YOU’RE INVITED!
The Fifth Annual Meeting
June 17–19, 2015 | Baltimore, MD

NEW THIS YEAR: EMPLOYER-FOCUSED DAY

For the first time, the Annual Meeting will dedicate an entire day (June 18) to the needs of employers. More than 150 employers from a variety of industries are expected to attend. The National Fund is offering a special one-day package for employers who wish to attend only on this day, which will feature numerous employer-focused and employer-led workshops. (See reverse for a list of proposed workshop topics that are currently under consideration.)

The Annual Meeting is a signature event that brings together employers, funders, workers, educators, and workforce development practitioners. The conference, which is hosted by the National Fund for Workforce Solutions, features plenaries, small-group workshops, and networking opportunities spread across three days.

At the Fifth Annual Meeting in June 2015, attendees will learn:

▶ How apprenticeships can work in their community
▶ How investing in employees can generate significant business impact
▶ Why it’s important to think differently when working with young adults
▶ How workforce development is evolving in various industries
▶ How to unlock the power of bottom-up ideas

HOTEL
Hyatt Regency on the Inner Harbor:
300 Light Street, Baltimore, MD

General Admission
$450 | All Three Days (June 17-19, 2015)

Special Employer Package
$250 | Employer-Focused Day Only (June 18, 2015)

RECEPTION
Wednesday, June 17 | All attendees and guests are invited
Sunset Cruise on the Spirit of Baltimore:
561 Light Street, Baltimore, MD

CONTACT
For questions regarding the Annual Meeting, please contact: Elicia Wilson, Senior Program Manager
National Fund for Workforce Solutions
ewilson@jff.org | 617.728.4446 x284
PROPOSED EMPLOYER-FOCUSED WORKSHOPS

MEASURING THE IMPACT OF YOUR TRAINING INVESTMENTS
This workshop will provide ideas, strategies, and suggestions for measuring—and maximizing—the results of workforce investments in your firm. Specific examples of how employers have measured training results will be provided.

ADDRESSING COMPETITIVE CHALLENGES WITH NEW SKILLS
In this workshop, two employers will discuss how they addressed serious business challenges with strategies that called for new workplace skills.

WORKING WITH YOUTH-SERVING ORGANIZATIONS
This workshop will focus on how employers can successfully hire well-qualified young adults with both technical and professional skills by working with community-based organizations.

THE CHANGING FACE OF RECRUITMENT
The task of recruiting potential employees is experiencing a technological transformation. How can you use new recruitment tools—including online assessments and others—to bring you a better set of qualified candidates?

CORE PRINCIPLES FOR RETAINING ENTRY-LEVEL WORKERS
This workshop will provide examples of businesses that addressed their turnover problem by viewing workers as assets. These employers will discuss how they improved productivity, created better career ladders, fostered employee loyalty, and boosted employee morale—all by investing in their workers.

DEVELOPING EMPLOYEE LEADERSHIP IN THE WORKPLACE
As many employers have found, fostering employee leadership is often the most effective way to solve business problems. This workshop will describe how firms boost productivity and profitability by empowering employees to address not only their own issues, but also the larger challenges of the company.

WHAT DO ALL THESE CREDENTIALS MEAN?
Are education and training credentials valuable? How do you pick the credentials that are most valuable to your industry? This workshop will explore how your firm can work with other employers to identify the right credentials—and drive educational institutions and training providers to use them. We will also attack the more fundamental question of when it does and doesn’t make sense to rely on industry-recognized credentials.

APPRENTICESHIPS: CAN THEY WORK FOR YOU?
Can apprenticeships work for non-manufacturers? What about for smaller employers? In this workshop, we will consider the value of apprenticeships for employers that do not traditionally use them.

INDUSTRY PARTNERSHIPS: FROM EMPLOYER PARTICIPANTS TO EMPLOYER LEADERS
Troubleshooting your industry partnership often comes down to making sure that employers' voices are consistently being heard. In this workshop, two employers will offer advice on how to transform employer participation into true employer leadership.

MAKING TIME FOR WORKFORCE DEVELOPMENT
How can you dedicate enough time to workforce development to ensure you cultivate its benefits? How do you encourage your peers to do the same?

BUILDING A TALENT PIPELINE FOR THE FUTURE
In this workshop, we will offer strategies for developing a local talent pipeline that stretches far into the future. Representatives from a national nonprofit organization and a major national employer will lead the discussion.

THE EMPLOYER ROLE IN PUBLIC POLICY
This workshop reflects the desire of many employers to help improve public policy. We will discuss the model of changing the policy conversation with employer voices: why it matters, how it can be done, and where employers have had success.