

WORKFORCE

Solutions Conference

June 23-24, 2015 • Holiday Inn St. Paul East I-94



RECRUITMENT

RETENTION

DEVELOPMENT

ABOUT THIS CONFERENCE

The first-ever LeadingAge Minnesota **Workforce Solutions Conference** is designed to zero in on the most significant challenge reported by aging services providers across the state – **the recruitment, retention and development of our workforce.**

You are not alone – throughout Minnesota a workforce crisis is growing. These times call on leadership teams like yours to work in new and creative ways. We know **there isn't one single solution** to our workforce challenges. To give this conference focus, the LeadingAge Minnesota Workforce Solutions Council has designed two days of rich programming and engaging discussions. **Learn a variety of strategic and actionable ideas** that can provide immediate – and ongoing – improvement to **enrich employment experiences, elevate the caregiving careers in your community and enhance your pipeline of talent.**

Together, our creative and courageous thinking at this **Workforce Solutions Conference** will create opportunities for us all to thrive.

AUDIENCE

CEOs/Administrators
Senior housing managers
Corporate office staff
Human resource professionals
Staff development professionals
Other interested staff

SCHEDULE AT A GLANCE

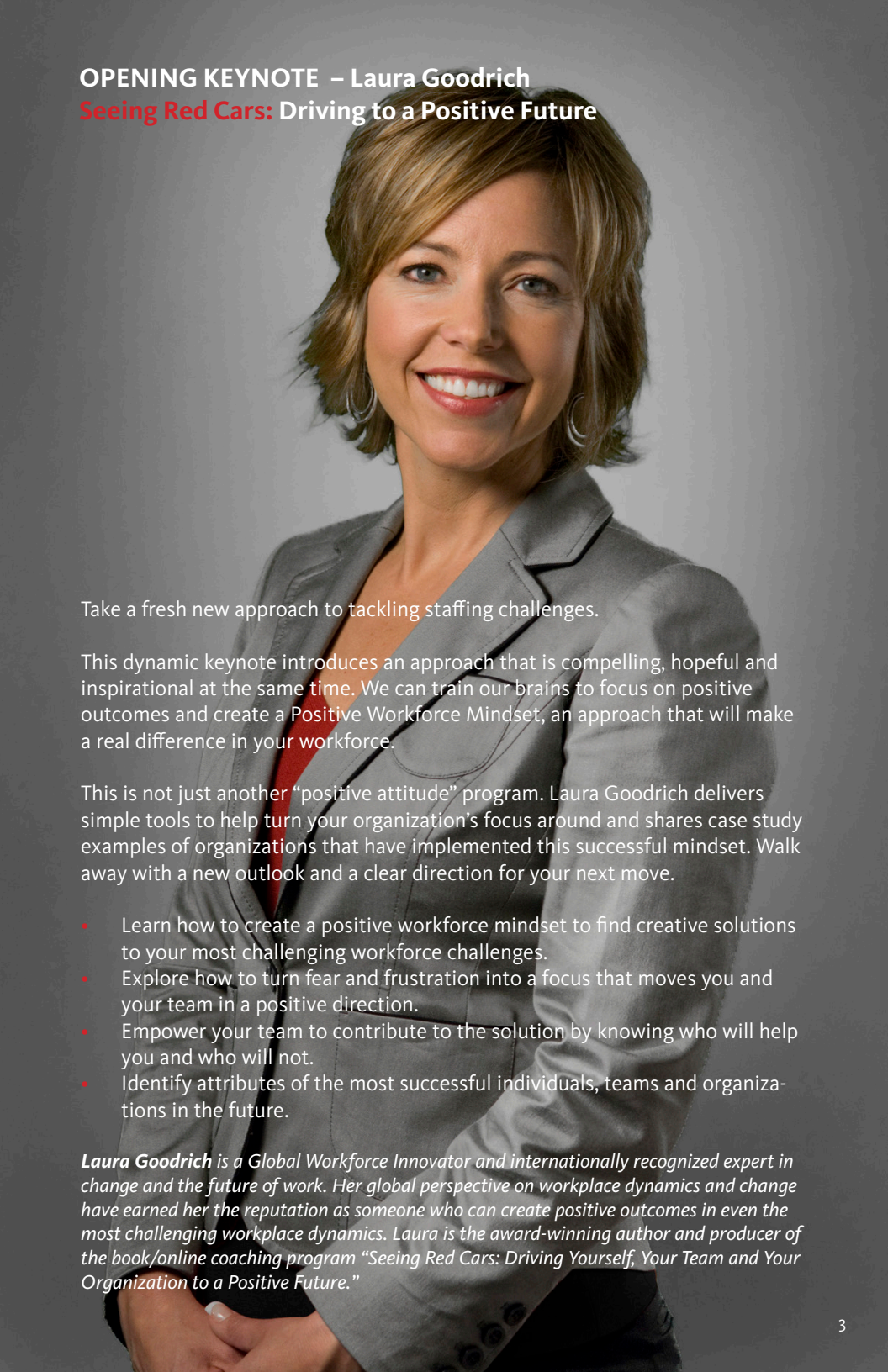
Day 1 • June 23

8 a.m.	Registration
9 – 10:15 a.m.	Opening Keynote Presentation
10:30 a.m. – Noon	Sessions
Noon – 1 p.m.	Lunch
1 – 2:30 p.m.	Sessions
2:45 – 3:45 p.m.	Sessions

Day 2 • June 24

8:30 a.m.	Registration
9 – 10:30 a.m.	Sessions
10:45 – 11:45 a.m.	Sessions
11:45 a.m. – 1:15 p.m.	Roundtable Networking Lunch
1:15 – 2:15 p.m.	Sessions
2:30 – 3:30 p.m.	Sessions



A professional headshot of Laura Goodrich, a woman with short, wavy brown hair, smiling warmly. She is wearing a light grey blazer over a red top. The background is a plain, light grey.

OPENING KEYNOTE – Laura Goodrich

Seeing Red Cars: Driving to a Positive Future

Take a fresh new approach to tackling staffing challenges.

This dynamic keynote introduces an approach that is compelling, hopeful and inspirational at the same time. We can train our brains to focus on positive outcomes and create a Positive Workforce Mindset, an approach that will make a real difference in your workforce.

This is not just another “positive attitude” program. Laura Goodrich delivers simple tools to help turn your organization’s focus around and shares case study examples of organizations that have implemented this successful mindset. Walk away with a new outlook and a clear direction for your next move.

- Learn how to create a positive workforce mindset to find creative solutions to your most challenging workforce challenges.
- Explore how to turn fear and frustration into a focus that moves you and your team in a positive direction.
- Empower your team to contribute to the solution by knowing who will help you and who will not.
- Identify attributes of the most successful individuals, teams and organizations in the future.

***Laura Goodrich** is a Global Workforce Innovator and internationally recognized expert in change and the future of work. Her global perspective on workplace dynamics and change have earned her the reputation as someone who can create positive outcomes in even the most challenging workplace dynamics. Laura is the award-winning author and producer of the book/online coaching program “Seeing Red Cars: Driving Yourself, Your Team and Your Organization to a Positive Future.”*



LeadingAge Minnesota is committed to advancing bold and meaningful workforce solutions that ensure all Minnesotans have access to the services they need.

GROWING OUR PIPELINE OF PEOPLE

LeadingAge Minnesota advances efforts to increase interest in high demand aging services careers as well as our members' ability to effectively recruit and onboard this new talent. This includes analysis of regional workforce data, expansion of career promotion efforts, enhanced online job posting services and expanded partnerships with key workforce development stakeholders.

KEEPING THE BEST OF THE BEST

LeadingAge Minnesota identifies and showcases evidence-based retention strategies to help immediately reduce turnover. This includes a statewide recognition campaign, improved workplace practices and the expansion of professional development pathways.

PUBLIC POLICY AND PUBLIC RELATIONS


LeadingAge Minnesota develops and pursues a bold legislative package and public relations initiatives featuring workforce solutions, including: wage and benefit enhancements, targeted funding for career promotion activities and expansion of scholarship opportunities.

WORKFORCE SOLUTIONS CONFERENCE

SESSIONS – DAY 1 • JUNE 23

	RECRUITMENT ●	RETENTION ●	DEVELOPMENT ●
10:30 a.m.	#101 – Recruitment Strategies Workshop	#102 – Employee Engagement & Accountability	#103 – Off to a Great Start: Creating Effective Orientation Programs
1 p.m.	#201 – Maximize Funding Sources for Staff Recruitment	#202 – In it for the Long Run: Successfully Onboarding Your Staff	#203 – Retaining Staff through Flexible Scheduling and Job Re-Design
2:45 p.m.	#301 – Using Job Shadowing and Job Previews to Recruit Staff	#302 – Recognition Works! (SPARK! Session)	#303 – Mentoring to Reduce Staff Turnover

SESSIONS – DAY 2 • JUNE 24

	RECRUITMENT ●	RETENTION ●	DEVELOPMENT ●
9 a.m.	#401 – Hiring the Best, Avoiding the Rest	#402 – Retention Strategies Workshop	#403 – Development Strategies Workshop
10:45 a.m.	#501 – How to Leverage Generational Differences in the Workplace	#502 – Strategic Investments in Staff that Build Loyalty	#503 – Transforming Direct Care: A New Career and Training Model
1:15 p.m.	#601 – Improving Staff Productivity with Technology	#602 – Creating, Sustaining and Documenting Ongoing Required Training	#603 – A “Free” Workforce? Strategies to Attract and Engage Volunteers (SPARK! Session)
2:30 p.m.	#701 – The 7+ Deadly Sins of Supervision	#702 – Keep Calm and Carry on: Learning to THRIVE During Changing Times	

WORKFORCE SOLUTIONS CONFERENCE

MEETING SITE

Holiday Inn St. Paul East I-94, 2201 Burns Ave, St Paul, MN 55119

ACCOMMODATIONS

A block of rooms has been reserved for the nights of June 22 and 23. Call 651.731.2220 and ask for the LeadingAge Minnesota special rate of \$109 plus tax. Cut-off date is June 2, 2015.

CONTINUING EDUCATION CREDITS

Application is being made to the Minnesota Board of Examiners for Nursing Home Administrators for clock hour credits. This program has been designed to meet the continuing education criteria for licensed nurses through the Minnesota Board of Nursing. A general certificate of attendance for independent application to another licensure board or professional organization will be provided on request.

CONFERENCE REGISTRATION FEES

FULL CONFERENCE*

LeadingAge Minnesota Members

First person from a single site **\$295**, each additional person **\$250**

Prospective members

First person from a single site **\$395**, each additional person **\$350**

SINGLE DAY REGISTRATION*

LeadingAge Minnesota Members

First person from a single site **\$175**, each additional person **\$130**

Prospective members

First person from a single site **\$275**, each additional person **\$230**

*** Participants must work in the same service site/building site to receive team pricing.**



HOW TO REGISTER

Online: www.LeadingAgeMN.org/Events

E-Mail: Send a PDF of the completed registration form as an attachment to: pbell@leadingagemn.org.

Mail: LeadingAge Minnesota, 2550 University Avenue West, Suite 350 South, St. Paul, MN 55114, Attn: Accounting # 6805

CUT-OFF/CANCELLATION

Registration is limited and on a first received basis. Registration cut-off date/cancellation notice: June 16, 2015. All cancellations are subject to a \$25 processing fee. No-shows will be billed the full conference fee. LeadingAge Minnesota reserves the right to cancel any program session or the entire program.

REGISTRATION CONFIRMATION

Confirmation of program registration is sent by e-mail within three (3) working days. Contact pbell@leadingagemn.org if your registration has not been confirmed.

For further information

Questions about the program: Heidi Simpson • hsimpson@leadingagemn.org
Registration questions: Paula Bell • pbell@leadingagemn.org

REGISTRATION FORM • WORKFORCE SOLUTIONS CONFERENCE

Member (BUILDING) Name*: _____

LeadingAge Minnesota member Prospective member

Address _____

State _____ Zip _____ Phone _____

First person

Name _____

Title _____

E-Mail _____ *(required for confirmation)*

Check the day/s you will attend (required):

Full Conference Only June 23 Only June 24

Check the sessions you will attend (required):

June 23 101 102 103 201 202 203 301 302 303

June 24 401 402 403 501 502 503 601 602 603 701 702

Second person

Name _____

Title _____

E-Mail _____ *(required for confirmation)*

Check the day/s you will attend (required):

Full Conference Only June 23 Only June 24

Check the sessions you will attend (required):

June 23 101 102 103 201 202 203 301 302 303

June 24 401 402 403 501 502 503 601 602 603 701 702

Third person

Name _____

Title _____

E-Mail _____ *(required for confirmation)*

Check the day/s you will attend (required):

Full Conference Only June 23 Only June 24

Check the sessions you will attend (required):

June 23 101 102 103 201 202 203 301 302 303

June 24 401 402 403 501 502 503 601 602 603 701 702

*** Participants must work in the SAME building site to receive team pricing.**

Method of payment: Payment enclosed Please invoice (members only)

VISA MasterCard AmEX

Card # _____ Exp. Date _____

Name on card _____ CSC Code _____

Cardholder's signature _____

Cardholder's phone # _____

Send registration form and fee (payable to):

LEADINGAGE MINNESOTA

2550 University Avenue West, Suite 350 South, St. Paul, MN 55114-1900

Attn: Accounting #6805



WORKFORCE Solutions Conference

June 23-24, 2015 • Holiday Inn St. Paul East 1-94

CONFERENCE FEATURES

- Meet workforce development and education **partners from your region**
- Choose from **20 interactive breakout sessions** to best meet your needs
- Participate in **three strategy workshops** to **exchange ideas** with your peers
- Attend two fast-paced **SPARK! sessions** packed with ideas to explore
- **Network** with your fellow leaders around the state
- **Join in the conversation virtually** on social media at #WorkforceSolutions



**REGISTER
NOW!**

LeadingAge™
Minnesota

2550 University Avenue West
Suite 350 South
St. Paul, MN 55114-1900

Presorted
First Class Mail
US Postage
PAID
PBPS