



2014

WFSN Inaugural Forum

Forum Objectives

June 22-24

The Conrad Hilton
Indianapolis, IN

Colleges will:

- Understand the key ingredients to a successful WFSN strategy within their college, including committed leadership, bundling of services, dedicated infrastructure, commitment to institutional culture change, and comprehensive use of data.
- Have baseline understanding of each of the three core service areas (Education and Employment, Work and Income, and Financial Services and Asset Building Supports), how low and high touch services can be implemented, and will recognize how WFSN can be used to better serve low-income populations on their campus more holistically.
- Identify how their institution's existing WFSN-related work fits into the strategy, where they can expand existing services, and where students would be best served by new services.
- Understand the challenges and best practices of colleges who have experience implementing the strategy.
- Further formulate their plan for implementation through knowledge generated at forum sessions as well as planning and productive discussions during team time and use of a logic model.

State partner organizations will:

- Understand each of the three core service areas (Education and Employment, Work and Income, and Financial Services and Asset Building Supports).
- Begin to support the development of a learning community in their state.
- Understand likely challenges colleges will face in the initiative.

Consortia will:

- Begin to develop an intra and cross state learning community through interactions, both formal and informal, with other forum participants.
- Discuss reactions, ideas, and potential challenges, allowing for cross college communications and troubleshooting.



Achieving
the Dream™
Community Colleges Count

2014 WFSN Inaugural Forum

Agenda

Sunday, June 22

Room Allocation

5:00 – 7:00 p.m.

Registration and Check-in

West Foyer

6:00 – 7:00 p.m.

WFSN Welcome Reception

Remarks: John M. Mutz, Director, Achieving the Dream, Inc. Board of Directors;
William E. Trueheart, President & CEO, Achieving the Dream, Inc.

South Foyer

7:00 p.m.

Adjourn for the evening

Monday, June 23

7:00 – 5:00 p.m.

Registration

West Foyer

7:00 – 7:45 a.m.

Continental Breakfast

Vienna Ballroom
North + South

7:00 – 7:45 a.m.

WFSN Presidents' Breakfast (*invitation only*)

Remarks: Steven F. Murray, Chancellor, Phillips Community College

Hong Kong

8:00 – 9:45 a.m.

WFSN Introduction

Vienna Ballroom
North + South

Opening and Welcome 8:00—8:20 a.m.

Remarks: Danette Howard, Vice President for Policy and Mobilization, Lumina Foundation

History and Context of WFSN 8:20—8:35 a.m.

Attendees will hear the context behind the WFSN strategy and subsequent spread within community colleges. An overview of the expansion initiative will be provided covering topics such as the design, structure, goals, and anticipated outcomes.

Presenter: Susan Gewirtz, Senior Associate, Annie E. Casey Foundation

Overview of the WFSN Expansion Initiative 8:35—9:10 a.m.

Achieving the Dream, Inc. will provide a framework for the WFSN expansion effort.

Presenter: Julian A. Haynes, Associate Director of Programs and Policy, Achieving the Dream, Inc.

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Monday, June 23 *(Continued)*

8:00 – 9:45 a.m.

WFSN Introduction *(Continued)*

***Bringing it Together: Logic Model Presentation* 9:10—9:30 a.m.**

This session will provide an overview of how a logic model can serve as a useful planning and framing tool to support WFSN implementation. Attendees will learn about some of the key activities and outcomes that will likely be included in their logic models, such as: implementing WFSN services across the three pillars; collecting and analyzing data; and catalyzing institutional and culture change.

Presenter: Brandon Roberts, President, Brandon Roberts + Associates, LLC

***Agenda Overview and Q&A* 9:30—9:45 a.m.**

Presenter: Julian A. Haynes, Associate Director of Programs and Policy, Achieving the Dream Inc.

9:45 – 10:00 a.m.

Coffee Break

10:00 – 11:00 a.m.

Core Elements of WFSN

The WFSN strategy comprises a variety of critical components necessary for its successful implementation and sustainability. Panelists will provide an in-depth look at how these critical components (e.g., bundling, high- and low-touch services, oversight and management, etc.) have been instrumental in advancing WFSN-related efforts on their respective campuses.

Moderator: Jenna Bryant, MDC

Panelists: Kristi Tucker, Instructor of College Studies, Pulaski Technical College; Marvin DeJear, Director—Evelyn K. Davis Center, Des Moines Area Community College; Sonya Caesar, Coordinator—Developmental Education, Community College of Baltimore County

11:00 – 12:00 p.m.

WFSN and Institutional Culture Change

At its core, WFSN is about changing how colleges support students towards completion and life success. Changing a college's culture requires vision, leadership, and planning. This session will begin to explore how colleges can change their cultures to incorporate the WFSN strategy.

Moderator: Sarah Griffen, WFSN Consultant

Presenter: Joi Blake, Vice President of Student Services, Skyline College

Room Allocation

Vienna Ballroom
North + South

West Foyer

Vienna Ballroom
North + South

Vienna Ballroom
North + South

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Monday, June 23 *(Continued)*

12:00 – 1:15 p.m.

Lunch and Plenary Session:

Room Allocation

Vienna Ballroom
North and South

Building New Capacities Via Community Based Partnerships

Some of the new capacities called for by the WFSN project may be built or strengthened by teaming in new ways with local Community Based Organizations (CBOs) who excel at delivering exactly the kinds of support services that colleges may need to bolster. This interactive conversation will spotlight lessons from The Aspen Institute's Courses to Employment demonstration project that studied 6 such partnerships between CBO job training programs and community colleges, along with the speaker's direct experience in managing both sides of such partnerships.

Presenter: Bill Browning, Senior Program Manager, Aspen Institute Workforce Strategies Initiative

1:30 – 2:30 p.m.

Core WFSN Strand Session 1*:

Education and Employment Services

Education and Employment services comprise a strategic integration of academic coursework with career counseling, job readiness training, job placement, and career advancement services. This session will provide a deep dive into this main pillar of the WFSN strategy.

Presenters: Marvin DeJear, Director—Evelyn K. Davis Center, Des Moines Area Community College

Singapore A

Work and Income Supports

Informed by the Benefits Access for College Completion (BACC) Initiative, the speaker for this session will examine the ways in which colleges can connect students with the financial resources needed to stay in school and receive a credential.

Presenters: Angela Johnson, Executive Director—Enrollment and Financial Aid, Cuyahoga Community College

Vienna Ballroom
West

Financial Services and Asset Building Supports

Financial and asset building services is the pillar of the strategy that helps community colleges expand their education mission by focusing on ensuring students are financially literate. Grounded in data, this session will delve deeper into coaching strategies focused on the third pillar of WFSN. This session will be led by a nationally renowned team of coaches from Central New Mexico Community College.

Presenters: Peggy Marquez Garcia, Program Coordinator—Workforce Training Center, Central New Mexico Community College; Victor H. Garza, Certified Financial Planner, Amicus Financial

Vienna Ballroom
East

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Monday, June 23 *(Continued)*

Room Allocation

2:30 – 3:05 p.m.

Team Time *

Singapore A &
Vienna East and
West

2:30 – 3:05 p.m.

State Partner Session I

London

3:05- 3:20 p.m.

Refreshment Break

West Foyer

3:20 – 4:20 p.m.

Core WFSN Strand Session 2

Education and Employment Services

Singapore A

Presenter: Marvin DeJear, Director—Evelyn K. Davis Center, Des Moines Area Community College

Work and Income Supports

Vienna Ballroom
West

Presenters: Angela Johnson, Executive Director—Enrollment and Financial Aid, Cuyahoga Community College

Financial Services and Asset Building Supports

Vienna Ballroom
East

Presenters: Peggy Marquez Garcia, Program Coordinator—Workforce Training Center, Central New Mexico Community College; Victor H. Garza, Certified Financial Planner, Amicus Financial

4:20 – 4:55 p.m.

Team Time *

Singapore A &
Vienna East and
West

4:20 – 4:55 p.m.

State Partner Session II

London

5:00 – 6:00 p.m.

Core WFSN Strand Session 3

Education and Employment Services

Singapore A

Presenters: Marvin DeJear, Director—Evelyn K. Davis Center, Des Moines Area Community College

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Agenda

Monday, June 23 (*Continued*)

Room Allocation

5:00 – 6:00 p.m.

Core WFSN Strand Session 3 *Continued*

Work and Income Supports

Vienna Ballroom
West

Presenters: Angela Johnson, Executive Director—Enrollment and Financial Aid,
Cuyahoga Community College

Financial Services and Asset Building Supports

Vienna Ballroom
East

Presenters: Peggy Marquez Garcia, Program Coordinator—Workforce Training Center,
Central New Mexico Community College; Victor H. Garza, Certified Financial Planner,
Amicus Financial

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6:00 p.m.

Adjourn for the day

Dinner on your own

Tuesday, June 24

7:00 – 7:30 a.m.

Continental Breakfast

Vienna Ballroom
North and South

7:30 – 8:00 a.m.

Funders Welcome

Vienna Ballroom
North and South

Presenters: Irene Lee, Director—Family Economic Success, Annie E. Casey Foundation;
Thomas Major Jr., Corporate Counsel and Strategy Officer, Lumina Foundation; Rick
Love, Director, MetLife Foundation ; Paula Sammons, Program Officer, W.K. Kellogg
Foundation

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Tuesday, June 24 *(Continued)*

Room Allocation

8:00 – 9:30 a.m.

Data Session

The design and implementation of a data collection process can be challenging for colleges, but it is also a critical element used to understand the impact the strategy has on an institution and its students. Data is also a strong communication tool used to explain the value of the strategy to internal and external stakeholders, partners, and funders on why they should invest additional resources in the institution. This session will discuss the data colleges are expected to track as part of WFSN, common challenges with data collection, and experiences of existing colleges using the strategy.

Presenters: Denise Aikoriegie, Center for Working Families Coordinator, Des Moines Area Community College; David Ulate, Interim Dean of Institutional Planning and Research, Skyline College

Vienna Ballroom
North and South

9:30 – 10:20 a.m.

Consortium Time

Singapore A and B &
Vienna E and W

10:30 – 11:20 a.m.

Concurrent Sessions A*:

Financial Products and Services for Students

Financial issues and crises can derail students' ability to stay in college and complete their education. This session will explore the financial challenges students face while in college, introduce how behavioral economics approaches can inform solutions, and discuss how financial products and services can be embedded in the financial services strand of WFSN work in colleges.

Presenters: Ashvin Prakash, Consultant—Advisory Services, Center for Financial Services Innovation (CFSI); Sarah Griffen, WFSN Consultant

Hong Kong

Communications Session

Effective outreach to students can be a challenge for institutions. Each college must actively communicate to internal and external stakeholders the services they offer and the value add they have for students, the institution, and community. This session will help colleges begin to think about challenges and best practices when developing a communications plan.

Presenters: Lauren Lewis, Communications Manager, Achieving the Dream, Inc.; Adolfo Leiva, Program Services Coordinator, Sparkpoint Center at Skyline College

London

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Tuesday, June 24 *(Continued)*

Room Allocation

11:25 a.m. – 12:15 p.m.

Concurrent Sessions B:

Financial Products and Services for Students

Hong Kong

Presenters: Ashvin Prakash, Consultant—Advisory Services, Center for Financial Services Innovation (CFSI); Sarah Griffen, WFSN Consultant

Communications Session

London

Presenters: Lauren Lewis, Communications Manager, Achieving the Dream, Inc.; Adolfo Leiva, Program Services Coordinator, Sparkpoint Center at Skyline College

12:15 p.m. – 1:00 p.m.

Boxed Lunch and Team Time *

West Foyer/
Singapore A and B &
Vienna E and W

1:00 p.m. – 2:00 p.m.

Benefits Access for College Completion/Culture Change Continued

Vienna Ballroom
North and South

This session will explore the topic of institutional culture change through the lens of the Benefits Access for College Completion (BACC) Initiative. Attendees will learn about the various challenges colleges in the BACC Initiative faced in changing the culture of their colleges to incorporate public benefits services to their students, as well as the lessons learned in implementing a benefits access strategy.

Presenters: Amy Ellen Duke-Benfield, Senior Policy Analyst, Center on Law and Social Policy (CLASP)

2:00 p.m. – 3:30 p.m.

Technical Assistance and Evaluation

Vienna Ballroom
North and South

This session will provide an overview of ATD's comprehensive technical assistance strategy to help ensure the WFSN colleges receive the necessary support to successfully implement and work toward scaling the WFSN strategy. This session will also touch on some immediate next steps regarding communications strategies and the development of logic models and implementation plans.

Presenters: Julian A. Haynes, Associate Director of Programs, Achieving the Dream, Inc.; Brandon Roberts, President, Brandon Roberts + Associates, LLC; Lauren Lewis, Communications Manager, Achieving the Dream, Inc.; Courtney Lynn Beaty, Communications Coordinator, Achieving the Dream, Inc.

3:30 p.m. – 3:45 p.m.

Closing Ceremonies

Vienna Ballroom
North and South

Remarks: Carol Lincoln, Senior Vice President, Achieving the Dream, Inc.

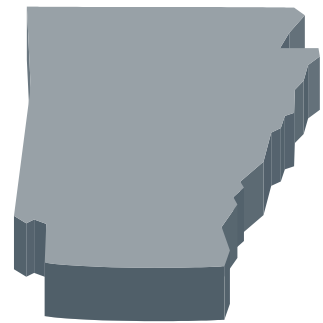
*** Please refer to the separate room assignments sheet.**

June 22-24
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Welcome to the WFSN Inaugural Forum!

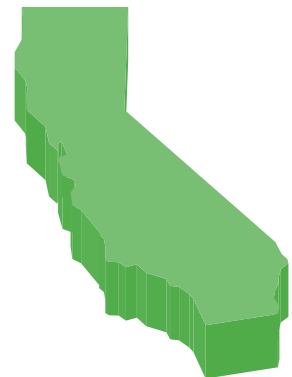
College of the Ouachitas
East Arkansas Community College
North Arkansas College
Phillips Community College of the University of Arkansas
Arkansas Association of Two Year Colleges



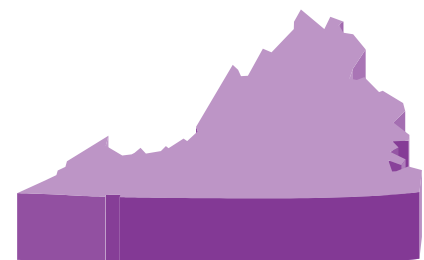
Big Bend Community College
Clark College
Walla Walla Community College
Highline Community College
WA State Board of Community and Technical Colleges



Cabrillo College
Cañada College
Porterville College
Skyline College
California Community College Chancellor's Office



Danville Community College
Eastern Shore Community College
Northern Virginia Community College
Patrick Henry Community College
Virginia Community College System



Special thank you to the funders!
Without their generous support none of
this would be possible!



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