

New!

2026 Contract Training & Workforce Development Conference

June 9-10, 2026 • Online



**The Latest from the
Top Practitioners**



"Information That Works!"

Join the Top Practitioners

2026 Contract Training and Workforce Development Conference

June 9-10, 2026. Online.

This Year's Top Issues:

- AI for you; AI for your business clients
- Leadership training for the workplace
- Innovative Strategies for Building Customer Relationships
- Selling the Value of Your Program to the Institution
- Become a Certified Contract Trainer (CCT)

Who Should Attend

Your entire Workforce Development team.

Your entire Contract Training team.

- 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 and workforce development best practices.

Outcomes and 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 5,000 additional credit and degree students for participating colleges and universities.

All New Advanced Sessions !

Dear Colleagues,

We have new and exciting opportunities right now in workforce development and contract training. The top practitioners in the field have built this year's agenda and sessions to take advantage of the opportunities. and conference committee members.

Once again, LERN is addressing your needs. The terrific evaluations from last year show that. Stay



ahead with the most advanced cutting-edge information. And train your new staff on the fundamentals for our field.

Perry Harker, Chair of the LERN Board of Directors
Vice President, Corporate & Community Education,
Carteret Community College,
Morehead, North Carolina

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.

“There are always takeaways of best practices.”

-Bill Pence, Laurel Ridge Community College, Middleton, Virginia

All-New Advanced Sessions:

- Improving Client Sales Conversions
- Workforce Brochure Trends for 2026
- Designing Programs for High-Barrier Populations
- Turn Kids College Into Workforce Development and Employer Buy-In
- Hiring and Training Staff to Deliver Measurable Results for Employers
- Hot! AI and Leadership Training
- Do Your Best Work and more....

What to do now:

1. Spend a few minutes with this brochure and all the sessions.
2. Register. Registrations are accepted up until June, but don't wait. Begin to plan and schedule with staff. You will gain more by registering soon.
3. Get up to 19 others from your institution attending. One flat fee covers 20 from your institution.

	Fundamentals	Advanced
<p>#1 11 am ET 10 am CT 9 am MT 8 am PT</p>	<p>Opening Session <i>Welcome, Perry Harker, Chair of the LERN Board of Directors; and Vice President, Corporate & Community Education, Carteret Community College, Morehead, North Carolina</i></p> <p><i>The State of Contract Training and Workforce Development in 2026, William A. Draves, President, LERN</i></p> <p><i>General Session Keynote Panel</i></p> <p>Selling the Value of Contract Training and Workforce Development to Your Institution Contract training and workforce development teams contribute far beyond revenue generation for your institution. You serve as strategic connectors between industry needs and institutional priorities. Panelists will discuss how these teams enhance employer partnerships, inform academic programs' relevance, support pipelines, and elevate the institution's regional reputation.</p> <p><i>-Shannon Bryant, Executive Director, Workforce & Economic Development, Minnesota State Colleges and Universities – System Office, St. Paul, Minnesota; Jo Ann Hall, CEO, Hallway Consulting Group, Fond du Lac, Wisconsin; moderated by Dr. Travette Webster, CPP, Vice President and COO, LERN.</i></p>	<div style="display: flex; justify-content: space-around;"> <div style="text-align: center;">  Shannon Bryant </div> <div style="text-align: center;">  Dr. Travette Webster </div> </div>
<p>#2 Noon ET 11 am CT 10 am MT 9 am PT</p>	<p>Real World and Team Selling</p> <ul style="list-style-type: none"> • Your Contract Training Sales Kit • Contract Training Staffing Structure: Team Selling • Real World Selling <p><i>Michael K. Ross, CCT, Midlands Technical College, Columbia, SC</i></p>	<p>Deepen Relationships with Employers Innovative strategies for meaningful engagement to deepen your relationships with employers. Build long term partnerships that support student success, drive regional impact, and strengthen your institution's value to industry.</p> <p>Walk away with practical tools, real-world examples, and ideas you can use right away.</p> <div style="text-align: center;">  -Amy A. Lasack, Vice President, Business and Community Solutions, Northeast Iowa Community College, Dubuque, Iowa </div>
<p>#3 1 pm ET Noon CT 11 am MT 10 am PT</p>	<p>Finances of Contract Training</p> <ul style="list-style-type: none"> • LERN Financial Format and Ideal Percentages • Key Contract Training Formulas • Data to Collect & Quarterly Analysis <p><i>Brendan Marsello, LERN Vice President, Jackson, NH</i></p>	<p>Leading the Upskilling Sprint: Leadership for a Workplace That Won't Sit Still</p> <p>Waiting is not a strategy. Change is moving fast. Get a practical leader's playbook to upskill teams continuously, build momentum quickly, and create a culture that can pivot, perform, and thrive under constant change.</p> <p>Leaders can build agile, repeatable systems for rapid upskilling in fast-changing environments. Leave with practical tools to prioritize skills, support continuous learning, and keep teams adaptable without burning them out.</p> <p><i>-Brittany Shinsky, Director, Community Engagement, Westmoreland County Community College, Youngwood, Pennsylvania</i></p>





Session Descriptions Wednesday, June 10, 2026

	Advanced	Fundamentals
<p>#4 2 pm ET 1 pm CT Noon MT 11 am PT</p>	<p>Mastering Measuring ROI and Outcomes Is your training driving behavior change, or just checking a box? In today's competitive landscape, proving that learning initiatives directly contribute to business growth is crucial for securing sales and employer buy-in. Move beyond smile sheets and completion rates to deliver actionable, data-driven methodologies for measuring the true impact of learning.</p>  <p><i>-Elisa Waldman, Vice President Workforce Development and Continuing Education, Johnson County Community College, Overland Park, Kansas.</i></p>	<p>Teaming with the Right Instructors</p> <ul style="list-style-type: none"> • Important Skills for a Contract Training Instructor • Finding Instructors • Clarifying Things from the Start <p><i>Michael K. Ross, CCT, Midlands Technical College, Columbia, SC</i></p>
<p>#5 3 pm ET 2 pm CT 1 pm MT Noon PT</p>	<p>Workforce Brochure Trends for 2026 Execute the latest design, copy, image and layout best practices to ZING your audience and bring in more income. See examples of the best workforce development brochures around the U.S. and Canada. Plus find out how you can cut pages, but not your registrations, to make this essential investment pay off even more.</p>  <p><i>-Julie Coates, Senior Vice President, LERN, Portland, Oregon. She is the foremost expert on brochures in the field of continuing education and workforce development.</i></p>	<p>Pricing Contract Training</p> <ul style="list-style-type: none"> • Understanding Contract Costs • Formula Pricing and Market Pricing • Pricing Best Practices <p><i>Dr. Travette Webster, LERN Vice President and COO, Houston, TX</i></p>
<p>#6 4 pm ET 3 pm CT 2 pm MT 1 pm PT</p>	<p>ADVANCED HOT! AI and Leadership Training AI and leadership training are the two hottest topics in the field right now. And your presenter has had success with both of them. Take back strategies, techniques and tips to increase your success in these two central and growing needs for employers and business.</p>  <p><i>-Brad Gast, Dean of Workforce Training, Professional Development, Apprenticeships, Northcentral Technical College, Wausau, Wisconsin</i></p>	<p>ADVANCED Top Trends in Contract Training and Workforce Development in 2026 The landscape of business training is shifting from one-size-fits-all to a high-stakes, strategic imperative. As technology advances and skill requirements evolve faster than job descriptions, contract trainers and workforce development leaders are moving from being vendors to being strategic partners. Join this session for a look into the new successes, issues and trends shaping 2026 and 2027. <i>-PANEL, led by Amy Lasack, Dubuque, Iowa.</i></p>

Session Descriptions Wednesday, June 10, 2026

	Fundamentals	Advanced
<p>#7 11 am ET 10 am CT 9 am MT 8 am PT</p>	<p>ADVANCED Sales, Marketing, and AI: Making Sense of Contract Training Outreach Learn how Northeast Iowa Community College used AI to analyze marketing campaigns, social media, newsletters, and individual sales outreach alongside enrollment timelines and data. By connecting outreach activity with registration behavior, AI revealed which efforts—and combinations of efforts—were most impactful and who we were reaching. This session shares key insights, surprises, and how this approach is shaping future marketing and outreach decisions. <i>-Tess Hill and Amy Lasack, Northeast Iowa Community College, Dubuque, Iowa</i></p>	<p>Hiring and Training Staff to Deliver Measurable Results for Employers Hire and train professionals for the right blend of industry, revenue, and relationship-building expertise. And move from transactional service to strategic workforce partners. How to identify, recruit, train, and structure teams to think strategically and deliver measurable value to employers. Align your talent strategy with growth, impact, and long-term sustainability in contract training. <i>-Shannon Bryant, Executive Director, Workforce & Economic Development, Minnesota State Colleges and Universities – System Office, St. Paul, Minnesota</i></p> 
<p>#8 Noon ET 11 am CT 10 am MT 9 am PT</p>	<p>Marketing, Lead Generation & Client Analysis</p> <ul style="list-style-type: none"> • Marketing Contract Training & USP • Lead Generation Best Practices • Analyzing Your Clients  <p><i>Michael K. Ross, CCT, Midlands Technical College, Columbia, South Carolina</i></p>	<p>Turn ‘Kids College’ into Workforce Development and Employer Buy-In Stop thinking of youth programs as “just enrichment.” They are your future workforce strategy. Youth programs can be intentionally designed as early workforce pathways by aligning activities with real industry skills and employer needs. Take home strategies to engage employers as partners so “kids programming” becomes a long-term talent development engine. Turn your camps into real talent pipelines by building industry-relevant skills early and bringing employers in as true co-creators. <i>-Brittany Shinsky, Director, Community Engagement, Westmoreland County Community College, Youngwood, Pennsylvania</i></p> 
<p>#9 1 pm ET Noon CT 11 am MT 10 am PT</p>	<p>ADVANCED Improving Client Sales Conversion Is your team generating leads but struggling to close them? Move beyond theory to get practical, high-impact strategies to shorten the sales cycle and increase win rates. Build credibility, handle complex objections, and structure negotiations that protect margins while providing value. Leave with an action plan to turn stalled prospects into loyal clients. <i>-Jo Ann Hall, CEO, Hallway Consulting Group, Fond du Lac, Wisconsin</i></p> 	<p>ADVANCED Bridging the Gap: Designing Programs for High-Barrier Populations How do we turn “unemployable” into essential talent? This session provides a strategic framework and examples of programs tailored to individuals facing significant employment barriers, including the justice-involved, disabilities, and opportunity youth. Let’s transition to competency-based, employer-aligned training that fosters long-term economic mobility for these youth and adults. <i>-Aaron Sauerbrei, Vice President, Strategic Partnerships and Workforce Education, Hawkeye Community College, Waterloo, Iowa</i></p> 

Session Descriptions Wednesday, June 10, 2026

	Advanced	Fundamentals
<p>#10 2 pm ET 1 pm CT Noon MT 11 am PT</p>	<p>Best Web Sites for Workforce Development and Contract Training Grab the 5 techniques successful workforce development and contract training web sites use to engage and capture more customers. From a review of more than a hundred continuing education home pages, these 5 techniques are featured over and over again.</p>  <p><i>-William A. Draves, CPP, President of LERN, Presque Isle, Wisconsin. He and LERN deliver no-cost tips not available anywhere else.</i></p>	<p>Quality and ROI</p> <ul style="list-style-type: none"> • Two-Phase Quality Assurance • Dealing with Complaints • Determining ROI  <p><i>-Michael K. Ross, CCT, Midlands Technical College, Columbia, South Carolina</i></p>
<p>#11 3 pm ET 2 pm CT 1 pm MT Noon PT</p>	<p>Do Your Best Work Tips and latest neuroscience on how to reduce digital distractions and create an environment in which you can do your best work. Take away techniques to carve out enough undisturbed time for the real deep work we're paid to do.</p>  <p><i>-Daniel Thorpe, Vancouver, BC. He led a top continuing education program at Langara College and is a LERN leader.</i></p>	<p>Needs Assessment in Contract Training</p> <ul style="list-style-type: none"> • What Is Needs Assessment? • Why Do Needs Assessment? • 8 Step Needs Assessment Process  <p><i>-Brendan Marsello, LERN Vice President, Jackson, New Hampshire</i></p>
<p>#12 4 pm ET 3 pm CT 2 pm MT 1 pm PT</p>	<p>Closing General Session The New Management Style for the 21st Century Employers are discovering a new management style for the new economy of this century that that will predominate the workforce moving forward. Gen Z managers pioneered the new management style to respond to the workplace environment for the rest of the century. Take home an understanding of how to train your employers, and how to implement it in your own C.E./WD unit. <i>-Julie Coates and William A. Draves. They are the first persons in North America to research, write, speak, and name the new management style.</i></p>	

5 Easy Ways to Register



Scan Me

QR Code



Register Online Go to <https://lern.org/contract-training-conference-2026/>



Register by Phone
Have your registration form ready and call us at 800-678-5376.
Phones are open from 8 am to 5 pm CT.



Register by Email
Send your registration information to info@lern.org



Register by Mail
Simply fill in the Registration Form and mail it to:
LERN
PO Box 799
Locust Grove, GA 30248



Register by Fax
Complete the Registration Form and fax it, toll free, 24 hours a day, to 888-234-8633

REGISTRATION FORM

2026 Contract Training and Workforce Development Conference

Register for the Online Conference (includes up to 20 people from the same Organization):
____ \$995 Flat, LERN Members ____ \$1,295 Flat, for Other Organizations

Contact Person Name _____

Title _____ Department _____

Organization _____

Address _____

City _____ State/Province _____ Zip/Postal Code _____

Email _____ Phone _____

TOTAL AMOUNT DUE

\$ _____

Payment Method: Choose A, B, or C

A **Payment enclosed.**
Make checks payable to LERN
Contract Training Conference

B **Bill my institution.**
Purchase order required.

C **Charge to my credit card.**
Visa, MC, AmEx, Discover

All fees are in U.S. dollars.

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Join the Top Practitioners

**2026 Contract Training and Workforce Development Conference
June 9-10, 2026. Online.**

Why You should Attend

It's like tennis.



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



"Exceptional." -Sue Moraska, Houston Community College, Houston, Texas