

Hosted by  
**MSJC**  
Mt. San Jacinto College



# FUTURE of WORK:

Educating A to Z  
for the IE

Virtual Future of Work Conference


April 28-30, 2021

POWERED BY



California  
Community  
Colleges





Sure to be **the** event for 21st century educators, the Future of Work: Educating A to Z for the IE will be an interactive and innovative online conference. The event focuses on how community colleges can prepare to teach our future workforce – from the emerging Generation Alpha to Gen Z – and prepare them for the Inland Empire's workforce.

This is a three-day conference designed for teams of 10 comprised of career education faculty and administrators from each Community College District in the Inland Empire/Desert Regional Consortium (IEDRC).

This event includes dynamic keynote presentations from world-renowned futurist Michelle Weise and generational expert Jason Dorsey, industry panels, workforce data, and more.

**Shark Tank Activity:** During this conference, attendees will collaborate within their teams to create an innovative implementation program for their own districts. The winners will receive prizes, regional recognition, and bragging rights!

The Inland Empire Desert Regional Consortium (IEDRC) serves as a regional framework to communicate, coordinate, collaborate, promote and plan career and technical education and workforce and economic development in the Inland Empire/Desert Region. The region includes nine community college districts comprised of 12 community colleges, two county offices of education, 56 public school districts, four regional occupational centers/programs, and more than 50 charter schools.



Mt. San Jacinto College, a comprehensive college, is one of California's 116 community colleges. A single-college district, MSJC serves 1,700 square miles in Riverside County from the San Geronio Pass to Temecula. Campus locations: San Jacinto, Menifee Valley and San Geronio Pass campuses, and the Temecula Valley Campus opening in 2021. We serve 27,000-plus students annually. In May 2020, Mt. San Jacinto College awarded a record-breaking 3,415 degrees and certificates to 1,892 graduates.

April 28th 8:30 am – 12:25 pm

DAY 1

Welcome and Program Open 8:30–8:50 am

Keynote Speaker: Dr. Michelle Weise 8:55–10:00 am

Introduction to Shark Tank Activity 10:00–10:15 am

Break 10:15–10:25 am

Inland Empire Data for the Future 10:25–11:25 am

DAY 2

8:30–8:40 am Opening Remarks

8:40–10:10 am Industry Panel

10:10–10:20 am Break

10:20–11:30 am Team Breakout Sessions

DAY 3

8:30–8:45 am Opening / Shark Tank Pitch Instructions

8:45–9:45 am Shark Tank Team Pitches

9:45–10:00 am Break / Judges Deliberations

10:00–11:00 am Closing Keynote Speaker: Jason Dorsey

11:00–11:30 am Winners Announced

April 29th 8:30 am – 11:30 am

April 30th 8:30 am – 11:30 am





Michelle Weise, Ph.D.  
Senior Vice President  
Workforce Strategies,  
Chief Innovation Officer,  
Strada Institute for the Future of Work

Dr. Michelle R. Weise is an entrepreneur-in-residence and senior advisor at Imaginable Futures, a venture of The Omidyar Group. Her work over the last decade has concentrated on preparing working-age adults for the jobs of today and tomorrow.

Before joining Imaginable Futures, Michelle was the chief innovation officer of Strada Education Network and led workforce strategies as well as Strada Institute for the Future of Work. Prior to that, she was chief innovation officer at Southern New Hampshire University and designed and led the innovation center called Sandbox CoLLABorative. She also led the higher education practice at the Clayton Christensen Institute for Disruptive Innovation. There, she and the late Clay Christensen coauthored *Hire Education: Mastery, Modularization, and the Workforce Revolution* (2014). Her commentaries on redesigning higher education and developing more innovative workforce and talent pipeline strategies have been featured in *The Economist*, *The Wall Street Journal*, *The New York Times*, and *Harvard Business Review* and on *PBSNewshour*.

Michelle's new book, *Long Life Learning: Preparing for Jobs That Don't Even Exist Yet*, published in November 2020 and she has recently been named to the Thinkers 50 Radar 2021 List.

Michelle also serves in an advisory capacity to BrightHive, Strategic Education's HIRE board, MIT SOLVE, Village Capital, Western Governors University Teachers College, Clayton Christensen Institute Social Capital R&D Project, and World Education's Personal and Workplace Success Skills Library. She has also served as a commissioner for Massachusetts Governor Baker's Commission on Digital Innovation and Lifelong Learning, Harvard University's Task Force on Skills and Employability, and the American Academy of Arts and Sciences' Commission on the Future of Undergraduate Education.

Michelle is a former Fulbright Scholar and graduate of Harvard (AB) and Stanford (MA, PhD).





Jason Dorsey  
Certified Keynote Speaker  
The Center for Generational Kinetics

Jason Dorsey is a pioneering Gen Z, Millennial, and generations speaker and researcher. He is on a mission to separate generational myth from truth to solve generational challenges for leaders.

#### **KEYNOTE SPEAKER**

Jason has received more than 1,000 standing ovations for his unique presentations. He's headlined events around the world, from India, Singapore and Switzerland to Chile and Finland, the UK, and France.

Jason has appeared as a generational expert on more than 200 TV shows such as 60 Minutes, 20/20, CNN, CNBC, The Early Show, The Today Show, along with hundreds more media interviews, including a New York Times cover story. Adweek calls him a "research guru."

#### **GENERATIONAL RESEARCH THAT SEPARATES MYTH FROM TRUTH**

Jason Dorsey is President of The Center for Generational Kinetics. CGK is the leading Millennials, Gen Z, and generational speaking, research, and strategic consulting firm. CGK helps more than 100 clients annually. These clients represent almost every major industry, from global banks and pioneering software companies to automakers, consumer brands, healthcare, retailers, manufacturing, travel, and private equity firms.

Jason and CGK's PhD-led research team invented Generational Context™, a unique approach to solving generational challenges. This approach leverages the research strengths of CGK, including quantitative and qualitative research. Jason and his team have led more than 65 generational research studies for clients on four continents in multiple languages.

#### **BESTSELLING BUSINESS AUTHOR – NEW BOOK COMING SEPTEMBER 2020**

Jason's newest bestselling book, #1 new release on Amazon, for leaders is Zconomy: How Gen Z Will Change the Future of Business—and What To Do About It.

Jason and his research team at CGK author numerous generational research reports each year. These research reports reveal new and unexpected insights into generations and emerging trends around the world, from fintech and retail to marketing, healthcare, and employment.

A passionate writer, Jason authored his first bestselling book at age 18!

#### **AWARD-WINNING ENTREPRENEUR, EXECUTIVE ADVISOR, AND CORPORATE BOARD MEMBER**

Jason Dorsey is a three-time company founder. He won the Austin Under 40 Entrepreneur of the Year Award for education at age 25, one of the youngest winners ever. He has served on public and private company boards of directors, including Ultimate Software when it was acquired for \$11 billion. Jason advises CEOs, venture capital firms, private equity firms, startups, and corporate boards across many industries on how to unlock the potential of hidden generational trends.

Jason is also a Millennial, married to a Gen X'er, and they have a Gen Z daughter!

Click below for a preview of Jason's presentation-  
<https://jasondorsey.com/speaking-preview/>



**Ava Mason**

Panel Moderator and  
Executive Director of Treobytes  
[treobytes.org](http://treobytes.org)

**Bill Tynan**

Director of Secondary  
Education and Workforce  
Development at Garner Holt  
Education through  
Imagination, LLC

[garnerholteducationthroughimagination.com](http://garnerholteducationthroughimagination.com)  
[garnerholt.com](http://garnerholt.com)

Bill Tynan is Director of Higher Education and Workforce Development for Garner Holt Education through Imagination. A former public charter school principal, Bill worked for more than 10 years serving a largely at-risk population of students across a network of 5 small school campuses. Prior to that, Bill worked as a school counselor helping to mentor, coach and guide students toward post-secondary goals that aligned with their interests and strengths. Bill's passion for helping students identify in themselves the agency and capacity to pursue higher education and achieve gainful employment is at the heart of the work he does at Education through Imagination. Focusing now on supporting schools and school districts to achieve their goals of preparing students for the workplaces of the 21st century, Bill works closely with educators and educational leaders to implement programs that inspire students to stretch beyond the limits of their comfort zone and begin to practice technical skills and develop professional competencies that will help him be successful across a wide range of creative industries.

**Mark A. Siegfried**

Mark is a business development strategist and leader with over 30 years of experience. He has held sales and business development leadership positions at the local, regional and national levels, with public and private companies. His industry experience spans professional services, financial services, telecommunications and technology. Mark is currently Director, Client Advisory Services for CBIZ MHM, LLC, where he leads the firm's practice development efforts for Orange County. Mark also serves as an Advisory Director for Stanton Chase, a retained executive search firm; and for Life Cube, a Santa Barbara-based early stage company manufacturing rapidly-deployable temporary shelters. Prior to CBIZ, Mark was a Director of Client Services for Stanton Chase. His past experience also includes serving as a Business Development Executive with Moss Adams LLP where he focused on developing the firm's relationships with companies in the aerospace & defense, healthcare, life sciences and technology industries. Prior to Moss Adams, Mark was one of the Founding Executives of Archetype Advisors, LLC, a Registered Investment Advisory firm providing private wealth management advice and guidance to mass affluent clients. Prior to Archetype, Mark spent eight years with PricewaterhouseCoopers (PwC). As a Client Relationship Executive with PwC, he was responsible for business development and management of client relationships in the financial services and private company practices. Mark's experience also includes sales leadership positions at Cable & Wireless, AT&T, and senior account management roles with National Semiconductor.



Mark currently serves as the President, Board and Executive Committee member of the Los Angeles Venture Association (LAVA); is the Chair of the Los Angeles Chapter of the Aerospace & Defense Forum; serves on the Innovation Catalyst and Company Screening Committees of the Southern California Biomedical Council (SoCalBio); is a member of ProVisors where he serves on the Executive Committee of the Healthcare Affinity Group; is a member of the Advisory Board for the University of California – Irvine Continuing Education Client Experience Certificate Program. Mark is the past Vice President and Treasurer of the Orange County Chapter of the Association for Strategic Planning.

Mark is an honors graduate of the Gordon Ford College of Business at Western Kentucky University, and resides in Orange County, CA.



**Dr. Alisha M. Wilkins,  
Chairwoman**

**California Commission on  
the Status of Women & Girls**  
[herahub.com/temecula](http://herahub.com/temecula)

Effecting long-lasting change and advocating for equity at state and local levels is not a simple undertaking. These actions are especially challenging when they occur

while simultaneously running a thriving Temecula business, balancing quality family time after years of navigating military obligations, and providing counsel for organizations in need of transformation.

However, if you are Dr. Alisha Wilkins, doing all the aforementioned is simply second nature.

Dr. Wilkins has called the City of Temecula home for more than 17 years. She joined the community in 2002 with her husband, a now-retired Navy Veteran who served our country for more than 24 years, and two sons – RyeZeir, now a University of Arizona Class of 2020 graduate, and Desmond, a teamster. She has been an active and engaged community member ever since.

Though Dr. Wilkins has lived and worked in Temecula for many years, garnering extensive public affairs and government relations experience in for-profit and nonprofit sectors, she has also served communities and residents across the state in an official capacity. She was appointed State Commissioner to the Commission on the Status of Women and Girls by former Governor Jerry Brown in 2014 and reappointed by Governor Gavin Newsom in 2019, she currently serves as their chair. During her time with the Commission, Dr. Wilkins has continuously focused on advocating for women's pay equity

and engaging girls in STEM (Science, Technology, Engineering and Mathematics).

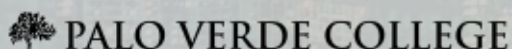
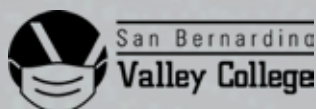
Dr. Wilkins was also appointed by California State Treasurer Fiona Ma to her Housing, Economic Development, and Jobs Ad Hoc Committee, in the fall of 2020. She looks forward in this new capacity toward creating strategies, building programs and incentives that build wealth so that all Californians, regardless of zip code, have access to the American dream.

Her work on both the Commission and the Treasurers Ad Hoc Committee extends throughout the State of California, but Dr. Wilkins also has her finger on the pulse of the local community and county, as well. She served on the Fair Housing Council of Riverside County Board of Directors and is a 2015 graduate of the Riverside Chambers of Commerce's Leadership Riverside Program and Emerge California.

When she is not attending board meetings or partaking in official government business, Dr. Wilkins taps into her deep understanding of leadership and organizational behavior to serve as counsel to businesses, especially local businesses. Her passion for uplifting local businesses facing challenges is in alignment with who she is as a person, but also her unwavering commitment to the business she owns – Hera Hub Temecula. Hera Hub Temecula – a shared workspace and business accelerator for women-owned businesses – exists to decrease financial inequities by helping women to build their businesses from the ground up.

A true advocate for women of all ages, backgrounds, and experience levels, Dr. Wilkins is a force with which to be reckoned. She is a transformational leader, a believer in the power of community, dedicated to making the world a better place for everyone.





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