

.|• Emsi2019

More details coming in the app

SUNDAY | SEPTEMBER 15

REGISTRATION

4:00 – 6:00 pm **Registration**

MONDAY | SEPTEMBER 16

WORKSHOP DAY

6:30 – 8:00 am **Registration, cont'd**

Breakfast (provided)

Meet your Emsi reps and get to know your peers in Beverly's on the seventh floor of the Coeur d'Alene Resort, overlooking beautiful Lake Coeur d'Alene.

OPENING PLENARY

8:00 – 8:30 am **Lead & Engage: Why Use Labor Market Data Like a Pro?**
– Rob Sentz, CINO, Emsi

We'll kick off our ninth annual users' conference by laying the foundation: our mission, why labor market data is so critical, and how everyone here at Emsi2019 fits into the big picture. Our mission is to help create an aligned, prosperous economic ecosystem where **people** have the information they need to make the right choices about education; **colleges and universities** are equipped to help students and employers; **employers** find the talent they need; and **regional developers** are valued and effective as they draw people and businesses together. We strive to accomplish this mission by working with *you*. That's what Emsi2019 is all about.

8:30 – 8:45 am 15-minute break

WORKSHOPS

These breakout training workshops will present real-world scenarios and practical workflows within Talent Analyst, Emsi Global, Career Coach, Analyst, GoRecruit, Developer, and Business Engage. You'll get more confident in our data and gain nerd-level expertise with our tools.

Track 1 **BUSINESS**

8:45 – 9:45 am	Creating a Talent Strategy Part 1 (Talent Analyst)	breakout
9:45 – 10:45 am	Creating a Talent Strategy Part 2 (Emsi Global)	breakout
10:45 – 11:30 am	Free time	

Track 2 **HIGHER EDUCATION**

8:45 – 10:45 am	Career Coach	breakout
8:45 – 10:45 am	Analyst for community colleges	breakout
8:45 – 10:45 am	Analyst for universities	breakout
11:00 – 11:30 am	GoRecruit (special feature)	plenary

Track 3 **WORKFORCE & ECONOMIC DEVELOPMENT**

8:45 – 10:45 am	Developer for workforce development	breakout
8:45 – 10:45 am	Developer for economic development	breakout
11:00 am – 11:30 pm	Business Engage (special feature)	plenary

11:30 am – 1:30 pm	Lunch (on your own) Grab some Emsi friends and explore Coeur d'Alene's lovely restaurant scene.	
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1:30 – 2:30 pm

Knocking Program Development Out of the Park

- Toni Ford, Waubonsee Community College
- Israel Dominguez, Saddleback College
- Niki Kelley & Andrew Thomas, University of Denver

How to Turbocharge Student Engagement

- Shannon Wells, Sierra College
- Chris Cook, University of Idaho

Using Career Coach & Developer to Align Interests With Labor Market Fit

- Sarah Burns, San Diego Workforce Partnership

How Input-Output Modeling Can Help Your Business Recruitment Strategy

- Dr. Chuck McShane, Charlotte Regional Business Alliance

2:30 – 2:45 am

15-minute break

2:45 – 3:45 pm

Engage Those Employers, Attract Those Businesses

- Jamie Loyd, Columbus Technical College
- Aaron King, University of Florida

How to Win With Alumni Outcomes

- Dr. T. Hank Robinson, University of Nebraska

Using Data to Inform Workforce Decisions

- Todd Nielsen, Denver's Office of Economic Development

Identifying MVP Jobs & Attracting Talent to Grow Your Region

- Harrison Crabtree, Greater New Orleans, Inc.

3:45 – 4:15 pm

30-minute break

4:15 – 5:15 pm

Team challenges for higher education

Now you do it! Tackle a tough project with peer support and Emsi oversight.

Scenario 1: Emerging Jobs

Scenario 2: Value & Relevance

Scenario 3: Skilled Trades, Upskilling, Perception of Work

6:00 – 8:00 pm

Welcome reception

Guests love this fantastic networking opportunity. Enjoy killer hors d'oeuvres and watch the sunset from the outdoor terrace, right on the lake!

TUESDAY | SEPTEMBER 17
CONFERENCE

6:30 – 8:00 am

Breakfast (provided)

8:00 – 8:15 am

Welcome

– Rob Sentz, CINO, Emsi

8:15 – 8:45 am

What Emsi Is Doing to Help You Lead and Engage

– Andrew Crapuchettes, CEO, Emsi

Andrew Crapuchettes will introduce Emsi's groundbreaking product updates for 2019. Keying off the theme of "Lead and Engage," he will demonstrate how these new and improved products will help you establish yourself as a leader, solve critical problems, and influence and inspire your peers, organization, and entire community.

8:45 – 9:30 am

KEYNOTE

Economic Mobility: Data-Driven Responses in a Disruptive Time

– Stephen Goldsmith, former mayor of Indianapolis & deputy mayor of NYC

– Jonathan Kaplan, former White House advisor & university president

We're all here at Emsi2019 because we believe in the power of data to make better decisions and create economic prosperity. But we're still fighting the old ways of making decisions based on assumption, bias, or bureaucratic inertia. In this keynote, Stephen Goldsmith will speak on his experience of teaching mayors and senior local leaders about how to structure governance that uses data and how to create a culture that supports the use of data *and* innovation. Jonathan Kaplan will speak on lessons learned from advising policymakers and institutional leaders on how to create data-driven strategies. Together, Stephen and Jon will 1) discuss how data has been critical to their success throughout their careers, 2) share hard lessons they've learned, and 3) give tips to a new generation of leaders and data pros.

9:30 – 10:00 am

Keynote discussion

– Q&A with Stephen Goldsmith, Jonathan Kaplan, Andrew Crapuchettes

10:00 – 10:30 am

30-minute break

10:30 – 11:30

BREAKOUT SESSIONS

Getting Innovative With Skills-Mapping & Microcredentials

- Kacey Thorne, Western Governors University
- Brian Fleming, Southern New Hampshire University

Closing the Skills Gap & Creating Business Solutions

- April Potter, Opportunity Stanislaus
- Jann Miles, Workforce Solutions for Tarrant County

Embracing Clusters to Build a Collaborative Understanding of a Regional Economy

- Amanda Repella, Larimer County

Going Global: The Importance of Data in Building a Global Workforce

- Kristina Boston, TIAA
- Dr. Wayne Gearey, Emsi

11:30 am – 1:30 pm

Lunch (on your own)

1:30 – 2:30 pm

BREAKOUT SESSIONS

Recruitment, Retention, and Academic Focus: How Emsi Can Help Drive Student Engagement

- Dr. Ross Gittell, Community College System New Hampshire
- Dr. Dean Kahler, University of Idaho

The Changing Landscape of Workforce Policy and What's Shaping the Future

- Ron Painter, NAWB
- Bob Lanter, CWA

Harnessing the Power of Labor Market Data

- Harrison Crabtree & Grady Fitzpatrick, Greater New Orleans, Inc.

TBA

- Philip O'Donnell, Adecco

2:30 – 2:45 pm

15-minute break

2:45 – 3:45 pm

BREAKOUT SESSIONS

Using Data for Workforce & Economic Development Within Higher Education

– Jeff Lynn, Alabama Community College System

Labor Force Availability: Making the Case in Your Region

– Patrick Holwell, Arapahoe/Douglas Works!

The Creative Economy Defined: How the Seattle Office of Economic Development Quantifies the City's Prominent Creative Sector

– John Crawford-Gallagher, City of Seattle

Quantifying Market Pressures to Enable Strategic Growth

– Sean Rae, FedEx

3:45 – 5:30 pm

Free time

5:30 – 8:00 pm

Dinner cruise

Everyone's favorite! The cruise on Lake Coeur d'Alene doesn't even need food in order to be fun, but there will still be tons of it.

WEDNESDAY | SEPTEMBER 18 CONFERENCE

6:30 – 8:00 am

Breakfast (provided)

8:00 – 8:15 am

Prize drawing

8:15 – 9:00 am

KEYNOTE

Geography of Skills

Dr. Michelle Weise, Janet Salm, and Andrew Hanson, Strada Institute for the Future of Work

9:00 – 9:30

Keynote discussion

– Q&A with the Strada Institute team and Rob Sentz, Emsi

9:30 – 9:45 am	15-min break
9:45 – 10:45 am	BREAKOUT SESSIONS Emsi skills update – Kelly Bailey, Emsi Serving Jobseekers and Youth With Career Coach – David Gutierrez, Workforce Solutions – Milena Kornyl, Anne Arundel Workforce Development Corp. How to Use Emsi to Build Successful Sector Strategies – Kirkland Murray, Anne Arundel County Workforce Development Corporation – Heather Henry, Workforce Development Board, Solano County Work Smarter, Not Harder: Why Data Matters in a Tight Labor Market – Lesley Rood & Anne McFarlan, Allstate – John Whitaker, Sage Dental
10:45 – 11:00 am	15-min break
11:00 am – 12:00 pm	Emsi Innovation: The Future Is Awesome Emsi CEO Andrew Crapuchettes and a team of product leaders will offer sneak peeks about exciting developments on Emsi's horizon.
12:00 pm	End of main conference
12:00 – 1:30 pm	Lunch (on your own)
1:30 – 3:30 pm	Postlude: community insights roundtable This optional session is open to all conference attendees but geared especially toward economic and workforce development professionals. Get ready to share your feedback and tell us how we can improve our data and services and better equip you to strengthen your communities.