

**International Association of Workforce Professionals  
Washington Chapter  
2019 Conference Tracks**

Track	Objectives	Topic Examples
<p><b>Workforce/labor market trends and the future of work</b></p>	<p>Provide labor and economic information relevant to workforce development trends and forecasts.</p> <p>Provide examples of tools or resources that professionals can access to keep current.</p> <p>Provide opportunities for local areas to discuss with their partners what they are experiencing and how they are addressing these issues.</p> <p>Discuss current and future workforce development strategies and resources and identify models or methods to address issues.</p>	<p>Workforce development issues at the state and federal levels that will impact our jobseekers and employers and workforce partners.</p> <p>Current and future Labor Market Economic facts and figures.</p> <p>Emerging workforce hiring trends. (Gig economy, contracted employment, etc.).</p> <p>Preparing workers for the future in an ever-changing economy.</p> <p>When the best workers for the job aren't local: Telework strategies and virtual teams</p>
<p><b>Enhancing workforce services through strategic alliances and partnerships</b></p>	<p>Identify and address issues through policy development as well as creative planning and decision-making.</p> <p>Identify where partner programs intersect and overlap so they can connect and collaborate.</p> <p>Identify collaboration strategies, tools and resources.</p> <p>Improving access to a qualified talent pool, especially in high-demand tech jobs.</p>	<p>Washington State's Workforce Development Structure 101: key agencies, policies and programs.</p> <p>Customer programs that involve strategic alliances and partnerships between public, private and non-profit organizations.</p> <p>How business, K-12 and higher education leaders are working together to provide career-connected learning experiences for students, while producing additional skilled workers in high-demand areas.</p>

<p><b>Connecting job seekers and employers</b></p>	<p>Learn about successful Work Force and Opportunity Act (WIOA) service and partnership models that bring job seekers into the one-stop system or move them into suitable employment from point of entry to exit.</p> <p>Discover successful strategies for working with diverse populations or those with specific barriers to employment.</p> <p>Learn the latest HR recruiting and hiring trends, tools &amp; resources and best practices.</p>	<p>What is the value of a customer service model in our local one-stops and how does the model impact customer success or satisfaction.</p> <p>Examples of successful Career Development Principles and Methodologies.</p> <p>Successful programs and systems to best meet the needs of diverse job seekers including special populations with barriers such as veterans, re-entry from incarceration, disabilities, over 50+</p> <p>The advantages of an intergenerational workforce.</p> <p>Hiring for competence vs cultural fit.</p> <p>Pros and cons, dos and don'ts of Applicant tracking Systems (ATS)</p>
<p><b>Employer programs and business service models</b></p>	<p>Gain greater knowledge of the various programs or services available to businesses to address their workforce needs or challenges.</p> <p>Techniques and strategies to meet the challenges of implementing internship, apprenticeship, and incumbent worker training programs.</p>	<p>Programs and services to help employers address their workforce needs and challenges. Best practices and success stories.</p> <p>Working through industry associations to leverage service to individual businesses.</p> <p>Paid Family Medical Leave comes to Washington state.</p> <p>Examples of successful apprenticeship, internship and incumbent worker training programs. What are the benefits to businesses and job seekers?</p> <p>Technology improvements in reporting and paying unemployment taxes.</p>

<p><b>Personal professional development</b></p>	<p>Learn certification programs for workforce professionals.</p> <p>Improve your skills to help job seekers.</p> <p>Improve your leadership skills.</p> <p>New trends, tools and resources to improve your everyday work.</p>	<p>Provide information about where to learn about and how to access certification programs for workforce professionals.</p> <p>Enhance skills to help workforce system customers in such areas as resume building, interviewing skills, coaching conversations and using technology-based networking resources e.g. LinkedIn</p> <p>Develop leadership skills in such areas as, budget development and management, self-assessment and emotional intelligence, group facilitation and collaboration</p> <p>Difference between leadership and management skills.</p> <p>Discover the latest trends, tools and techniques in such areas as effective in-person and virtual meeting management, project management, change management</p>
<p><b>Customer service</b></p>	<p>Tips and techniques for providing excellent internal customer service.</p> <p>Tips and techniques for providing excellent external customer service.</p> <p>Best practices from the public, private and nonprofit sectors.</p>	<p>Customer service 101.</p> <p>Improving customer service to unemployed benefits customers.</p> <p>Improving customer service to employers.</p> <p>Effective customer service feedback strategies, tools and resources.</p>
<p><b>Effective communications and promotion</b></p>	<p>Strategies for effective communications and promotional outreach to customers.</p> <p>Traditional communications and outreach methodologies.</p> <p>Innovative, non-traditional communications.</p>	<p>Identifying your audience and where/how they get their information.</p> <p>Effectively communicating/promoting new programs &amp; services.</p>