

**Executive Leadership Workshop:
Using Data to Create Stronger Local Economies and
More Efficient Labor Markets**

1307 L Street, NW Washington DC
New York University (Washington campus) Reading Room
November 16, 2018

State and regional leaders are facing a big challenge. We want to create better jobs and to help workers and jobseekers find good-paying opportunities. At the same time, we want to limit the time and costs required to help workers get the skills they need. More efficient labor markets benefit companies who find the best workers, education and training providers who gain the best outcomes for their graduates, and individuals who find meaningful work fast.

Using data can help us solve this challenge. How? Information is widely available that could point us toward systems that reveal available employment opportunities, provide real-time wages, describe in-demand job skills, and influence employer and worker decisions. We simply must harness that data to improve our economic development, education and training, and career counseling programs. Unfortunately, many leaders are intimidated by the rash of new tools, the barriers to accessing the data we need, and our staff's limited skills.

What's your strategy for harnessing administrative and other big data to drive economic opportunity? This executive-level workshop will help you develop a plan or improve the one your organization already has. Learn the buzzwords, dismiss the hype, and focus on what will really help your organization. Learn with similar colleagues how your organization can use data as a strategic asset to predict demand for services, access sensitive data from other agencies, and communicate more effectively -- and you don't even have to be a technology expert. This workshop is designed for decision makers and strategic leaders like you who want to create a strategy for using data in ways that make a difference for your clients – whether they are jobseekers, students, educators, or employers.

Prepare your organization to use data analytics for better decision making. Gain the tools and skills you need and be a resource leader for your staff. This workshop provides you with the chance to work with peers to define practical ways that your organization can develop the resources, access, and skills needed to drive evidence-based decision making.

Anticipated Outcomes

Become conversant on available tools. Develop a data analytics plan for your organization. Learn how to create the capacity in your workforce so that you can make your organization more data-driven. Collaborate with peers and colleagues from economic development, workforce development and education who can help you bring fresh perspectives, new energy, and a sense of possibility for our shared efforts to improve economic opportunity for our citizens through students, workers, and firms.

Agenda

Goals of the Day:

- Learn how data might be able to help improve decision-making
- Get smart about new data analytics techniques, methods, and tools
- Identify and access key data sources that could help answer pressing questions
- Develop talent and hiring strategies to implement your new data analytics strategy

8:30 – 9:00 – Articulate a compelling case for data and understand the practical challenges of moving data to the center of your organization’s decision-making

9:00 – 9:30 – Get smart about common tools

- Aggregate disparate information to create new knowledge: **Record linkage strategies**
- Organize information to allocate resource: **Machine learning**
- Communicate better to improve decisions: **Data visualization**

9:30 – 10:30 – Start simple by reviewing a hands-on illustration of data analytics at work

- Review an example of a workforce dashboard to guide employer and worker decisions

10:30 – 11:00 – Break

11:00 – 11:45 – Select common policy or program questions (organize into 3-4 groups)

- Identify compelling program questions (e.g., How can we predict who will become our biggest program users?)
- Combine program data with information from other agencies (e.g. How can we create new knowledge)?
- Visualize activities (e.g. How can we present our results in a meaningful way?)

11:45 – 12:30 – Lunch (*provided*)

Facilitated Small Group Breakouts

12:30 – 1:20 – Small Group Discussion Session 1:

- What questions need be answered and what available data could help?

1:20 – 2:10 – Small Group Discussion Session 2:

- How do we identify and access new data sources?

2:10 – 2:25 – Break

2:25 – 3:10 – Discussion Session 3:

- How do we build staff capacity to do this work?

3:10 – 4:00 – Create Your Own Plan: Lessons learned, action steps, and next steps