



**3rd  
Annual**

**Workforce  
SOLUTIONS  
Conference**

**Tuesday, May 2, 2017**

**University of Minnesota  
Landscape Arboretum  
Chaska**



# ABOUT THIS CONFERENCE



While we know there is no single solution to the growing challenges you face as aging services employers, the LeadingAge Minnesota Workforce Solutions Committee has designed a day of focused programming and engaging discussions that can help you **enrich your employment experiences**, **elevate careers in your community** and **enhance your pipelines of talent**. Back by demand, our Recruitment and Retention Workshops provide time for us to work collaboratively as a community of providers to advance bold solutions we can only achieve by working together. We hope you'll join us.

## SUGGESTED AUDIENCE

Professionals in all aging services settings: human resources, staff development, campus administrators, long-term care administrators, housing executive directors, department heads and other interested staff.



# SCHEDULE OF EVENTS

This full day of learning begins with candid insights from a panel of people working in our field. Grounded in the voice of our workforce, we'll begin with what matters most to your staff – will you be ready to hear and respond to what they say? Then, we'll hear a powerful keynote on proven, practical skills and tools to engage and retain your most valuable asset.

8:30 a.m. Registration and Continental Breakfast

9 a.m. **WELCOME**

**Katie Lundmark**, *Chair, LeadingAge Minnesota Workforce Solutions Committee and Executive Director, Ecumen Detroit Lakes*

## **Why I Would Stay or Go: Perspectives from Aging Services Staff**

Understand the challenges your team members face on a day-to-day basis and the opportunities to support them in their work so they can thrive.

**Angela Brown**, *Vice Chair, LeadingAge Minnesota Workforce Solutions Committee and Vice President of Human Resources, Elim Care Inc., Eden Prairie; and a diverse panel of staff from LeadingAge Minnesota member organizations*

## **KEYNOTE PRESENTATION**



### **First Things First: A Leader's Most Important Step in Improving Retention**

- Appreciate the strong correlation between staff retention rates and how much they feel valued and appreciated when leaders truly listen.
- As a leader, know how to create a more positive working environment through strengthening listening skills and improving communications.
- Hone your listening and communication skills so you can be fully present with your team and those you serve.
- Explore how to use the five components of emotional intelligence to build positive working relationships with others.

**Kit Welchlin**, *Principal, Welchlin Communication Strategies, Minneapolis*

# SCHEDULE OF EVENTS

10:45 a.m.

## **Inspiration Stations and Refreshment Break**

Get inspired! Discover grant-funded pilot projects, new research, tools and resources to spark creativity in developing your own workforce solutions.

11:15 a.m.

## **CONCURRENT SESSIONS**

### **Session #1 – Technology and Workforce: A Perceived Problem or a Solution?**

- Hear the latest national trends in technology adoption and explore provider case studies using technologies that may help address workforce challenges.
- Discuss potential workforce challenges introduced by technology and learn strategies and approaches implemented by your peers to successfully mitigate them.
- Explore new assumptions, theories and predictions and engage in a generative discussion to prepare your organization for the future.

***Majd Alwan**, Ph.D., Senior Vice President, LeadingAge and Executive Director, Center for Aging Services Technologies, Washington D.C.*

### **Session #2 – Lessons Learned from the Hospitality Industry, Part 1: Engaging, Empowering and Retaining Staff**

- Explore the concept of company culture and learn how a robust culture can engage and retain your team members.
- Identify ways to empower frontline staff to anticipate the needs of customers and find solutions to their most vexing problems.
- Take home concepts and ideas that will engage, empower and help retain your staff.

***Traci Jones**, Corporate Director of Human Resources, Kalahari Resorts, Wisconsin Dells, Wis.*



# SCHEDULE OF EVENTS

## Session #3 – **A Person-Centered Approach to Improve Staff Satisfaction and Retention**

- Understand how to apply a person-centered philosophy to your staff team, helping to create relationships and an environment that fosters belonging, meaning and purpose for everyone.
- Appreciate the value of learning what is important to the people joining your team including the strengths, skills and talents they bring.
- Know how to teach and support your staff in understanding how the people you serve take in the world around them so they set healthy expectations and boundaries, which leads to a reduction in stress, burnout and abuse.
- Learn key coaching phrases and processes that will help you empower your staff to become part of their own solution.

**Krisie Barron**, *Caregiver Specialist, Embrace Journeys, Pierz*

12:15 p.m.

Lunch

1 p.m.

## **CONCURRENT SESSIONS**

### Session #4 - **Effective Onboarding Strategies**

- Discuss guiding principles and key program components to help you develop or redesign your onboarding activities.
- Discover emerging practices from aging services organizations actively engaged in designing new approaches.
- Understand the importance of social and emotional engagement with new team members.

**Traci Larson**, *Vice President of Employee Experience, Presbyterian Homes and Services, Roseville*



# SCHEDULE OF EVENTS

1 p.m. Cont'd

## Session #5 – **Lessons Learned from the Hospitality Industry, Part 2: Becoming the Employer of Choice**

- Appreciate the important correlation between onboarding and retention rates.
- Hear how one organization's model of creating a career path inspires new team members right from the start and maintains their engagement as they develop into staff who stay.
- Identify useful learning opportunities to help your staff grow as individuals and as a team.

*Traci Jones, Corporate Director of Human Resources, Kalahari Resorts, Wisconsin Dells, Wis.*

## Session #6 – **Retaining Staff Through a Culture that Builds and Maintains Trust**

- Define trust and how it is built or lost in an organizational setting.
- Become familiar with three different kinds of trust, what research has revealed about it and assess how well you are doing.
- Take home actionable and successful techniques you can use daily to build and maintain trust individually and collectively to retain staff.

*Eriks Dunens, Statewide Educator, Leadership and Civic Engagement, University of Minnesota Extension, St. Paul*

2 p.m.

Break

2:15 p.m.

## **CONCURRENT SESSIONS**

### Session #7 – **Developing a Mentorship Program That Works**

- Understand key elements and best practices of an effective mentorship program.
- Gain insights from an aging services provider's experience in implementing a mentorship program.
- Evaluate the potential for adopting this program in your setting.

*Lynn Fossen, RN, Director of Strategic Consulting, Advanced Health Institute, Richfield*





# SCHEDULE OF EVENTS

## Session #8 – **Staff Recruitment Workshop**

- Explore a series of emerging recruitment strategies, new tools and ideas to maximize your work with local workforce centers, K-12 and college partners.
- Identify actionable resources to bolster recruitment efforts and build an expanded pipeline of talent for your organization.
- Engage in a facilitated discussion with Workforce Solutions Committee members to share insights on effective messaging and targeting new pools of prospective staff.

*Facilitator: **Jenna Seal**, Director of Workforce Solutions, LeadingAge Minnesota, St. Paul*

## Session # 9 - **Effective Local Partnerships: Working with Your Workforce Council**

- Explore the role of Minnesota's 16 area workforce councils across the state.
- Identify your local partners and become familiar with recent changes in the Workforce Innovation and Opportunity Act (WIOA) administered by the Minnesota Department of Employment and Economic Development (DEED).
- Explore case studies on effective approaches in partnering with a workforce council.

***Deborah Barnes**, Executive Director, Lakeview Methodist, Fairmont; **Janet Green**, Regional Executive Director, Ecumen, Detroit Lakes; and **Anne Kilzer**, Director, Minnesota Workforce Council Association, St. Paul*

3:15 p.m.

Break



# SCHEDULE OF EVENTS

3:30 p.m.

## CONCURRENT SESSIONS

### Session #10 – **Staff Retention Workshop**

- Explore effective retention ideas through a rapid-fire series of hot topic strategies, tools and lessons learned through LeadingAge Minnesota's retention research.
- Engage in a facilitated discussion with Workforce Solutions Committee members about promising resources and practices to improve team members' experience.
- Take home ideas to engage staff in your organization and with each other, which can lead to improved staff retention.

*Facilitator: **Jenna Seal**, Director of Workforce Solutions, LeadingAge Minnesota, St. Paul*

### Session #11 – **Staff Engagement Strategies**

- Apply a QAPI approach to address and reduce staff's day-to-day challenges and stressors.
- Understand how to better support staff and reduce burnout.

***Julie Apold**, Vice President of Quality and Performance Excellence, LeadingAge Minnesota, St. Paul; and a LeadingAge Minnesota member (TBA)*

### Session #12 – **Employee Resource Connector**

- Examine an innovative and game-changing new staff position created to assist individuals with work and life balance issues, morale and teamwork that has vastly improved retention.
- Explore the design of this position and how it interfaces with direct staff, supervisors, the management team and the community to provide helpful resources in a confidential setting.
- Consider how you might implement this new staff position in your organization.

***April Sjulstad**, Employee Resource Connector; and **Marcia Stanton**, Human Resources Director, Three Links, Northfield*

4:30 p.m.

Conference Adjourns

*Following the conference, join us for a Wellness Walk on the grounds of the Minnesota Landscape Arboretum to discuss key takeaways from your day. Don't forget your walking shoes!*

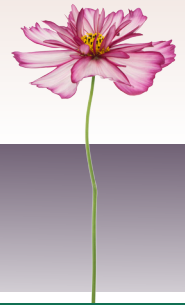


# ESSENTIAL SKILLS FOR NEW SUPERVISORS

*A separate one-day workshop co-located with the Workforce Solutions Conference*

Solid training on basic supervisory skills is the key to being successful in your new role. This one-day workshop gives you the knowledge and tools to get off to a great start and become a standout supervisor.

- Go from buddy to boss by setting appropriate boundaries.
- Understand why building trust with your new team is critically essential and learn how to do it well.
- Do it or delegate it? Know when to delegate and how to do it effectively.
- Gain the skills to provide meaningful positive feedback.
- Know how to counsel a team member who is not meeting expectations.
- Recognize the signs of stress or burnout in your staff so you can get ahead of potential problems.
- Practice how to diffuse conflicts and hostile situations.
- Learn proven techniques for training others.
- Develop a process for effective performance documentation.



## Schedule

8:15 a.m. Registration and Continental Breakfast

8:45 a.m. – 4:30 p.m. Workshop

*This schedule includes lunch and two breaks.*

## Presenter

*Dr. Barry L. Lane is an educator, author and conference speaker on leadership and human relations with extensive experience in higher education and healthcare management. He holds an M.A. in Communications and HR Certification, a doctoral degree (DSL) in strategic leadership and is a former Vice President within the Minnesota State Community and Technical College and University System (MnSCU).*

## WORKSHOP REGISTRATION FEE

- LeadingAge Minnesota members - **\$100** per person
- Prospective members - **\$140** per person

Registration fee includes the daily admission to the Arboretum, refreshment breaks and a light lunch.

## 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. LeadingAge Minnesota is an approved provider by the Minnesota Board of Social Work. This class can be counted toward CEU hours in supervision content. A general certificate of attendance for independent application to other licensure boards or professional organizations will be provided on request.

# GENERAL INFORMATION

## WORKFORCE SOLUTIONS CONFERENCE MEETING SITE

University of Minnesota Landscape Arboretum  
3675 Arboretum Drive, Chaska  
952.443.1400

## ACCOMMODATIONS

Holiday Inn Express and Suites Chanhassen  
7855 Century Blvd.  
Chanhassen, MN 55318  
952-401-8850

A block of sleeping rooms is reserved under the LeadingAge Minnesota name. To receive the special rate of \$114, contact the hotel before April 11, 2017. After that date the block will be released. The hotel is 1.5 miles from the Arboretum.

## CONTINUING EDUCATION CREDITS

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## HANDOUTS

Participants will receive links to electronic handout documents before the conference and are encouraged to print them in advance or download them to view them on a laptop or tablet at the conference.

## CUT-OFF/CANCELLATION

Registration is limited and on a first-received basis. Registration cut-off date/cancellation notice for either the conference or the workshop: April 25, 2017. All cancellations must be made in writing and are subject to a \$25 processing fee. No-shows will be billed the full conference or workshop fee. LeadingAge Minnesota reserves the right to cancel any program session, the conference or the workshop.



# GENERAL INFORMATION

## CONFERENCE REGISTRATION FEES

### *Early Bird: On or before April 11*

- **LeadingAge Minnesota Members**  
First person registered from a single site - \$155, each additional person - \$115
- **Prospective Members**  
First person registered from a single site - \$265, each additional person - \$225

### *Regular Rate: After April 11*

- **LeadingAge Minnesota Members**  
First person registered from a single site - \$195, each additional person \$155
- **Prospective Members**  
First person registered from a single site - \$305, each additional person \$265

Registration fee includes the daily admission to the Arboretum, refreshment breaks and a light lunch.

### **ESSENTIAL SKILLS FOR NEW SUPERVISORS WORKSHOP REGISTRATION FEES**

- **LeadingAge Minnesota Members** - \$100 per person
- **Prospective Members** - \$140 per person

### **How to Register**

Online at: <https://store.leadingagemn.org/calendarschedule.aspx>

**Members** - a member user name and password is required. If you do not know your user name, contact Ashley Peterka [apeterka@leadingagemn.org](mailto:apeterka@leadingagemn.org). If you forgot your password, you may reset it from the Login page.

**Prospective members** – contact Ashley Peterka [apeterka@leadingagemn.org](mailto:apeterka@leadingagemn.org) directly to register.

### **How to Know if You Are Registered**

Confirmation of program registration is sent within three working days of receipt and will include a paid statement or an invoice for unpaid registration. Contact Ashley Peterka [apeterka@leadingagemn.org](mailto:apeterka@leadingagemn.org) if your registration has not been confirmed.

## **FOR FURTHER INFORMATION**

**Questions about the program:** Heidi Simpson [hsimpson@leadingagemn.org](mailto:hsimpson@leadingagemn.org)

**Registration questions:** Ashley Peterka [apeterka@leadingagemn.org](mailto:apeterka@leadingagemn.org)



**LeadingAge™**  
**Minnesota**

2550 University Avenue West, Suite 350 South  
Saint Paul, MN 55114

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