

**All New!**

**Join The Most Advanced Practitioners  
2024 CONTRACT TRAINING CONFERENCE**

**June 11-13, 2024**

**Online**

**“New Opportunities in the Workplace”**



# Join the Top Practitioners

**2024 Contract Training and Operations Conference**  
June 11 – 13, 2024. Online.

Practitioners from the Top Ten units in North America

*Conference Co-Chairs*



**Amy Lasack**  
Northeast Iowa  
Community College



**Jo Ann Hall**  
Moraine Park  
Technical College

This Year's Top Issues:

- Relationship Marketing
- Retaining Sales Staff
- Sales Techniques That Work
- Software for Contract Training
- The Instructor Relationship

## Why You should Attend

**It's like tennis.**



**You only get better playing with the best.**

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“Exceptional, the format, session topics and presenters. It was a fun and flexible way to attend virtually but still have the benefits of an in-person conference. Outstanding!!”

- Sue Moraska, VAST Academy Program Director,  
Houston Community College, Houston, Texas

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## Who Should Attend

Your entire Contract Training team.

- Your decision makers. Vice President or Director of continuing education, and the director of your contract training unit;
- Your most experienced staff. Program managers, salespersons, a product developers.
- Your new staff. New staff should take our Fundamentals track sessions with the option of becoming a Certified Contract Trainer (CCT)
- And any staff interested in better understanding contract training best practices.

## New Sessions Galore!

## Benefits

Proactive, data-driven, and rapid innovation is the key to thriving in a volatile, uncertain, complex, and ambiguous world.

Acquire the latest best strategies and tools to face the changing workplace head on.

Your ROI will easily exceed 10:1. Don't miss this conference.

## Results

Quite simply, independent studies show continuing educators who participate in LERN have 10% higher registrations than those who do not participate.

That means tens of thousands in additional income.

It also means more of your noncredit students becoming credit and degree students. Every year, LERN generates 10,000 additional credit and degree students for participating colleges and universities.

## Dear Colleagues,

We have built this year's all-new agenda around the hot trends and issues cited by the top practitioners and conference committee members.



And from the terrific evaluations from last year, we are addressing your needs. Stay ahead with the most advanced cutting-edge information. And train your new staff on the fundamentals for our field.

## Dr. Travette Webster

Chief Operating Officer and Vice President for Communication and Diversity, LERN

# This Year

## This Year's 2 Big New Growth Markets in Contract Training

- Wellness in the Workplace
- Customized Leadership Training

Update: The new proposed Workforce Pell legislation

### World Premiere! "Gen Z As Managers"

Pioneering first research in North America on the changing workforce moving forward.

You won't want to miss it!

### - AGENDA -

#### Tuesday, June 11, 2024

##### *Session #1 General Session* **Hot Trends and Issues in Contract Training in 2024**

Special Report: Workforce Pell Grants legislation  
11 am – 11:45 ET; 10 – 10:45 am CT; 9 -9:45 am MT; 8 -8:45 am PT

##### *Session #2* **Advanced: Customized Leadership Development** **Fundamentals: Real World and Team Selling**

Noon -12:45 ET; 11 -11:45 CT; 10 – 10:45 MT; 9-9:45 am PT

##### *Session #3* **Advanced: Making Communication Easier - standardization and automation** **Fundamentals: Finances of Contract Training**

1 pm-1:45 ET; Noon-12:45 CT; 11-11:45 MT; 10-10:45 am PT

##### *Session #4* **Advanced: Employer Focus Groups: the critical piece of success**

**Fundamentals: Teaming with the Right Instructors**  
2 pm-2:45 ET; 1-1:45 pm CT; Noon – 12:45 MT; 11-11:45 am PT

##### *Session #5* **Advanced: Salesforce Software in Contract Training** **Panel: Sales Techniques That Work**

3 pm -3:45 ET; 2-2:45 CT; 1-1:45 MT; Noon-12:45 pm PT

##### *Session #6* **Advanced: Building Relationships, Not Just Revenue** **Fundamentals: Pricing Contract Training**

4 pm -4:45 ET; 3-3:45 pm CT; 2-2:45 MT; 1-1:45 pm PT

#### Wednesday, June 12, 2024

##### *Session #7* **Advanced: Employee Development as a Process, not an Event** **Fundamentals: Marketing, Lead Generation & Client Analysis**

11 am – 11:45 ET; 10 – 10:45 am CT; 9 -9:45 am MT; 8 -8:45 am PT

##### *Session #8* **Advanced: Upskilling** **Panel: Sales Staff Longevity - Keeping your most networked staff**

Noon -12:45 ET; 11 -11:45 CT; 10 – 10:45 MT; 9-9:45 am PT

##### *Session #9* **Advanced: Offering Registered Apprenticeship Programs through Contract Training**

**Advanced and Fundamentals: Solutions Based Selling**  
1 pm-1:45 ET; Noon-12:45 CT; 11-11:45 MT; 10-10:45 am PT

##### *Session #10* **Advanced: Building Relationships through Creative Outreach** **Panel: The Instructor Relationship**

2 pm-2:45 ET; 1-1:45 pm CT; Noon – 12:45 MT; 11-11:45 am PT

##### *Session #11* **Advanced: Gen Z As Managers, World Premiere** **Fundamentals: Needs Assessment in Contract Training**

3 pm -3:45 ET; 2-2:45 CT; 1-1:45 MT; Noon-12:45 pm PT

##### *Session #12* **Advanced: The Workforce Moving Forward - - 5 Trends**

**Fundamentals: Quality and ROI**  
4 pm -4:45 ET; 3-3:45 pm CT; 2-2:45 MT; 1-1:45 pm PT

#### Thursday, June 13, 2024

##### **Town Halls**

A hit every year! Come meet with your fellow conference attendees to discuss trends, best practices, strategies, and challenges  
11 am – 11:45 ET; 10 – 10:45 am CT; 9 -9:45 am MT; 8 -8:45 am PT


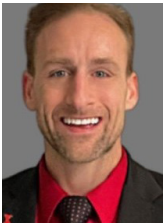

##### **Certified Contract Trainer (CCT)** An information session for conference participants who wish to earn the Certified Contract Trainer (CCT) designation.

Noon -12:45 ET; 11 -11:45 CT; 10 – 10:45 MT; 9-9:45 am PT

##### What to do now:

1. Spend a few minutes with this brochure and all the sessions.
2. Get up to 19 others from your institution involved.
3. Register. Registrations are accepted up until June 11, but don't wait. Begin to plan and schedule with staff. You will gain more by registering soon.

## Session Descriptions Tuesday, June 11, 2024

	Advanced	Fundamentals
#1	<p>Opening Session Welcome, Amy Lasack, Co-Chair, Conference Committee Special 15 minute update: Workforce Pell legislation, <b>Gary Girard</b>, <i>Metropolitan Community College of Omaha, Omaha, NE</i></p> <p><b>Hot Trends and Issues in Contract Training in 2024</b> Self care, resiliency and emotional health for contract training sales people leads the new issues in contract training for 2024. AI, Gen Z in the workplace, and the need for new leadership development are also hot new trends this year. Your panelists are some of the top practitioners in the business today. Panel: <b>Amy Lasack</b>, <i>Northeast Iowa Community College, Calmar, IA</i>; <b>Jo Ann Hall</b>, <i>Moraine Park Technical College, Fond du Lac, WI</i>; and <b>Konley Kelley</b>, <i>Dallas College, Garland, TX</i>.</p>	
#2	<p><b>Customized Leadership Development</b> Employers are wanting, and needing, to develop new leaders from within their ranks. This award winning program customized a three year leadership development program for a local employer that met with great results.</p>  <p><b>Brad Gast</b>, <i>Northcentral Technical College, Wausau, WI</i></p>	<p><b>Real World and Team Selling</b></p> <ul style="list-style-type: none"> <li>• Your Contract Training Sales Kit</li> <li>• Contract Training Staffing Structure: Team Selling</li> <li>• Real World Selling</li> </ul> <p><b>Michael K. Ross</b>, <i>CCT, Midlands Technical College, Columbia, SC</i></p>
#3	<p><b>Making Communication Easier - standardization and automation</b> Specific elements we've standardized, templates created, and recommendations for free and paid software solutions. Why we prefer partial-automation, and why dedicating time on the set-up and maintenance of these tools has positively impacted employee mental health.</p>  <p><b>Tyne Rieck</b>, <i>Eastern Iowa Community Colleges, Davenport, IA</i></p>	<p><b>Finances of Contract Training</b></p> <ul style="list-style-type: none"> <li>• LERN Financial Format and Ideal Percentages</li> <li>• Key Contract Training Formulas</li> <li>• Data to Collect &amp; Quarterly Analysis</li> </ul> <p><b>Brendan Marsello</b>, <i>LERN Vice President, Jackson, NH</i></p>



## Session Descriptions Tuesday, June 11, 2024

	Panels & Fundamentals	Advanced
#4	<p><b>Teaming with the Right Instructors</b></p> <ul style="list-style-type: none"> <li>• Important Skills for a Contract Training Instructor</li> <li>• Finding Instructors</li> <li>• Clarifying Things from the Start</li> </ul> <p><i>Michael K. Ross, CCT, Midlands Technical College, Columbia, SC</i></p>	<p><b>Employer Focus Groups: the critical piece of success</b></p> <p>Not keeping a pulse on what is happening in the workforce is a critical mistake that many CE teams make. This can easily be prevented through well planned employer feedback. In this session learn the who, what, when and why employer focus groups can make or break your CE programming.</p>  <p><i>Amy Lasack, Northeast Iowa Community College, Dubuque, IA</i></p>
#5	<p><b>ADVANCED PANEL: Sales Techniques That Work</b></p> <p>Stories on what has and hasn't worked for your panelists in the past. Then contribute your own stories and take home sales techniques that work.</p>	<p><b>Salesforce Software in Contract Training</b></p> <p>Leverage Salesforce in your Corporate Training Department. Taking advantage of the rollout of the Student Onboarding Platform across the department has added functionality to gain efficiencies. Utilize the platform for its CRM, Sales pipeline, dashboards and reporting functionality.</p>  <p><i>Debera Taylor, CCT, Laurel Ridge Community College, Middletown, VA</i></p>
#6	<p><b>Pricing Contract Training</b></p> <ul style="list-style-type: none"> <li>• Understanding Contract Costs</li> <li>• Formula Pricing and Market Pricing</li> <li>• Pricing Best Practices</li> </ul>  <p><i>Dr. Travette Webster, LERN Vice President, Houston, TX</i></p>	<p><b>Building Relationships, Not Just Revenue</b></p> <p>The key to becoming a "go to" resource for your business clients is to make sure they don't feel like "just a sale". Learn some great ways to become a value-added resource to your clients that they are happy to trust with their training and development funds. If you're only focused on sales and Contract Training revenue, you are leaving a lot of it on the table.</p>  <p><i>Celia Even, Hawkeye Community College, Waterloo, IA</i></p>

## Session Descriptions Wednesday, June 12, 2024

	Advanced	Panels & Fundamentals
<b>#7</b>	<p><b>Employee Development as a Process, not an Event</b>                      Ongoing development creates a culture of continuous learning, motivating employees to embrace change and enhance their performance. Delve into strategies you can use to transition your clients from a mindset of training events to a holistic approach towards employee development and long-term organizational success.</p> <div style="display: flex; align-items: center;">  <p><b>Jo Ann Hall</b>, <i>Moraine Park Technical College, Fond du Lac, WI</i></p> </div>	<p><b>Marketing, Lead Generation &amp; Client Analysis</b></p> <ul style="list-style-type: none"> <li>• Marketing Contract Training &amp; USP</li> <li>• Lead Generation Best Practices</li> <li>• Analyzing Your Clients</li> </ul> <p><i>Michael K. Ross, CCT, Midlands Technical College, Columbia, SC</i></p>
<b>#8</b>	<p><b>Upskilling</b>                      In an era marked by rapid technological changes and shifting workforce demands, the need for upskilling has never been more crucial. Upskilling is the process of enhancing existing employee individual skill sets to respond to organization’s changing needs and advancing one’s own career. Brand your CT unit as the go-to resource for upskilling solutions to employer training needs. Stop being the “best kept secret” when it comes to corporate training.</p> <div style="display: flex; align-items: center;"> <div style="display: flex;">   </div> <p><b>Konley Kelley and Lorraine Hood-Jack</b>, <i>Dallas College, Garland, TX</i></p> </div>	<p><b>ADVANCED PANEL: Sales Staff Longevity- - Keeping your most networked staff</b>                      Seasoned contract training staff talk about what has kept them around so long. Knowing that our sector pays less than other sales positions, discover some keys to sales staff longevity.</p>
<b>#9</b>	<p><b>Offering Registered Apprenticeship Programs through Contract Training</b>                      Explore the huge growth market in Registered Apprenticeship Programs, industry-vetted, approved, and validated by the U.S. Department of Labor or a State Apprenticeship Agency. Figure out to address the challenges when offering these apprenticeship programs through CT. Find out how they are structured, discuss different models for supporting them, and discuss strategies for providing them through CT.</p> <div style="display: flex; align-items: center;">  <p><b>Dawn Carter</b>, <i>Prince George’s Community College, Largo, MD</i></p> </div>	<p><b>ADVANCED &amp; FUNDAMENTAL: Solutions Based Selling</b>                      Shift your focus from just selling products or services to solving customer problems and meeting their specific needs. Build trust and credibility with customers, as it demonstrates a genuine interest in understanding their challenges and providing tailored solutions.</p> <p><i>Jo Ann Hall, Moraine Park Technical College, Fond du Lac, WI</i></p>

## Session Descriptions Wednesday, June 12, 2024

	Panels & Fundamentals	Advanced
#10	<p><b>ADVANCED PANEL: The Instructor Relationship</b> Developing the relationship with instructors. Getting to the right match, messaging your benefits, and knowing when and how to end the relationship when necessary</p>	<p><b>Building Relationships through Creative Outreach</b> The key to successful creative outreach is to be genuine, thoughtful, and focused on providing value to your customers. Tailor your approach to each individual or organization, and always follow up consistently to nurture relationships over time. In this presentation you will learn about creative ways to provide outreach to customers to sell to them without directly selling to them by offering interactive content and workshops.</p>  <p><b>Barbara Rawson</b>, Kirkwood Community College, Cedar Rapids, IA</p>
#11	<p><b>Needs Assessment in Contract Training</b></p> <ul style="list-style-type: none"> <li>• What Is Needs Assessment?</li> <li>• Why Do Needs Assessment?</li> <li>• 8 Step Needs Assessment Process</li> </ul>  <p><b>Brendan Marsello</b>, LERN Vice President, Jackson, NH</p>	<p><b>World Premiere! Gen Z as Managers</b> They may be the best managers for the 21<sup>st</sup> century. Explore managing in a society where ‘no one is normal.’ These kids have new strategies for retaining workers and responding to impromptu workplace situations. Get new insights for your and your customers’ Gen Z staff.</p>  <p><b>Julie Coates</b>, LERN, Portland, OR, is the foremost authority on generations.</p>
#12	<p><b>Quality and ROI</b></p> <ul style="list-style-type: none"> <li>• Two-Phase Quality Assurance</li> <li>• Dealing with Complaints</li> <li>• Determining ROI</li> </ul> <p><b>Michael K. Ross</b>, CCT, Midlands Technical College, Columbia, SC</p>	<p><b>The Workforce Moving Forward - - 5 Trends</b> The workplace is rapidly being transformed for the 21<sup>st</sup> century. The Industrial Age is over. The Knowledge Society is here. Unearth the 5 big trends, and then unleash them ahead of the competition and position your contract training for greater present and future success.</p>  <p><b>William A. Draves</b>, LERN, Presque Isle, WI, accurately predicted the nine shifts in the last 20 years with his co-author Julie Coates.</p>

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**2024 Contract Training**  
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“Information That Works!”

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## Register Now!

### Register with LERN’s Member Portal

Go to <https://lern.com/lern/2024-lern-contract-training-conference/>  
Call us at 800-678-5376 for assistance in accessing your LERN Member Portal.

Or Call Roy or Gale at 800-678-5376 with your credit card information or purchase order.

Only \$895 total for LERN member organizations for up to 20 people;  
\$1,295 total for non-member organizations for up to 20 people from the same organization.

Questions? Email us at [info@lern.org](mailto:info@lern.org) or Text us at 800-678-5376.



Register Online



Register by Phone



Questions? Email Us