

Preliminary RISE Conference Agenda

Monday, June 4th

Pre-Conference Activities

7:30 a.m. – 8:30 a.m.

Breakfast

8:00 a.m. – 3:00 p.m.

Leadership in Research Workshop

This 2-day course brings directors and managers of economic and workforce development research together. Through facilitated discussions, scenario-based group exercises, and open peer-to-peer exchanges, participants will hone their skills in agenda formulation, strategic planning, team management and development, and budgeting. The course will impart innovative strategies and tools for diffusing challenging situations, expanding research networks and attracting new resources, and communicating effectively with customers.

Moderators: **Drew Conrad**, The Institute for Decision Making, The University of Northern Iowa

Adrienne Johnston, Florida Dept of Economic Opportunity

Andrew Rogers, Skyland Workforce Center, Washington DC

8:00	Introductions, Course Objectives, & Agenda
8:30	Determining the Research Function's Role within an Organization <ul style="list-style-type: none"> Defining a Vision, Mission, & Principles for Your Group Clarifying Your Group's Role within the Organization's Strategic Plan
10:00	Break
10:15	Balancing Leadership & Administrative Management
11:30	Building and Protecting the Research Budget (Lunch Provided)
1:00	Break
1:30	Building a Research Team
2:15	Customers & Their Needs <ul style="list-style-type: none"> Identifying Customers Communicating Your Research Products
2:45	Open Discussion & Wrap-up
3:00	Adjourn

Monday, June 4th

Pre-Conference Activities

8:00 a.m. – 4:30 p.m.

Advanced Data Visualization

Make your point in more memorable ways with powerful, but easy-to-understand data presentations. Provide your users with the freedom to adapt your data in new ways by allowing them to aggregate them in interactive dashboards that answer their immediate questions. In this course, you will build on your skills in making appropriate graphics, but you will also incorporate complex calculations in ways that improve insights, make charts more relevant, and create the most impactful dashboard graphics. Learn how to prepare and organize your visualizations with frequently used workforce and economic development datasets. We'll offer some great tips on how to analyze, design, and communicate these data in ways that will wow your organization's customers.

Instructor: **Erol Yildirim**, Council for Community & Economic Research

8:30	Mastering Calculations in Tableau
	Overview of Calculations & Creating String and Date Calculations
	Working with Number Functions
	Creating Logical Calculations
	Creating Level of Detail (LOD) Calculations
	Using Aggregate Functions
	Using Table Calculations
	Creating and Using Parameters
12:00	Lunch (on your own)
1:00	Building Your Dashboard and Telling Stories with Tableau
	Overview of Dashboard Design & Creating Basic Dashboards
	Adding Interactivity to Your Dashboards
	Applying Visual Best Practices
	Creating Device Specific Dashboards
	Telling Stories with Tableau
	Publishing Your Dashboards to Your Website

Tuesday, June 5th

Pre-Conference Activities

7:30 a.m. – 8:30 a.m.

Breakfast

10:00 a.m. – 4:30 p.m.

Leadership in Research Workshop (continued)

This 2-day course brings directors and managers of economic and workforce development research together. Through facilitated discussions, scenario-based group exercises, and open peer-to-peer exchanges, participants will hone their skills in agenda formulation, strategic planning, team management and development, and budgeting. The course will impart innovative strategies and tools for diffusing challenging situations, expanding research networks and attracting new resources, and communicating effectively with customers.

Moderators: **Drew Conrad**, The Institute for Decision Making, The University of Northern Iowa

Adrienne Johnston, Florida Dept of Economic Opportunity

Andrew Rogers, Skyland Workforce Center, Washington DC

10:00	Welcome Back & Agenda
10:15	Activating the Research Component of the Organization's Strategic Plan <ul style="list-style-type: none"> • Building a Dynamic Product and Services Portfolio • Make Versus Buy Options
11:15	Managing Work Flow
12:15	Collaborating with Outside Partners (Lunch Provided)
1:30	Break
2:00	Managing Transition & Change
3:30	Open Discussion & Wrap-up
4:30	Adjourn

Tuesday, June 5th

Pre-Conference Activities

7:30 a.m. – 8:30 a.m.

Breakfast

8:00 a.m. – 4:30 p.m.

Developing Workforce Studies

- Increase familiarity with workforce study components such as assessing in-demand jobs, determining skill requirements, and identifying potential talent sources
- Balance resource constraints to accomplish your workforce study goals
- Share your experiences and learn from others as you design and implement workforce studies

Instructors: **Robert Sharak**, City of Norfolk Development Department
Mark White, Center for Regional Analysis at George Mason University

8:30	Welcome, Introduction, and Course Overview
9:15	Framing Your Study: Understanding different types of workforce studies and advantages/disadvantages of each
10:15	Break
10:30	Collaborating with Partners on the Workforce Study
11:30	Prioritizing with a Budget
12:15	Lunch (on your own)
1:30	Developing the Research Agenda
2:15	Organizing the Presentation of Your Workforce Study Results
2:45	Break/Finalize Group Workforce Study (Brief Presentations)
3:45	“Around the Room” Presentations of Group Workforce Studies
4:30	Adjourn

Wednesday, June 6th

Conference Activities

7:30 a.m. – 8:30 a.m.

Breakfast

7:30 a.m. – 8:30 a.m.

Breakfast Meeting: Cost of Living Index Update and Planning Session

This session provides COLI data collectors and users with an opportunity to learn more about efforts to enhance COLI data and share lessons from their experiences with the data product. C2ER staff will provide an overview of key changes anticipated and insights about new tools that are in development to support the cost of living data collection and dissemination process.

Moderator: **Jennie Allison**, Council for Community & Economic Research

8:45 a.m. – 11:45 a.m.

State Economic Researchers' Roundtable
(Limited capacity. [Please register in advance.](#))

The C2ER state economic researchers' chapter – comprised of state economic development researchers – will explore the most current challenges facing practitioners who work for state agencies. This roundtable provides applied economic researchers working at the state level with an opportunity to interact with their colleagues in other states with breakout discussions targeted to issues related to research for state economic development initiatives.

Moderator: Erol Yildirim, Council for Community & Economic Research

8:45 a.m. – 11:45 a.m.

Regional Economic Researchers' Roundtable
(Limited capacity. [Please register in advance.](#))

The C2ER regional researchers' chapter – comprised of analysts working for regional economic development organizations and chambers of commerce – examine challenges and opportunities focused on practitioners working for regional nonprofit organizations. This roundtable allows researchers working in small organizations to identify potential areas of collaboration and to share insights about data sources and tips for responding to business research requests.

Moderators: **Bob Ball**, Tulsa Regional Chamber
Eric Long, Greater Oklahoma City Chamber of Commerce

Wednesday, June 6th

Conference Activities

8:45 a.m. – 11:45 a.m.

LMI Researchers' Roundtable
(Limited capacity. [Please register in advance.](#))



This session will explore hot topics and emerging research in labor market analysis. This roundtable provides LMI research professionals an opportunity to interact with their colleagues from across the nation and share data sources and best practices.

Moderator: **Lesley Hirsch**, New York City Labor Market Information Service
Panelists: **Ronda Anderson**, Missouri Economic Research and Information Center
Andrew Berger-Gross, North Carolina Department of Commerce
Damon Runberg, Oregon Employment Department

11:45 a.m. – 1:00 p.m.

Lunch (on your own)

1:00 p.m. – 1:30 p.m.

Introduction and Welcome Address by Board Chairs and Mayor

How do communities remain resilient in the light of economic and natural disruption? What innovative research approaches and technical solutions can be applied to our work? What skills are on the rise and how will they tie into today's and tomorrow's hiring needs? As we explore workforce and economic development strategies, how do we ensure that they are equitable and support all members of our society? Our theme this year is how we can help our communities "RISE".

Speaker: **Keisha Bottoms**, Mayor of Atlanta (Invited)

1:30 p.m. – 1:50 p.m.

RISE Keynote

Speaker: **Ron Starnier**, Executive Vice President, Conway, Inc.

2:00 p.m. – 2:35 p.m.

Economic Outlook Keynote

Speaker: **Roger Tutterow**, Kennesaw State University

2:45 p.m. – 3:15 p.m.

Networking Break

Conference Breakout Sessions

3:15 p.m. – 4:30 p.m.

Resiliency: Responding to Economic Disruptions



This session will explore how researchers use LMI and other data measures to understand and respond to economic shocks.

Panelists: **Timothy Aylor**, Virginia Employment Commission
Nick Beleiciks, Oregon Employment Department
Leigh Hopkins, Georgia Tech Enterprise Innovation Institute (Invited)

3:15 p.m. – 4:30 p.m.

Innovation: Innovative Employer Engagement for Talent Pipeline Development

This panel will discuss innovative ways that workforce development boards and community colleges engage employers in building talent, upskilling the current labor force, and identifying skills and jobs in demand for career pathway development. Examples of engagement include partnering to create pre-apprenticeship and apprenticeship opportunities, involvement of employers in developing LMI tools such as career pathways and ladders, and creating interactive dashboards showcasing regional workforce data.

Panelists: **Alyssa Brown**, Charlotte Works
Brian Cooksey, Shaw Inc.
Alex Cooley, Northern Virginia Community College

Wednesday, June 6th

Conference Activities

Conference Breakout Sessions (Continued)

3:15 p.m. – 4:30 p.m.

Skills: Tools for Measuring Labor Market Outcomes



Given the large investments made by governments and students alike, it has never been more critical to understand the success of education and training programs in placing graduates into the labor market. This panel will demonstrate innovative tools from three states (Colorado, Michigan, and Minnesota) that provide stakeholders with crucial outcome metrics for education programs, from employment and wages to return on investment. Additionally, panel members will discuss the various ways in which these tools were developed and shed light on how these tools are within the reach of any state.

Panelists: **Scott Powell**, Michigan Bureau of Labor Market Information and Strategic Initiatives

Rachel Vilsack, Minnesota Department of Employment and Economic Development

3:15 p.m. – 4:30 p.m.

Sponsored Breakout

3:15 p.m. – 3:45 p.m. – Geographic Solutions

4:45 p.m. – 5:30 p.m.

Site Selection Panel

C2ER Board members will moderate a panel of site selectors about the role of data in their work. Join us to learn more about how site selection relates to the RISE theme.

Moderators: **George Harben**, Prince William County Department of Economic Development

Jennifer Zeller, Georgia Power

Panelist: **Ron Starner**, Executive Vice President, Conway, Inc

5:30 p.m. – 6:30 p.m.

New Member Board Meet & Greet

New members and first-time conference attendees get a chance to meet and chat informally with the Board

6:30 p.m.

Reception

Thursday, June 7th

Conference Activities

7:30 a.m. – 8:30 a.m.

Breakfast

8:30 a.m. – 9:15 a.m.

RISE Panel Presentation – Innovation Center Panel

What makes a community innovative? Creating innovation and the process. How do you substantiate innovation in your community?
Innovation Center Directors (Anthem, Southern Company, Home Depot, Panasonic)

Panelists: **Michael Britt**, Southern Company
Greg King, Georgia Institute of Technology (facilitator)

Conference Breakout Sessions

9:30 a.m. – 10:45 a.m.

Equity: Improving Workforce Equity Through Data Analysis



The use of high-quality data is essential to understanding inequities in education and the workforce. This panel will focus on using data and tools to understand these inequities and better support underserved populations in the workforce.

Panelists: **Andrew Berger-Gross**, North Carolina Department of Commerce
Amanda Roberson, Institute for Higher Education Policy (IHEP)
Rachel Vilsack, Minnesota Department of Employment and Economic Development

9:30 a.m. – 10:45 a.m.

Resiliency: When Nature Strikes: The Role of Economic Development & Workforce Research in Emergency Management

In the aftermath of natural disasters, communities mobilize to respond to immediate needs and help residents get back to daily life, including the restoration of economic activities. To contribute to the regional recovery process, researchers are studying the impact of these disasters on the economy and workforce. Presenters will discuss how research projects in their regions have contributed to economic recovery.

Panelists: **Andrew Elwood**, Cedar Rapids Metro Economic Alliance (Invited)
Mario Marazzi, Instituto de Estadísticas de Puerto Rico (Invited)
Gabe Roel Martinez, Greater Houston Partnership

Thursday, June 7th

Conference Activities

Conference Breakout Sessions (Continued)

9:30 a.m. – 10:45 a.m.

Innovation: Adapting Your Region to the Digital Economy

How can regions envision their economies to include more pathways for innovation? This session will showcase how regional partners in the Muscle Shoals region of Alabama collaborated, developed a sustainability plan, and defined measures of success to advance the local innovation economy. It will also delve into efforts in Georgia around smart cities.

Panelists: **Dr. Doug Barrett**, Institute for Innovation and Economic Development, University of North Alabama
Janyce Fadden, University of North Alabama
Giles McDaniel, Shoals Entrepreneurial Center
Christine Primmer, Georgia Power (Invited)

9:30 a.m. – 10:45 a.m.

Sponsored Breakouts

9:30 a.m. – 10:00 a.m. – Emsi
10:15 a.m. – 10:45 a.m. – Chmura

10:45 a.m. – 11:15 a.m.

Networking Break

Conference Breakout Sessions

11:15 a.m. – 12:30 p.m.

Skills: New Developments in Credentials Research

The marketplace for credentials is both vast and difficult to navigate. Come learn recent developments in data on credentials and how researchers are partnering to make this data more transparent for users.

Panelists: **Matt Forshee**, Georgia Power
Mary LeFebvre, ACT, Inc.
Alan Spell, Missouri Economic Research and Information Center

Conference Breakout Sessions (Continued)

11:15 a.m. – 12:30 p.m.

Equity: Fostering Equity in Economic Development: An Atlanta Case Study

This session will feature representative from the Atlanta region and their experiences infusing a greater focus on equity in economic development.

Panelists: **Amy Lancaster**, Metro Atlanta Chamber (Invited)
Ashley Rivera, Atlanta Regional Commission (Invited)
Meaghan Shannon-Vigovic, Enterprise Community Partners (Invited)

11:15 a.m. – 12:30 p.m.

Resiliency: Preparing for Economic Disruption



Major events, infrastructure, or changes in labor force can present both opportunities and challenges to the regional economy. This panel will discuss how regions are using data to prepare for disruptions to their economies and workforce.

Panelists: **Chris Chmura**, Chmura Economics & Analytics
James Heckman, Florida Bureau of Labor Market Statistics
Amy Hudnall, Georgia Department of Economic Development (Invited)

11:15 a.m. – 12:30 p.m.

Sponsored Breakouts

11:15 a.m. – 11:45 a.m. – ROI
12:00 p.m. – 12:30 p.m. – GIS Webtech

12:30 p.m. – 2:30 p.m.

RISE Keynote and Recognition Luncheon & Awards

Speakers: **Stuart Andreason**, Center for Workforce and Economic Opportunity, Federal Reserve Bank of Atlanta
Carol Naughton, Purpose Built Communities

3:00 p.m. – 6:00 p.m.

Transformation Tours

Visit different parts of Atlanta and learn how economic and workforce development efforts are transforming the character of the city. More details coming soon.

Friday, June 8th

Conference Activities

7:30 a.m. – 8:30 a.m.

Breakfast

8:30 a.m. – 9:10 a.m.

C2ER Membership Business Meeting

Conference Breakout Sessions

9:15 a.m. – 10:30 a.m.

Economic Development Roundtable

Moderator: **Bob Potts**, Nevada Governor's Office of Economic Development

9:15 a.m. – 10:30 a.m.



Workforce Roundtable

Panelists: **Adam Blair**, Economic Development Research Group
Harrison Crabtree, Greater New Orleans, Inc.
Sara Lamback, Jobs for the Future

9:15 a.m. – 10:30 a.m.



Data Tools Roundtable

Panelists: **Naomi Blackman**, U.S. Census Bureau
Timothy Slaper, Indiana Business Research Center
Cory Stahle, Utah Department of Workforce Services

10:30 a.m. – 11:00 a.m.

Networking Break

11:00 a.m. – 12:30 p.m.



U.S. Federal Agency Plenary Panel: Regional Socioeconomic Statistics Update

Speakers: **John Eltinge**, U.S. Census Bureau
Joel Platt, U.S. Bureau of Economic Analysis
Rebecca Rust, U.S. Bureau of Labor Statistics

12:30 p.m.

Conference Adjourns