

# PTC-SC

Personnel Testing Council of Southern California

## 2011 Annual Training Conference

Embracing  
New  
Challenges



Embracing  
New  
Solutions



In  
Personnel  
Assessment



Friday, November 4, 2011  
8:00 – 5:00 p.m.

**Almanson Court**  
700 S. Almanson St.  
Alhambra, CA 91801  
**Free On-site Parking!**

## Presentation Summaries

### Keynote: Embracing New Challenges and Solutions in HR and Assessment

**Dr. Wayne Cascio**, Ph.D.

*Professor, University of Colorado*

As they emerge from the Great Recession of 2007-2009, organizations everywhere are facing workforce-related challenges that they have not seen before. Recent studies have identified CEOs' top priorities, and several key HR challenges flow from them. From an assessment perspective, given these emerging challenges, three value-added competencies to consider measuring are emotional intelligence, adaptability, and personal initiative. This presentation will identify key workforce trends and organizational responses to the realities of the post-recession workplace.

### Employment Assessment as Part of a Holistic Talent Management Strategy

**Robyn Warren & LAUSD Team**

*Assistant Director, Personnel, LAUSD*

Successful organizations, both public and private, are recognizing that the employment assessment and selection process must be viewed as part of a larger, inter-connected talent management strategy; a strategy where emphasis is not only on attracting, assessing, and hiring top talent, but also on developing and retaining excellent employees. Discover how LAUSD is using new tools such as social media, branding strategies, a focus on a wide range of selection processes including virtual assessment tools, and effective staff development programs to ensure an effective end-to-end talent management approach.

### Job Analysis: An Essential Human Resource Tool

**Dr. David Friedland**, Ph.D., SPHR

*President, Friedland Associates*

Job analysis is one of the most central tools in Human Resources. It is required for development of hiring and promotion procedures, recruitment and compensation. It is a central element required for compliance with legal and regulatory requirements governing many human resource functions including equal employment opportunity requirements of Equal Employment Opportunity Commission, the U.S. Department of Labor, the Americans with Disabilities Act, and the Equal Pay Act. This presentation will discuss job analysis as it relates to these areas as well as addressing the daunting logistics of performing job analysis for organizations with a large number of job classifications.

### What I've Learned: 33 Years In The Assessment Game

**Harry Brull**

*Senior Vice-President, PDI Ninth House*

This presentation will summarize lessons learned, fortunate guesses, and trial and error in designing selection and promotional processes. Attention will be given to the array of sometimes competing concerns – psychometric, financial, legal, and practical. For each of the four assessment modalities; self-report, written instruments, simulation, other people suggestions and examples of practical tools and approaches will be offered. There will also be an opportunity for attendees to discuss specific challenges they face and explore potential solutions.

### Situational Judgment Testing

**Jason Schaefer & Clinton Kelly**

*Consultants, CPS HR Consulting*

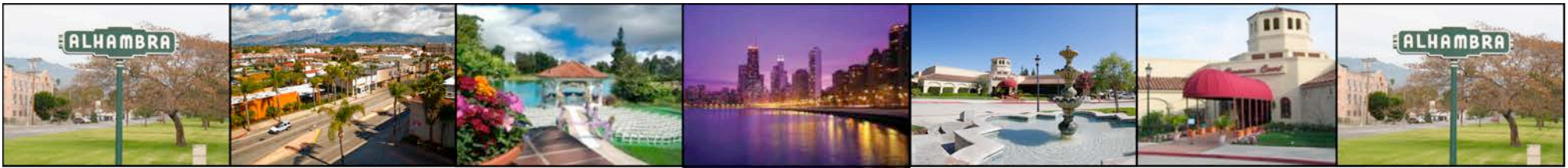
This presentation is an attempt to answer the call for more SJT research in high-stakes scenarios. We will first provide a brief review of the current situational judgment test (SJT) literature, with a specific focus on instruction type (i.e., knowledge vs. behavioral instructions). The results will be presented from a high-stake entry level firefighter selection test where SJT instruction type varied (knowledge versus behavioral tendency), while the content remained constant to determine if there were any meaningful differences in candidate responses.

### Why Is This Necessary? ROI in Personnel Assessment

**Ted Darany**

*Owner, Darany and Associates*

As budgets continue to shrink, many professionals in the assessment field find themselves educating others as to how exactly their expense is justified. This presentation will explore how the return on investment (ROI) of personnel assessment may be better explained and used as a tool to increase administrative support and organizational influence. Topics covered will include easy-to-explain cost benefit analysis, methods to streamline expensive or time-consuming processes, preparing for rapid staffing changes (down and up), and other relevant ideas with examples.



## Conference Format

In order to provide a high quality conference at an affordable price to attendees, a one-day format is being utilized. Although the length is shorter, it is our hope that the experience will be just as rich as could be expected from a multi-day format. Here are some selected highlights:

- Eclectic, practical, and progressive program
- Complimentary breakfast, lunch, and snacks
- Student scholarship presentation
- Frequent networking opportunities
- Post-conference social event, including appetizers, soft drinks, and door prizes

## Program Schedule

|               |  |
|---------------|--|
| 7:30 - 8:00   | Registration & Breakfast                   |
| 8:00 - 8:15   | Welcome & Introductions                    |
| 8:15 - 9:30   | <b>Keynote Address</b>                     |
| 9:30 - 9:45   | <i>Break</i>                               |
| 9:45 - 10:45  | <b>Holistic Talent Management</b>          |
| 10:45 - 11:00 | <i>Break</i>                               |
| 11:00 - 12:00 | <b>Job Analysis</b>                        |
| 12:00 - 1:15  | Lunch and Student Scholarship Presentation |
| 1:15 - 2:15   | <b>33 Years In Assessment</b>              |
| 2:15 - 2:30   | <i>Snack Break</i>                         |
| 2:30 - 3:20   | <b>Situational Judgment Testing</b>        |
| 3:20 - 3:30   | <i>Break</i>                               |
| 3:30 - 4:30   | <b>ROI In Assessment</b>                   |
| 4:30 - 7:00   | Social/Networking Event                    |

## City of Alhambra

Alhambra is a city of charming, well-manicured residential neighborhoods and many new businesses. Educational, medical and transportation services abound, and Alhambra has some of the region's strongest retail centers drawing sales from auto dealerships and shopping districts. The renaissance of Downtown Main Street has been a top priority for the city. Today there are numerous attractive destinations to shop, dine and be entertained locally. Numerous recreational and sporting venues are also available in the area.

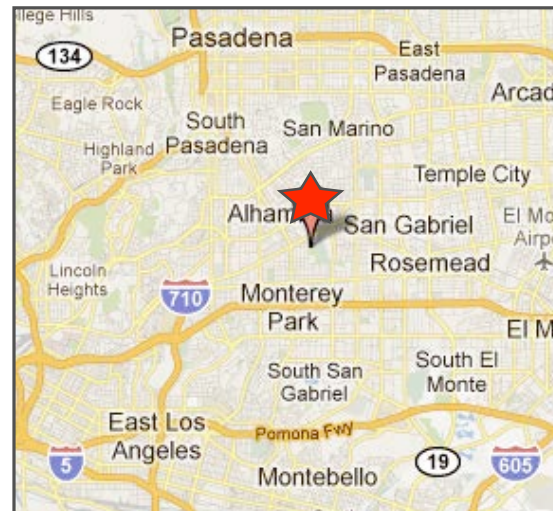
For more information, visit the city website at:

[www.cityofalhambra.org](http://www.cityofalhambra.org)

## Hotel Information

**San Gabriel Hilton**  
225 West Valley Blvd.  
San Gabriel, CA 91776  
(626) 270-2700  
[www.hilton.com](http://www.hilton.com)

**Special PTC-SC Government Rate:**  
**\$110 plus tax per night**



## Registration Step By Step

1. Select one of six registration options:

| OPTION A | Conference Only   |
|----------|---|
|          | 1 - Student/Member ( <b>\$69</b> )<br>2 - Student/Non-Member ( <b>\$79</b> )<br>3 - Non-Student/Member ( <b>\$99</b> )<br>4 - Non-Student/Non-Member ( <b>\$119</b> ) |
| OPTION B | Conference + 2012 Membership  |
|          | 5 - Student ( <b>\$84</b> )<br>6 - Non-Student ( <b>\$139</b> )   |

2. Complete registration form, which can also be found on the PTC-SC website at:

[www.ptc-sc.org](http://www.ptc-sc.org)

3. Write check payable to "PTC-SC"

4. Mail check and registration form to:

**Joan Stiegelmar**  
**Attn: PTC-SC**  
**Hacienda La Puente USD**  
**15959 Gale Ave.**  
**City of Industry, CA 91716**

### For More Information

**Please Contact:**  
**Joan Stiegelmar**  
[jstiegelmar@hlpusd.k12.ca.us](mailto:jstiegelmar@hlpusd.k12.ca.us)  
(626) 933-3922