

Focus Area: Career Counselors and Specialists in Government and Public Agencies

Program Type: Presentation (70 minutes)

ID/Title: *8 Assessing for Employability: A New Direction for Workforce Development*

Abstract: Workforce development typically addresses employment for job seekers and is often conceived as their horizontal alignment with employers and training providers. This presentation focuses on the vertical component of workforce development, job readiness, and presents the employability index to measure and assess this capacity among hard to serve populations.

Goals: Career counseling at workforce development agencies typically address supporting job seekers in obtaining employment. But job seekers may have numerous barriers to accessing the labor market in the first place. This presentation's objectives are: 1) identifying barriers job seekers may have before entering employment; 2) assessing in real-time the progression of job seekers in addressing these barriers; and 3) introducing a way to measure employability as an outcome measure for workforce development.

Summary: The presentation illustrates techniques to assess employability in the form of checklists and algorithms that can be applied by career counselors to support job seekers to enter the labor market. The intention of the presentation is to engage conference participants in exploring new directions in workforce development and apply an evidence-informed approach to support their clients in advancing to economic opportunities and self-sufficiency.

Focus: Career Counselors and Specialists in Government and Public Agencies

Program Type: Presentation (70 minutes)

Competency: Employability Skills

Willing to Accept Alternate Presentation Type: 1

Virtual Alternative: 1

Method: Panel

Relevance: Though the issue of barriers to employability among job seekers has long been an issue among workforce development practitioners, its complexity has risen in visibility in the wake of the pandemic. The paper is well aligned with the age of uncertainty as it attempts to articulate the broader set of supports that are needed for successful entry into the labor market. More importantly, the presentation offers a measure of certainty for career counselors in the assessments of job seekers and referrals made to employers to support placement goals identified by the public workforce system.

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Program Type: Presentation (70 minutes)

ID/Title: *9 Building Community Bridges for Re-Entry Programs*

Abstract: Integration and coordination of reentry programs assist justice-involved individuals with a successful transition to their community after they are released. A multifaceted approach in the delivery of services must be a critical strategy for practitioners in these everchanging times. Empowering justice-involved individuals with knowledge and resources can lead to the breakdown of systemic barriers.

Goals: Our goal is to improve the delivery of career services for justice-involved, adult individuals. **Objective:** Practitioners will be able to formulate strategies for building community bridges that will lead to a multipronged approach for the delivery of services.

Summary: Reentry Programs are designed to assist incarcerated individuals with a successful transition to their community after they are released. Community re-entry is hard enough for justice-involved individuals who have support; it seems insurmountable when they are alone and possibly in a new city. America is faced with a reality where four out of every five individuals who leave prison will return at some point in the future. An effective multifaceted reentry process empowers justice-involved individuals to become contributing members of society. Integration and coordination of services provides person-centered support to empower individuals returning home from correctional facilities and others diverted from incarceration. We will define and focus on three key stakeholders that play a critical role in the effective delivery of services. Key stakeholders 1. Justice-involved Individuals, 2. Practitioners, and 3. Systems. From our key stakeholders we will discuss strategies and best practices in the following areas: case management, career development, employment, and community resources. We will further identify three areas in each subset and propose checklist for program review. We will examine how all strategies need to be evidenced based while considering individual needs. Programs should be building an inclusive community where individuals are treated with dignity and worth.

Focus: Career Counselors and Specialists in Government and Public Agencies

Program Type: Presentation (70 minutes)

Competency: Diverse Populations

Willing to Accept Alternate Presentation Type: 1

Virtual Alternative: 1

Method: Lecture

Relevance: Justice-involved Individuals are faced with significant challenges for a successful reentry. These challenges include reuniting with family, employment, housing, remaining substance-free, and mental health. As individuals are released from incarceration it is important that practitioners build community bridges that will empower Justice-involved Individuals with resources and knowledge. Building community coalitions will allow us to provide a Kaleidoscope of Career Interventions that will begin to tear down systemic barriers for marginalized individuals in our community.

ID/Title: *10 The Career Construction Interview: Case Studies and Best Practices from Singapore*

Abstract: The CCI and Practice was formerly introduced to Singapore in 2018 and has seen increased adoption. Join us in learning how this practice has worked for Singapore and gain insights, practice nuances from Singaporean Career Practitioners. Future use of Career Construction Theory in Singapore will also be discussed.

Goals: (1) Impart Best Practices and shed insights on cross-cultural nature of practicing CCI in Singapore. (2) Provide various CCI diverse profiles in case studies and insights from Singaporean Career Construction Practitioners (3) Provide insights to new ways of conducting CCI training Career Practitioners

Summary: Career Construction Theory (CCT) and the Career Construction Interview (CCI) (Savickas, 2005) were first formerly introduced to Singapore in early 2018, when the first batch of Career Practitioners were trained on the use of the theory and practice. As the tiny island of Singapore begins to raise more effort to modernise and advance its career development capabilities "" the pertinent challenges faced by clients are charting new career directions, constructing new identities, improving one""s career self-efficacy and psychosocial resources to cope and adapt their careers in this global pandemic and economic uncertainty. The CCT has enabled Singaporean Career Practitioners to serve their clients through CCT""s natural kaleidoscopic means of sense-making and co-construction of a new career narrative. While the CCI is a relatively new career development model and practice for Singapore, it has seen increased adoption in public career services and career guidance setting since the 2018 introduction. In this presentation, we will share with you several Singapore cases in diverse profiles and how the cross-cultural nature of storytelling and narrative counselling techniques was employed meaningfully. We will also share how Singaporean Career Practitioners were trained through an experiential-based, theory-to-practice training model coupled with on-site live demonstrations and student practice.

Focus: Career Counselors and Specialists in Government and Public Agencies

Program Type: Presentation (70 minutes)

Competency: Career Development Models

Willing to Accept Alternate Presentation Type: 1

Virtual Alternative: 1

Method: Lecture

Relevance: Prior to the COVID-19 pandemic that gripped the world, we are already experiencing ongoing shifts with AI, digitalisation, globalisation and the Industry 4.0. Individuals"" career and lives has faced intensified disruption with the onset of COVID-19. Career Construction Theory enables both the career practitioner and client to narrate stories, generate kaleidoscopic career contents and patterns from their past and present day, before co-constructing one""s new preferred future and adapting strategy. This presentation will show evidences from Singaporean clients and career practitioners who have implemented the Career Construction Theory and interventions, the outcome and insights from a cross-cultural lens and training.

Focus Area: Career Counselors and Specialists in Government and Public Agencies

Program Type: Professional Development Institute (4 hours)

ID/Title: *PDI1 Resume Development Strategies for Underserved Populations*

Abstract: A strong resume can change the trajectory of a person's life. As a workforce development professional, you are in the unique position of empowering your clients with the tools to succeed. This knowledge will pay dividends for the rest of their lives. Developed specifically for workforce development counselors working during the era of COVID-19, this targeted presentation will cover key ways to create and improve resumes for clients with limited experience. The talk will provide you with concrete, actionable strategies to improve your clients' employment prospects: - How to craft an impactful, effective resume for a client with limited work experience - How to incorporate quantitative details in a resume, to impress employers and hiring managers - How to help a client translate their experience from a field with few job prospects due to the pandemic (ie food service, hospitality) to one with more opportunities During the presentation, Andrea will share examples of current effective resume formats and teach you key strategies to highlight your clients' strengths, marketable skills accomplishments.

Goals: Attendees will: - Improve their ability to more quickly develop effective resumes for their clients - Gain an understanding of how to infuse their client's resumes with numbers, to capture the attention of employers - Learn key methods to successfully bypass Applicant Tracking Systems

Summary: As a seasoned career expert, Andrea Gerson has crafted professional resumes, cover letters and LinkedIn profiles for over 7,500 clients "" many who have gotten hired in competitive roles with organizations like Google, Facebook, Apple and the United Nations. As a social worker by training, she has also led trainings for hundreds of workforce development staff on resume development strategies, specifically aimed at reducing the opportunity gap among marginalized communities. Andrea's superpower is helping those who have difficulty marketing themselves to showcase their strengths on paper and capture the attention of employers. She is particularly adept at helping clients in the non-profit sector to leverage their talents, and has specific experience with programs that serve marginalized populations. In addition to the tactics and strategies that Andrea has gained during her 10-year career as a professional resume writer, she will be demonstrating a new resume platform created specifically for workforce development teams.

Focus: Career Counselors and Specialists in Government and Public Agencies

Program Type: Professional Development Institute (4 hours)

Competency: Employability Skills

Willing to Accept Alternate Presentation Type: 1

Virtual Alternative: 1

Method: Demonstration

Relevance: Developed specifically for workforce development counselors working during the era of COVID-19, this targeted presentation will cover key ways to create and improve resumes for clients with limited experience. The talk will provide you with concrete, actionable strategies to improve your clients' employment prospects: - How to craft an impactful, effective resume for a client with limited work experience - How to incorporate quantitative details in a resume, to impress employers and hiring managers - How to help a client translate their experience from a field with few job prospects due to the pandemic (ie: food service, retail, hospitality) to one with more opportunities

ID/Title: *R2 Technology and the Adult Learner: Promoting Engagement in Career Services, The definition of technology is a technical*

Abstract: Technology and the Adult Learner: Promoting Engagement in Career Services was developed by Martha Thomford, M.S., GCDF, OWDS, & CCSP & Joseph Schaber, GCDF at Winona State University for their Master's Training & Development Certificate. Applied Adult Learning Principles/ Emotional Intelligence Theory by engaging learners in adapting career services digitally.

Goals: The goal of this presentation is to share and discuss how Workforce Development, Inc. has addressed the technology needs of career seekers in their service delivery area. As CareerOne Stop services adapt to technology-based programming. Session attendees will learn how to apply adult learning techniques in addressing the technology needs of career seekers in their service delivery area. Upon completing this session conference attendees will be able to do the following: 1.Assess the technology challenges of adult learners and identify strategies that can address their needs. 2.Write plan goals that accurately address the technology needs of the learner.

Summary: The foundation of our presentation is based on Adult Learning Theory and how the strategies (Wlodkowski, 2008) can be applied to technology in guiding adult learning. As education moves towards an e-learning format, understanding how learners process information; including their learning style, will be important for trainers and educators (Clark & Mayer; Hodson, 2016; Wlodkowski, 2008). As career practitioners it is important to guide adult learners and offer support (Armstrong & Watkins, 2019; Drag-Severson, 2008). A current reality of adult learners is the availability and affordability of technological devices and services. This realization fits the Maslow's Hierarchy of needs (1970); and will continue to play a role for learners accessing e-learning and training programs; especially adult learners impacted financially by the COVID-19 crisis. Per the Minnesota Department of Economic Security as of March 16th, 2020 there have been 593,810 claims for unemployment filed in Minnesota. The data suggestions that 6 out of 10 in Minnesota are not working due to the impact of the COVID-19 pandemic. There have been challenges for claimants accessing benefits online and not having the technological resources to complete an online application. This includes job applications & accessing public spaces to utilize technological devices/internet services. Workforce Development Inc is an organization located in a One Stop Career Center. As a service provider adapting services to meet the needs of the job seekers accessing and using technological devices is important. Approaching technology as a system (Gracia,2004) applies as career practitioners prepare training session in a digital format.

Focus: Career Counselors and Specialists in Government and Public Agencies

Program Type: Roundtable (30 minutes)

Competency: Employability Skills

Willing to Accept Alternate Presentation Type: 1

Virtual Alternative: 1

Method: Demonstration

Relevance: Technology continues to be a challenge that impacts adult learners, trainers, and educators. Adult learners continue to adapt as they pursue training/employment even though they may be reluctant to use technological devices. Applying Emotional Intelligence Theory/Adult Learning Principles to engage learners is a successful strategy. An action steps our organization has implemented is engaging in conversations with learners regarding the technological support and devices they need to be successful in their training programs/job search activities. Another action step is writing technology goals into learner's Individual Service /employment plans and discussing the financial needs, for example internet access/cost of the computer/devices.