



WorkKeys Stakeholder Training  
**“Building A High-Performance Statewide  
WorkKeys System for NM’s Businesses”**

Sponsored by Innovate+Educate’s New Options Program  
November 7- 9, 2011  
Tamaya Resort

**AGENDA**

**Monday, November 7**

12:00 – 1:00	<b>Lunch</b>
1:00 – 1:10	<b>Welcome</b> – Jamai Blivin
1:10 – 1:50	<b>Icebreaker/Introductions</b> – Mike Smith, City of Albuquerque
1:50 – 2:10	<b>Setting the Partnership Framework</b> – Jami Grindatto, Corporate Affairs Manager of Southwestern U.S. for Intel, NM Department of Workforce Solutions Cabinet Secretary Celina Bussey
2:10 – 2:40	<b>The Case for Skills-based Hiring</b> - Merrilea Mayo <b>New Options NM</b> – Jamai Blivin
2:40 -2:55	<b>ACT WorkKeys Contract Overview</b> – Marcos Martinez, Business Services and Lois Johnson, Workforce Director, Innovate+Educate
2:55 – 3:10	<b>BREAK</b>
3:10 – 5:00	<b>Employer Business Case –Workforce Challenges and Solutions – City of Albuquerque –</b>  Mike Smith, Director of Public Service University, Vince Yermal, Director of Human Resources and Bruce Rizzieri , Transit Director
5:00 – 6:00	<b>Questions/Discussion</b>
6:00 – 7:30	<b>DINNER</b>

## **Tuesday, November 8**

7:30 – 8:00	<b>Continental Breakfast</b>
8:00 – 10:00	<b>Group Activity - “How do you fit into this statewide effort?”</b> - Mike Smith, City of Albuquerque
10:00 – 10:15	<b>BREAK</b>
10:15 – 12:15	<b>Refresher WorkKeys 101, Deep WorkKeys for Employers</b> – Tom Kilijanek, Workforce and Education Consultant, Lois Johnson
12:15 – 1:15	<b>LUNCH</b> <b>Employer Videos and Discussion</b> – Amy Schilling, Marketing and Communications Director, Innovate+Educate
1:15 – 3:15	<b>Using Proven Sales Techniques for Selling WK as a Solution to Business</b> – Stacy Sacco, Marketing Professional
3:15 – 3:30	<b>Break</b>
3:30 – 4:15	<b>Using Proven Sales Techniques for Selling WK as a Solution to Business (Cont.)</b>
4:15 – 5:00	<b>Sales and Marketing Dialogue</b> – Garrity Group, Stacy Sacco, Tracey Linville, Monster National Sales Staff
5:30 - 7:00	<b>DINNER</b>

## **Wednesday, November 9**

7:30 – 8:30	<b>Continental Breakfast</b>
8:30 – 9:30	<b>New Options Portal and VOSS (and other systems) – Short and Long-term Strategies</b> - Marcos Martinez, Lois Johnson
9:30 – 10:00	<b>Employer Marketing Strategies/Materials Sharing</b>
10:00 – 10:15	<b>BREAK</b>
10:15– 12:00	<b>Next Steps Planning</b> – Mike Smith <i>Desired outcome in 90 days</i> <i>Action/ Change Plan</i> <i>Reporting mechanism / Measurement System</i>
12:00	<b>BOX LUNCHESES</b>