Presentations

KEYNOTE: *Changing the World with Data*

Andrew Crapuchettes *(CEO, EMSI)*

Say "big data" and you've hit the mantra of the past five years. Everyone knows that data is important and that they really, really need it. Lots of people have even gone out and gotten it. The challenge now? Knowing what to do with it. The truth is that big data doesn't solve anything on its own. It needs to be turned into information that is ready for action, information that you can understand and put to work—because, as it turns out, the skills gap is more of a knowledge gap than anything else. In this presentation, Andrew Crapuchettes will talk about EMSI's success in 2014 and our plans for 2015 as we continue transforming big data into ready data—and helping you use it to change the world.

BREAKOUT: *Putting Big Data to Work: Measuring the Middle Skills Economy to Drive Programming*

Todd Oldham *(Vice President, Economic Development & Innovative Workforce Services, Monroe Community College),* **Lomax Campbell** *(Assistant to VP, Economic Development & Innovative Workforce Services, Monroe Community College)*

Recognizing the growing importance of using relevant labor market data to drive program development, Monroe Community College has launched several ambitious initiatives to both identify and address middle-skills gaps within the Greater Rochester economy. In this presentation, you will learn how MCC has created a dashboard template to measure regional completions against annual demand for over 20 locally defined middle-skills occupational groups and how this process has resulted in the creation of new accelerated degree and training programs to address these gaps. Also discussed will be MCC's generation of labor market information through frequent surveys of local industry around persistently unfilled positions, and their use both real-time and big data as well as program-based economic impact analysis in support of stronger grant narrative. Ultimately, Mr. Oldham and Mr. Campbell will demonstrate how these initiatives can be pulled together to complement an institution's overall economic and workforce development strategy in successfully securing additional funding and program support from the regional, state, and federal level, using a big-data approach.

BREAKOUT: *How KeyBank is Using Data to Meet Their Collegiate Recruitment Goals*

Nathan Lippe *(Product Director, Collegiate Recruitment Solutions, CareerBuilder)*

In this session you will learn how KeyBank is using data to develop a strategy that has helped it meet its collegiate recruitment goals. Nathan Lippe will also discuss how you can use insights from College Analyst to help you execute the following:

- Identify the schools that have the largest number of graduates in the degree areas they need
- Develop an informed campus recruiting strategy to ensure you are targeting schools with students in the majors that fill your company's talent gaps
- Examine graduate trends so schools know where to increase or decrease their recruitment focus
- Target schools that can provide you with the candidate pool to meet your diversity and veterans goals
- Gain insight into student migration trends

BREAKOUT: *Using Data to Optimize Business Engagement Strategy*

Brad Turner-Little *(Director of Mission Strategy, Goodwill Industries International)*

Workforce development intermediaries continue to evolve in their understanding of the importance of business engagement in connecting people to the world of work. Optimal business engagement strategies are grounded in knowing your local or regional economy: its ebbs and flows, its challenges and its projections. This knowledge comes from a thorough understanding of data—both quantitative and qualitative. Goodwill Industries leverages quantitative data from EMSI to supplement qualitative data gathered from relationships with local business partners. This session will examine these techniques and the value they bring to Goodwill as we develop service and training strategies that lead to real opportunities for the people we serve.

BREAKOUT: *Using EMSI to Create Data-Driven Career Pathways*

Scott Sheely *(Executive Director, Lancaster County Workforce Investment Board)*

This workshop has two parts. The first describes how to build demand-driven career pathways using labor market information from EMSI. These pathways are unique to local economies, though the process of building them is similar for any location. The second part speaks to using this data for curriculum development and career counseling. We generally find one-stop centers to be weak in their rationale for curriculum and in the career information that they provide practitioners—a shortcoming which career pathways helps to overcome.

In the course of the workshop, Mr. Sheely will move from theory to praxis with the goal that participants leave the session armed with new confidence in their ability to move beyond the career pathway processes that are normally provided (sometimes with suspect motives) by the education system.

BREAKOUT: *Getting Coached: Creating a Successful Marketing Strategy for Career Coach*

Sarah Wilson *(Career Coach Project Coordinator, Central Piedmont Community College)*
Owen Sutkowski *(Director of Transfer & Career Services, Central Piedmont Community College)*

Central Piedmont Community College (CPCC) launched EMSI's Career Coach in early 2013 as a career resource for students, graduates, and community members. This presentation will share the multifaceted, dynamic, and budget-conscious approach CPCC has taken to implementation with the goal of integrating Career Coach throughout each student's educational experience at the college. Join us to learn how CPCC is leveraging strategic campus relationships and virtual integration as well as enhancing student interventions to maximize the impact of this valuable resource.

BREAKOUT: *From a $2.3M Grant to Enhancing Student Advising: One College's Experience in the First Year*

Khaki Wunderlich *(Dean of Organizational Success and Learning, Tompkins Cortland Community College)*
Kris Altucher *(Associate Dean of Institutional Research & Organizational Learning, Tompkins Cortland Community College)*

Join us in this presentation to hear one college's first-year experience using EMSI data and tools. Khaki Wunderlich and Kris Altucher will present on how TC3 used data from Analyst to customize grant applications and other capital funding requests for their new Farm to Bistro initiative, which resulted in more than $5M of anticipated funding. TC3 also engaged their faculty to customize Career Coach information and develop a robust tool to enhance academic and career advising for new and continuing students. Finally, TC3 used Analyst to bust the myths and deepen the college's understanding of the local and regional job market to support program development and redevelopment.

BREAKOUT: *Thinking Both Inside and Outside the Box: The Art and Science of Economic Impact Analysis*

Bob Potts *(Research Director, Nevada Governor's Office of Economic Development)*

Last month, Nevada's economic development team negotiated one of the biggest manufacturing deals in the country by attracting Tesla Automotive to build their 5,000,000-sq-ft battery manufacturing facility near Reno. The plant, more commonly known as the Gigafactory, is slated to hire 6,500 direct jobs, each paying an average annual wage of $60,000. There was steep competition among other states for the facility—including Arizona, New Mexico, and Texas—with negotiations that lasted almost 11 months. Centerpiece to assessing the deal was a broad-based economic impact analysis including the use of Analyst. Join Nevada's research director and EMSI's Dr. Hank Robison and Joshua Wright to learn more about what was involved in the analysis of a project this size (including clustering effects) and the overall art and science of economic impact analysis.

BREAKOUT: *5 Trends Shaping the Tech-Driven Workforce of the Future*

Tim Herbert *(Vice President of Research and Market Intelligence, CompTIA)*

Technology affects more organizations in bigger ways than ever before. From SMBs and not-for-profits to large enterprises, every business is now a digital business on some level. And disruptive technologies and business models continue to force organizations to assess how they do business, manage staff, and engage with customers. In this presentation, Mr. Herbert will focus on the intersection of people, process, and technology as these factors shape our workforce and emerging digital economy. He will demonstrate how CompTIA uses EMSI data to confirm primary research and support other data sources that take a more forward-looking approach.

BREAKOUT: *Avoiding a Million Dollar Mistake: Understanding How HR Can Leverage Supply, Demand, and Cost in Corporate Site Selection*

Oliver Lawford *(Labor Market Analysis, EMSI)*

The supply, demand, and cost of labor are three critical variables any company must consider when engaging in a site selection project. Too often, however, companies ignore these factors and instead base their decisions on government incentives and favorable real estate costs. This bias often cripples a business when the talent supply runs dry due to fierce competition, high labor costs, or simply the lack of availability in the first place.

HR professionals are arguably in the best position to help curb these mistakes, especially with labor market tools like Analyst at their fingertips. In this presentation, Mr. Lawford will demonstrate that by harnessing external workforce trends, practitioners can assess their own demand for talent against the supply in the labor market, as well as the pressures from other companies competing for those same individuals. Further, they can help define the many criteria that must be considered, thus highlighting other long-term business objectives that should be considered: diversity goals, college recruiting goals, industry competition, and the like.

BREAKOUT: *Big Data: Opportunities and Challenges in Today's Competitive Environment*

Nancy Fair-Szofran *(Provost, Community Colleges of Spokane)*

For businesses and industries, the big data movement represents an opportunity to identify correlations, connect new dots, and unlock unprecedented business opportunities. Companies often call this "competing on analytics"—that is, finding their competitive edge—and it has been a long-standing approach in business. But now the data discussion is also growing within the broad K-20 education arena.

As states continue their disinvestment in higher education, and as increased accountability is demanded of schools, we in higher education have recognized the vital importance of big data. Partnering with external sources, we are processing the data, analyzing it, and watching it transform student experience. With revolutionary analytic tools/technology such as forecasting and predictive, the future trend in higher education is the development of holistic big-data strategies that lead to powerful solutions.

BREAKOUT: *What Trends in Historic Industry Earnings Tell Us About the Labor Market*

Josh Wright *(PR Manager & Senior Editor, EMSI)*
Hank Robison *(Senior Economist & Founder, EMSI)*

EMSI chief economist Hank Robison and senior editor Josh Wright will highlight EMSI's research on industry earnings and employment over time to show the sectors and metropolitan areas that are leading the U.S. recovery.

BREAKOUT: *Reaching New Heights in Regional Competitiveness with Value-Chain Analysis*

Marty Romitti *(Senior Vice President, Center for Regional Economic Competitiveness, CREC)*

Constructing successful industry-cluster building strategies requires a strong understanding of how companies interact with one another. Combining value-chain mapping with EMSI data and tools can help inform planners and policy makers on these linkages. In this session, Dr. Romitti will present on how the Center for Regional Economic Competitiveness utilizes EMSI for this analysis, which determines the structure and strength of the buying and selling relationships between an identified core industry and the many other industries present across the economy. Dr. Romitti will also discuss how an increased awareness of inter-industry linkages is being applied by different states, regions, and communities across the country to determine a targeted industry's growth potential, to optimize supply chains, and to leverage more investment.

BREAKOUT: *Planning Your Recruitment Strategy for the Next 5 Years*

Jason Bartusch *(Business Development Manager, Workforce Analytics, CareerBuilder)*

Today's challenging recruitment landscape requires HR departments to take on more, frequently non-traditional responsibilities. HR is now accountable for finding candidates with increasingly specific and in-demand qualifications, replacing voluntary and involuntary workers that leave the firm—including the substantial number of workers retiring from the workforce altogether—and developing recruitment planning strategies to meet business needs in the next five to 10 years.

In this 45-minute session, you will network with your peers and learn what workforce planning is and why it's important, how organizations like Bosch succeeded by implementing workforce planning strategies, and how you can leverage data to build your own strategy.

BREAKOUT: *Chasing Jobs for the Future: Using Labor Market Information to Gauge Employer Demand and Effectively Design Education and Training Programs*

Myriam Milfort Sullivan *(Senior Project Manager, Jobs for the Future)*
Michael Lang *(Consulting Economist, EMSI)*

In this session we will discuss JPMorgan Chase's $250 million training initiative New Skills at Work, which is aimed at addressing skills gaps in nine U.S. markets by focusing on local data, partnerships with industry, and specialized training programs. Participants will hear how JFF utilized innovative data from EMSI to identify middle-skill demand and talent shortages.

BREAKOUT: *Gap Analysis: Providing the Skills Your Local Economy Needs Most*

Jeff Perley *(Vice President, Professional Services, EMSI)*

EMSI's Gap Analysis Report uses economic data to show colleges and other education institutions how well their programs are (or aren't) equipping workers to fill jobs in the local economy. Analyzing both oversupplied and undersupplied fields, the report suggests where your institution should redirect its resources. It also indicates the high-demand occupations that other regional institutions are not currently training for—and thus gives your institution a competitive edge. In this presentation, Jeff Perley will demonstrate the methodology of our analysis, explore success stories, examine the report's strengths and weaknesses, and discuss future plans for how the Gap Analysis Report can better enable clients to close gaps of supply and demand in their local labor market.

BREAKOUT: *Breakout: Tips on Using Data for International Expansion*

Kyle Deimer *(Director of Business Development, Workforce Analytics)*
Dr. Sanja Licina *(Senior Director, Workforce Analytics, CareerBuilder)*

In this session, you will learn how organizations are using international data for the following:

- Analyzing a new market along with other sources
- Making site-selection decisions
- Mapping out plans for new markets
- Allocating resources and budget for current international offices

You will also have the opportunity in this session to network with your peers and discuss best practices for operating an international business.

BREAKOUT: *Marketing Strategy 101: Comparing Markets for a Variety of Needs*

Arthur Hsu *(Project Manager, Workforce Analytics, CareerBuilder)*
Kurt Iskrzycki *(Senior Analyst, Workforce Analytics, CareerBuilder)*

Using data to drive strategy takes organizations beyond the stale thinking of "but we've always done it this way" and forces them to adjust their traditional human capital practices. Combining aspects of EMSI's Analyst and CareerBuilder's Supply & Demand Portal, this session will touch on the many ways organizations use labor market information to make better, more efficient decisions. We will look at how the factors that motivate an organization's actions can be combined with relevant, timely data to provide insights and expectations for capitalizing on the talent market. We will explore trends and situations that steer market comparison activities in various areas, from workforce planners to staffing managers.