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**INNOVATORS by Design Conference Set to Inspire Change at the Visalia Convention Center
on October 11, 2023**

VISALIA, CA – The Workforce Investment Board of Tulare County is excited to announce the highly anticipated INNOVATORS by Design Conference, set to take place at the Visalia Convention Center on October 11, 2023. This conference is a flagship event for workforce professionals, educators, community partners, and thought leaders interested in shaping the future of workforce development, economic growth, and innovation in our region.

The INNOVATORS by Design Conference aims to foster collaboration and inspire innovative solutions to current workforce challenges. Attendees can expect an engaging lineup of speakers and interactive breakout sessions that provide actionable insights and strategies for workforce development. More information about the conference can be found at www.tularewib.org/ibd.

Keynote Speaker:

The highlight of the event will be the keynote address by Mr. Brent Orrell, a Senior Fellow at the American Enterprise Institute (AEI). Mr. Orrell specializes in job training and workforce development with a particular focus on disconnected and disadvantaged populations, including youth, justice-involved individuals, veterans, and those with physical and mental limitations.

Recently, Mr. Orrell has been at the forefront of addressing workforce opportunities and challenges resulting from generative AI and automation. He also brings expertise in strategies for improving economic mobility in rural, redeveloping, and non-metropolitan areas.

Breakout Sessions:

1. Regional Initiatives: Discover how the California Economic Resiliency Fund (CERF) is shaping our regional economy and what it means for local businesses and job seekers.
2. Healthcare Next Generation Sector Partnership: Explore the future of the healthcare industry, workforce needs, and the collaborative efforts to address emerging challenges in healthcare employment.
3. Customer Journey Map Workshop: Learn how to create and utilize customer journey maps to enhance the user experience within organizational systems
4. Pathways to Apprenticeships: Gain insights into apprenticeship programs, their role in workforce development, and best practices for implementing successful apprenticeship initiatives.



5. Re-engaging Industry for Work-Based Learning Opportunities: Discuss strategies for reconnecting industry stakeholders with work-based learning programs to create valuable career pathways for local students.
6. Local Economic Development Strategies Impact on Workforce Development: Explore the interplay between economic development strategies and workforce development, and how they influence the local job market.

Early registration for INNOVATORS by Design is recommended, as seating is limited. Don't miss this opportunity to network with industry leaders, share ideas, and gain valuable knowledge to drive innovation in workforce development.

Registration Information:

- Date: October 11, 2023
- Time: 8:00- 2:00 p.m.
- Location: Visalia Convention Center
- Registration: Visit www.tularewib.org/ibd to register and secure your spot.

Join us at the INNOVATORS by Design Conference to be part of the conversation that will shape the future of our workforce and economy. For more information and updates, please visit: www.tularewib.org/ibd or contact Nicola Wissler, Communications Coordinators at 559-713-5208 or nlwissler@tularewib.org.

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About the Workforce Investment Board of Tulare County:

The Workforce Investment Board of Tulare County believes that too many people are unemployed or in low-wage jobs that don't sustain their families, and too many businesses have high-quality jobs that go unfilled. The mission of the Workforce Investment Board of Tulare County (WIB) is to advance the economic vitality of Tulare County through strategic funding investments aimed at growing the skills and talent of our workforce. The WIB brings funding to the region to convene industry, identify skills gaps, and broker solutions that help local businesses find the skilled workforce they need to succeed.

This project is funded by the Workforce Investment Board of Tulare County, an equal-opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities.