)

3:30 pm: Presentation Session 5 (one workshop)

4:30 pm: End of Day 1

October 19, 2022

9:00 am: Day 2 Introduction

9:15 am: Presentation Session 6

(choose one of three concurrent presentations)

10:15 am: Presentation Session 7

(choose one of two concurrent presentations)

11:15 am: Lunch Break

12:15 pm: Presentation Session 8

(choose one of three concurrent presentations)

1:15 pm: Presentation Session 9 (one workshop)

2:30 pm: Closing Motivation Speaker

3:30 pm: End of Day 2

GSETA Conference

Catalog: 1 hour

Business U: Christine Bosworth

Create Successful Webinar Campaigns to Engage Employers & Recruit Job Seekers

The evolution of technology provides workforce development professionals with a unique opportunity to capture the attention of employers and job seekers to increase engagement. Facilitating engaging webinars have a conversion rate of 11 times more than other online methods. Webinar development and delivery requires innovative strategies that resonate with your target audience to achieve objectives. This session couples webinar processes with outreach campaigns supported by relevant data that align with your performance outcomes; including best practices using social media platforms and calls-to-action that motivate audiences to engage with your organization. Attendees will be inspired to restructure webinar strategies by applying Business U's accredited Webinar Strategy Template, Social Media and eMail Templates and a Timeline Checklist.

Discover a New Future: Faith Saunders

Customer Service: Making Connections that Yield Better Results

Providing quality customer service can be rewarding, but also challenging. This is especially so for individuals who work in the Human service field. This training is geared at helping counselors who interact with customers to see their customers through a different lens. The counselors will learn to develop skills to regulate their shift in mood, especially when dealing with challenging customers, so they can continue to provide quality service. They will also be able to identify five common personalities that human services workers often encounter in their work and learn strategies to manage each during the customer service exchange. Finally and most important, the counselors will learn various de-escalation techniques.

GSETA Conference Catalog: 1 Hour

Educational Data Systems, Inc. (EDSI)

When You Can't Say Yes, But Don't Want to Say No: Navigating Difficult Conversations with Employers.

As a Business Service Representative, working with employers can be challenging. Balancing employer wants and program parameters is especially difficult. So, when an employer wants assistance that is not supported by funding or is outside of the scope of workforce solutions available, a BSR must feel confident in their ability to navigate the difficult conversation with the employer. This workshop focuses on the ways in which a BSR can tactfully navigate difficult conversations with employers while preserving relationships and reaching solutions. Participants will learn three techniques to assist with having difficult conversations with employers: providing alternative solutions, giving the employer a choice, and focusing on relationship building. This training also reviews best practices that can help prevent a BSR from needing to have these hard conversations with employers. By the end of this training, participants should be able to skillfully implement the three techniques used to navigate difficult conversations with employers and summarize the proactive measures that minimize tough conversations with employers.

Jan Goodman: Community Outreach Specialist

Defeating Unconscious Bias in 5 strategies

Everybody has some unconscious bias. The focus here is on those inflexible beliefs about whole categories of people that keep us from seeing others accurately, from making fair and appropriate decisions, and from building the kind of harmonious relationships that make our lives more successful. Clearly, biases are bad news. On the other hand, the good news is that biases do not make us bad people. Human nature is to lump people into categories. Because of this predisposition, we are vulnerable to unconsciously believing the messages that bombard us from family, media, co-workers, clients and society at large. But we are not stuck with our unconscious biases; we can defeat them. The "Defeating Unconscious Bias" workshop explores different areas including: a human resource perspective, biases related to mental health and disabilities, the media, microaggressions and hardened stereotypes. The goal of this workshop is to enhance one's ability to work with diverse demographic groups utilizing strategies that provide solutions of positive change and acceptance without blame.

GSETA Conference

Catalog: 1 Hour

TAD Grants: Tressa Dorsey

Transformational Leadership for Modern Workforce Professionals

The world has changed significantly over the last year, prompting our workforce development leaders to seek revisit, reimagine and reestablish skills and strategies for enhancing the capacity to serve their workforce areas in a new and different environment.

This evolution will take creativity, innovation, and lots of progressive problem-solving. The futures of so many are depending upon you, the leaders of our industry, to bridge the gaps in a demand-driven system while encouraging and supporting diverse teams of professionals within your local areas to implement skills and strategies that will meet the needs of your post- pandemic customer base.

Attendees will learn principles and strategies for creating a transformational service delivery model; for building a flexible and adaptive infrastructure, for improving employee engagement; and supporting practitioners and job seekers as they seek to navigate the virtual and in-person hybrid service delivery model.

Steven Rudolph: Multiple Natures

Multiple Natures: A Tool for Identifying Talents and Aligning Them with Work so People Strive!

The last few years have witnessed significant changes in our perspectives toward careers and the workplace. Terms like “the great resignation” and “quiet quitting” have indicated a fundamental rethinking of how people view their relationship with their jobs. The promise of external motivation in the way of higher salaries and perks has given way to desire to find value and meaning in our work.

In this talk, Steven demonstrates his approach to talent identification, which are based in part on the 9 Multiple Natures, including Protective, Educative, Administrative, Creative, Healing, Entertaining, Providing, Entrepreneurial, and Adventurous. He explains his protocol for determining the potential for each, and how different combinations incline people toward specific careers. He will also show how each trait is like a tiger that needs to be fed, and how career counselors can devise numerous ways to ensure each tiger gets fed—through primary professions, side work, and leisure activities to ensure their clients live fulfilling, balanced, lives of meaning.

GSETA Conference

Catalog: 1 Hour

Angela Hooper-Menifield

Documentation Skills for Managers/Leaders

The goal of this presentation is to equip supervisors, managers and leaders with the necessary skills to properly prepare and manage documentation. This is achieved by first understanding why documentation is important and necessary, learning how to maintain and create sustainable documentation habits, and how to effectively utilize documentation.

The key takeaways from the talk:

- 3 Basic Principles to Keep In Mind When Documenting (the Why)
- 3 Cardinal Rules for Managers (What you Should and Should NOT document) (the What)
- 3 Ways to Get Started & Protect Your Organization Today! (the How)

Coach Michael McBride

Leadershift: Sound & Successful strategies for Today's Leaders

As our world changes daily, so do our workplaces. It's in those workplaces that one's ability to adapt and improve often leads to success and growth. As a leader, one has to be in tune with the ebb and flow of their environment and have the ability to make adjustments or "Leadershifts" as they move.

Every effective leader has to understand the importance of "Leadershift". IN our discussion, we will identify strategies that can elevate work output as well as establish trust in the workplace. The strategies that will be discussed are perspective changes, moving out of one's comfort zone, and understanding adapting compared to conforming. These concepts prompt us to become more innovative, question conventional wisdom and show a welcoming environment for change.

GSETA Conference

Catalog: 1 Hour

Metrix Learning

Providing Equitable Access to Training Tools for Youth: Learning Skills for Meaningful Employment

There's a standing need to ensure today's youth are prepared for the jobs of tomorrow. The challenge is designing programs and training to align with employer needs while being mindful of access to technology and providing proof of skills. Learn about how these innovators created programs for in-school high schoolers, out-of-school juvenile justice programs participants, and summer youth employment to provide skill training, career exploration, and stackable credentials to prepare them for the workforce.

Joel Johnston: Let Me Learn

Operational Excellence: Empower Your Team through Personalized Learning

Get beyond personalities and connect authentically with your team by each assessing their own learning behaviors and cataloguing their metacognition. Join an interactive session to explore how self-awareness and personalized learning can be used as approaches to meet the challenges of working as a team. Access a resource that strengthens a team to work collectively through understanding how each member learns and empowers the collective to each team goals by understanding colleagues as individual learners, respecting their various approaches to learning and working, identifying areas of misperception and contention, and determining strategies for how to overcome these issues.

By the end of the session, participants will discover their own Learning Processes, develop a Personal Learning Profile to utilize in interviews and resume building, and learn how to work together as a team based on understanding each others' Learning Processes.

GSETA Conference

Catalog: 2 Hours

Angela Hooper-Menifield

3 Styles of Leadership

The goal of this LIVE presentation is to share the three (3) styles of leadership - Autocratic, Democratic and Free Reign and how such impacts our trajectory through the 5 Levels of Leadership (Moving from Level 1 - Positional to Level 5 - Pinnacle) and how others follow us.

The Key Takeaways:

- Basic understanding and usage of the 3 Styles of Leadership and the when each is more applicable and appropriate
- Awareness of the 5 Levels of Leadership and what each means
- The ability to gauge where relationships and take action to raise the the respective levels

Rick Maher

Your Brain on Change: Manage Your Mindset, Balance Your Life

This high-impact, 2-hour session is designed for workforce professionals at all levels and builds personalized awareness of their individual response to disruptive change and uncertainty. Based on the latest research from the world of positive psychology, the session explores the neuroscience of our response to uncertainty and how to better cope with our “primitive brain’s” stress response. Learners develop an ability to better cope with change and remain agile in today’s stressful work environment, while also gaining insights that will help them support their customers. This workshop will also explore the traits of agile cultures and the skills needed by leaders to “curate” a winning culture in their work teams. Participants will leave with new insights about their own strengths and areas for development as well as with tools that can be applied in the workplace after the session. They will gain insight to a research-based assessment of their natural change style and also be offered a FREE, private, more detailed Individual Resiliency Assessment© (online tool) to foster their on-going professional development after the session.

GSETA Conference

Catalog: 2 Hours

Robert Knight

Washington Update: Workforce Development in a Time of Change

GSETA holds its 2022 annual conference only weeks before a consequential national election for workforce policy. Not surprisingly, Congress is focused on re-election and not much more for the time being. Nonetheless, we can get a clear idea of where workforce policy is going by looking at the House Democrat's WIOA reauthorization bill of 2022, the details of President Biden's 2023 budget proposal, and the concerns and issues regarding workforce development policy raised by Republicans. In addition to WIOA reauthorization, funding issues are only temporarily resolved and will be a central point of congressional debate for the remainder of the year. Also important to workforce development: ARPA, infrastructure spending, the environmental/energy aspects of the deficit reduction agreement, and the CHIPS and Science Act. If that is not enough, consider: TANF and the Higher Education Act join WIOA in being up for reauthorization. Last but not least, national elections take place in November and will dominate the agenda for now. In short, there is a good deal to examine as we near the conclusion of the 117th and prepare for the 118th Congress.

Elisabeth Park-Sanders

Game Changers: 4 ways to Improve Your Client Partnerships

This live virtual, interactive session offers practical ways to be more comfortable and effective in client interactions (in-person or virtually). Practitioners get to try out new approaches and decide how to use them for big impact in client interactions. Leaders get to consider how the approaches contribute to organizational excellence. Led by careers thought leader Elisabeth Sanders-Park, we will cover three key frameworks for excellence - 6 Pillars for Excellence in coaching, The 3 Option Rule (to help people see more options, make better choices, and take more personal responsibility), and How to Say the Hard Things - then pulls the most important lessons for those who came to participate, including infusing the employer's perspective into client interactions, creating environments where clients work for themselves, and more. Through activities and interaction, you will choose what is most important for you, try it out, ask your questions, and take the lessons back to your front lines. Join us!

GSETA Conference

Catalog: 2 Hours

Ken Ryan: Future Works Systems

Exploring & Improving Your WIOA Training Investments

Serving Adults and Dislocated Workers while helping employers meet their workforce needs is a cornerstone of the Workforce Innovation and Opportunity Act (WIOA). Providing training services is a key component in achieving the goals of WIOA. In this session we will learn the data needs of some local Workforce Development Board Directors, explore training activities that answer questions such as how outcomes differ by the type of training received, how are target populations performing in specific occupations and industries, and are our training efforts meeting targeted sectors, and finally create an actionable road map with local staff to improve training investments and outcomes.

Mental Health Association

Trauma, Coping & Resiliency

Experiences of trauma and the symptoms associated with traumatic events can significantly affect an individual's quality of life. Understanding the effects of trauma and how to manage the reactions to these experiences can be helpful in recovery. In this webinar, participants will learn common signs and symptoms of trauma as well as learn tools to mitigate stress. In addition, participants will have the opportunity to build their own personal toolkit of support.