

Enhancing Your Impact & Advancing Your Career in Workforce & Economic Research Preliminary Agenda

May 27, 2025 – Sacramento, CA

Goal: To help researchers build confidence in their abilities and take greater ownership in their research by developing decision-making, leadership knowledge and skills

Target Audience: Economic and Workforce Development Researchers (early and mid-career)

Agenda

8:00 AM – 9:00 AM	Breakfast on your own
9:00 AM – 9:20 AM	Introductions and Ice-breaker Networking
9:20 AM – 10:30 AM	<p>Delivering Exceptional Customer Service to Varied Stakeholders</p> <ul style="list-style-type: none"> • Objective: Enhance the ability to provide exceptional service in designing, delivering, and disseminating research products to diverse audiences, including policymakers, businesses, nonprofit or government agencies, and educators. • Key Topics: <ul style="list-style-type: none"> ○ Adapting customer service strategies to meet differences in needs and expectations across organizations. ○ Identifying effective ways to educate stakeholders on the availability and application of relevant economic and workforce data. ○ Implementing customer feedback loops to address diverse stakeholder needs. • Activities: <ul style="list-style-type: none"> ○ Role-play: Responding to different stakeholder inquiries (e.g., local government vs. regional business). ○ Group brainstorm: <i>“Developing and using ‘personae’ to shape product responses to meet different customer needs.”</i>
10:30 AM – 10:45 AM	Break
10:45 AM – 12:00 PM	<p>Enhancing Data Management in Support of Economic and Workforce Development</p> <ul style="list-style-type: none"> • Objective: Explore how data governance models influence data management and use. • Key Topics: <ul style="list-style-type: none"> ○ Distinguishing public and restricted access data in an increasingly public/private data environment. ○ Understanding legislative and regulatory framework that governs privacy, confidentiality, and data protection of restricted access data. ○ Reviewing efforts aimed at shaping and influencing that framework in light of increased customer demand. • Activities: <ul style="list-style-type: none"> ○ Discussion: Recognizing the impact of restricting data on key customer groups. ○ Peer exchange: <i>“How to get to ‘yes’ when the default answer is ‘no’ for customer data access.”</i>
12:00 PM – 1:30 PM	Lunch on your own

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<p>1:30 PM – 2:30 PM</p>	<p>Using Data to Design Inclusive Economic and Workforce Programs</p> <ul style="list-style-type: none"> • Objective: Identify data that can help inform greater inclusiveness in economic and workforce development strategies. • Key Topics: <ul style="list-style-type: none"> ○ Identifying data elements that can help to better identify regional disparities. ○ Partnering with agencies, academia, and industry stakeholders to refine their data needs. ○ Ensuring data are available when key program design activities are underway. • Activities: <ul style="list-style-type: none"> ○ Collaboration session: Design an internal team initiative to review your data products to assess whether they provide relevant data for inclusive economic and workforce planning activities. ○ Presentations: Share insights and recommendations about key design elements with the group.
<p>2:30 PM – 2:45 PM</p>	<p>Break</p>
<p>2:45 PM – 3:45 PM</p>	<p>Building Partnerships to Improve Data Management and Delivery</p> <ul style="list-style-type: none"> • Objective: Recognize the important role that key stakeholders (including customers) can play in developing an effective data management system, designing your research agenda, reviewing your current operations, and adapting to funder demands. • Key Topics: <ul style="list-style-type: none"> ○ Identifying the relative importance of different stakeholders. ○ Designing strategies for integrating input into your research organization’s operations. ○ Leveraging advisory boards effectively. • Activities: <ul style="list-style-type: none"> ○ Discussion: How to generate customer input effectively. ○ Interactive exercise: Setting up a research advisory group.
<p>3:45 PM – 4:00 PM</p>	<p>Break</p>
<p>4:00 PM – 5:00 PM</p>	<p>Leadership in Recognizing Team Collaboration and Success</p> <ul style="list-style-type: none"> • Objective: Empower participants to recognize and value the power of team contributions to the success of research initiatives. • Key Topics: <ul style="list-style-type: none"> ○ Recognizing the many roles involved in successful research. ○ Strategies to build resilience and collaboration across teams with diverse backgrounds and skill sets. ○ Defining success in Research and how data can be used to reinforce customer-oriented leadership in data collection, management, and dissemination. • Activities: <ul style="list-style-type: none"> ○ Discussion: <i>“Outlining key roles and skill requirements for successful research projects.”</i> ○ Exercise: Develop acknowledgment practices tailored to multi-skill and virtual teams.