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How to Improve and Sustain Workforce Development & Vocational Rehabilitation Services – In Bad Times and Good

Thursday, March 29, 2012

9:00 am – 12 noon

Registration begins at 8:30 am

“Sustainability” is a word you hear much more these days in the world of workforce development and vocational rehabilitation, especially as public funding for services in this area keeps getting cut again and again. At its most basic, to “sustain” means to “maintain” or “endure,” and, for many programs these days, that’s all they’re trying to do, but that’s a mistake. Sustainability, primarily from its use in the environmental field, has come to incorporate the much broader conceptualization of development so as to ensure a desirable future.

Within this context, sustainability of workforce development and Vocation Rehabilitation (VR) services begins with evaluation. Only with program evaluation can you determine how well you are serving people, what you need to do to serve them better, and then plan and document the impact of service improvements. In other words, you not only want to show present and prospective funding sources that you are serving people well, but that you are serving them better and, ideally, that you are improving their lives and the communities within which they live.

This information is key to developing and implementing a program sustainability plan, which is simply a set of strategies for pursuing and securing the resources needed to continue, enhance, and/or expand current program operations and/or start new ones that better serve people and meet their needs.

With respect to improving and sustaining workforce development and vocational rehabilitation services, attendees will be provided with practical information and be engaged in interactive discussion on:

- (1) The principles and practices of program evaluation and making use of the results for program improvement and sustainability purposes;
- (2) How to identify and explore prospective funding sources to continue, enhance, and/or expand current program operations or start similar or new program operations;
- (3) How to build and utilize partnerships for funding and resource development purposes, inclusive of those involving employers, funding agents, and other service providers; and
- (4) How to best promote and sell your organization and its programs to present and prospective funding sources and partners.

~Presenter~

Facilitator: Mark Wurzbacher heads Wurzbacher and Associates, a human service consulting firm based in Takoma Park, MD, that he founded in 1981. Since then, Mark has evaluated and provided training and technical assistance to 31 workforce development and vocational rehabilitation programs and projects operating in 13 states and the District of Columbia. These have included 18 federal- and state-funded demonstration projects, including two state-wide supported employment projects in Maryland and Virginia and a number of industry-led, community partnership initiatives targeting the healthcare, manufacturing, construction, logistics, hospitality, and/or food market industries. Job seekers supported through these efforts have included adults with various types of disabilities, transitioning youth (including those from the inner city), youth and adult offenders, dislocated workers, TANF recipients, public housing residents, underemployed workers and long-term unemployed workers. Prior to becoming a consultant, Mark worked in the hospitality and rehabilitation fields for 12 years, including five years spent in the development and delivery of vocational training, job placement and supported employment services at CHI Centers in Silver Spring, MD.

03/29/12

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Name _____ Title _____

Organization: _____ Email _____

Address: _____ City _____ State _____ Zip _____

Phone ____/____/____ Fax: ____/____/____

____ **Member** @ \$50.00 (\$45.00 for each additional attendee
from the same agency)
____ **Non-Member** @ 75.00

Method of payment: ____ **Visa** ____ **Mastercard** ____ **Check** enclosed (payable to Maryland Works, Inc)

Card number _____ Exp _____ CSC Code _____ (3 digit code on back of CC)

Billing Address Associated with Credit card _____

Name as it appears on the card _____

Signature _____

ADA Accommodations (please specify) _____

Deadline for special needs is two weeks prior to program date

3 Easy Ways to Register!

*Fax: 410-381-1558

* E-mail: registration@mdworks.com

*Mail to: Maryland Works, Inc.

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Columbia, MD 21046-1854

48 Hour cancellation notice for refund. Not deductible as a charitable contribution, may be deducted as a business expense.