

**Workforce Investment Network for Maryland (WIN)  
8th Annual**

***Raising the Bar 2010***

***It's All About Jobs!***

***Workforce Development Conference***

November 17-18, 2010

Turf Valley Resort and Conference Center  
Ellicott City, Maryland

**Workshop Request for Proposals Instructions**

**WIN's Raising the Bar 2010** is designed to provide professional development opportunities that will enhance the skills and knowledge of workforce development professionals who provide direct services to job seeking and/or business customers, or manage organizations or units that do so.

The focus of RTB 2010 is to provide workforce development professionals with the knowledge, skills, and innovative approaches needed to best equip them to provide services to their job seeker and business customers in these tough economic times. Special attention will be given to proposals which address job creation and retention, innovative approaches that connect and/or re-connect job seekers to employment opportunities, assisting business customers in meeting their workforce needs, and creative approaches/best practices to delivering services under the American Recovery and Reinvestment Act.

Additional consideration will be given to proposals which address Advanced Ability level topics (see Part I, number 8 for details).

The conference design provides opportunities for 75-minute workshops on November 17<sup>th</sup> and 18<sup>th</sup>. Proposers are invited to submit multiple proposals (maximum of five). We welcome your proposal(s) and thank you in advance for your submission.

**Part 1: Proposal Guidelines**

1. Submit a completed proposal application form to WIN ***by email no later than close of business, Monday, May 7, 2010. Proposals must be submitted by email to:***

Sandi Myers, Program Committee Chairperson, at: [sandi@theworkforceinstitute.org](mailto:sandi@theworkforceinstitute.org)

***Hard-copy and faxed proposals will NOT be considered for review***

2. Emailed proposals must be sent as MSWord files, with the file name containing the last name of the Primary Presenter (i.e. "RTB10Smith1.doc," RTB10Smith2.doc"). WIN is not responsible for unnamed files. ***Submit only your proposal application form and, as applicable, associated presentation materials.*** Please maintain a copy for your records.

3. Potential presenters may submit one or more proposals, but no more than five.
4. Submission does not guarantee acceptance.
5. A separate Proposal Application form is required for *each* workshop proposed.
6. Content must be educational, not commercial.
7. All workshops proposed must be in a **75-minute format, allowing 15 minutes for Q&A.**
7. Workshops should be solution-oriented, and provide workforce development professionals with the knowledge, skills, and innovative approaches needed to best equip them to provide services to their job seeker and business customers in the current economy.
8. Workshop titles and descriptions should be **BRIEF** while accurately and attractively describing the workshop as it will be presented. Workshop descriptions should indicate the ability level of the workshop content, (i.e, Basic or Advanced). "Basic" means no prior experience or knowledge is required. "Advanced" means considerable experience or knowledge is required. This information will be used to prepare the Conference Program, and titles and descriptions. WIN reserves the right to make edits in order to ensure uniform formatting and to meet printing space requirements.
9. Distribution of handouts during workshop sessions is mandatory. Presenters are responsible for supplying and/or duplicating their handouts. **Presenters will be notified of their room assignment and room capacity to determine the number of handouts to be provided.**
10. Presenters are to make their **materials available electronically immediately before or during the week following the conference** so that they may be downloaded by conference attendees from the RTB 2010 website.
11. Presenters, titles and content must correspond to the proposal. ***Once a workshop has been accepted, no changes of speakers or workshop content will be allowed without prior approval by WIN.*** Presenters who deviate from the workshop description, as printed in the Conference Program, will not be invited to present at future WIN Annual Conferences.
12. Proposals should address one or more of the topic areas listed under Part 4.

## **Part 2: Evaluation and Selection Process**

1. WIN's Conference Program Committee will evaluate proposals. ***WIN will give additional consideration to proposals which focus on Advanced level content***, except for workshops addressing Personal Development topics, which are assumed to be appropriate for either level unless otherwise indicated by the presenter. ***Additional consideration will also be given to proposals which focus on job creation and retention, and services and strategies under the American Recovery and Reinvestment Act.***

2. Primary Presenters will be notified of acceptance by mid-July, 2010. Upon acceptance, presenters will receive hotel information, presenter registration instructions, instructions on renting A/V equipment, and preparing for your workshop. Presenters should also visit the conference website ([www.winformd.org/rtb](http://www.winformd.org/rtb)) for the latest information and updates to the program.
3. **It is the Primary Presenter's responsibility to keep co-presenters and other involved persons informed regarding acceptance decisions, scheduling, registration deadlines, handouts, and A/V needs.** The WIN Program Committee Chair will include co-presenters and other involved persons in email communications, but the Primary Presenter must ensure that all are informed.
4. WIN reserves the right to limit the number of proposals accepted from any one presenter or organization.
5. WIN reserves the right to adjust the program if deemed necessary to be in the best interest of the conference.

### **Part 3: Logistics**

1. Presenters and co-presenters may attend the conference at no charge on the day of their presentation. Presenters wishing to attend the remainder of the conference may do so by paying the applicable fee(s).
2. **Presenters and any co-presenters must register** in order to be listed in the Conference Program, to receive the registration fee waiver and to be included in the meal count on the day of presentation (instructions will be provided to presenter upon acceptance).
3. ***Presenting at the WIN Annual Conference is a voluntary effort.*** WIN does not provide an honorarium, nor subsidize travel, accommodations, or conference registration fees (except for the day of presentation).
4. WIN will provide at no charge to the presenter:
  - a. screen
  - b. easel
  - c. flipchart and markers
  - d. extension cord
  - e. evaluation forms

Overhead Projectors are available at no charge upon request.

5. ***Presenter must provide all other necessary A/V equipment such as:***
  - a. Computers
  - b. LCD projectors
  - c. VCR
6. Equipment rentals can be arranged through the conference hotel. Associated costs are the responsibility of the primary presenter.

7. For more information, contact Sandi Myers, Conference Program Committee chairperson, at 800-332-0916, ext. 4, or via email at [sandi@theworkforceinstitute.org](mailto:sandi@theworkforceinstitute.org)

#### **Part 4: Topic Areas for which proposals are being solicited:**

*Please note that examples associated with the major topic areas below include some of the topics we are seeking. We strongly encourage presenters to submit proposals for workshops which do not appear on the example list, provided they fit within the major topic areas.*

1. **Job Creation and Retention** (examples include programs, strategies, or initiatives that promote the creation of new jobs and/or the retention of existing jobs; could include collaborative efforts with entities such as economic development, education, business, and workforce development organizations, etc.)
2. **American Recovery and Reinvestment Act (ARRA)** (examples include innovative programs, services, best-practices, or strategies resulting from the recent infusion of ARRA funds into the workforce development system; could include Summer Youth programs supported by ARRA funds; efforts in areas such as Green Jobs/Energy, public service/transitional employment, internships, weatherization programs; changes in various laws/regulations, etc.)
3. **Technology** (examples include using technology to address pressures of increased customer traffic; technology-based approaches to case management, assessment, education, and business services account management; assistive technologies that address various disabilities; online assessment, online job search systems, virtual job fairs: using social media with job seekers and/or business customers; online information resources, etc.)
4. **Innovative Practices** (examples include new and creative approaches to addressing challenges faced by job seeker and/or business customers, solutions to issues presented by current economic times, STEM, BRAC, etc.)
5. **Job Seeker Services (General)** (examples include assessment, motivational interviewing, case management, using Social Media as a job search tool, work readiness programs, dislocated worker services, career clusters/pathways, career coaching, financial literacy for customers, home preservation services, how to find and apply for federal jobs, apprenticeship, generational differences, strengths-based strategies, customer service, etc.)
6. **Job Seeker Services (Addressing Challenges Faced by Special Populations)** (examples include services for disadvantaged adults, veterans, people with disabilities, recipients of TANF, people with criminal records, non-English speakers; supported employment, employability skills/work ethic strategies, etc.)

7. **Youth** (examples include Summer Jobs best practices, connecting youth to year-round strategies, recruiting/engaging youth, job development strategies for youth, internships, apprenticeships, serving older youth under ARRA, etc.)
8. **Business Services** (examples include marketing to business customers, using Social Media to connect with business customers, networking skills, relationship sales, assessing customer needs, rapid response, customized training, employer incentives, Maryland Business Works case studies, fee-for-service strategies, industry cluster approaches to skill/labor shortages, case studies of effective business partnerships, etc.)
9. **Program Planning and Design** (examples include using trends analysis and LMI for planning purposes, linking fiscal and program management, continuous improvement, performance management, program evaluation, asset/resource mapping, promoting regionalism, researching funding options, grant writing, etc.)
10. **Partnering for Success** (examples include opportunities for partnering, workforce development partnerships designed to address projected demands for skills development and education/training, case studies of collaborative approaches, regional projects/coordination, inter-agency collaborations and partnerships, BRAC, etc.)
11. **Leadership/Management/Supervision** (examples include creating an organizational vision, leading the organization through change, managing organizational performance, supervisory skills for new and current supervisors, providing professional growth and career advancement opportunities for staff, etc.)
12. **Personal Development** (examples include strategies for achieving personal peak performance, coping with change, stress management, negotiation skills, personal career management, life/work balance, opportunities/resources for professional development, etc.)
13. **Workforce Development 101** (for temporary staff and/or new staff, examples include introduction to the Workforce Investment Act, Maryland's workforce development system, relationship of system partners, understanding the "alphabet soup" of our industry, workforce development as a profession, professional development opportunities, etc.)