

PTC-SC 2014
Annual Training Conference
BIG DATA:
Making the Most with What You Have



Friday, November 7th

Wyndham Avenue of the Arts Hotel
Costa Mesa, California



ptc-sc.org

2014



Event Schedule

Registration: 7:30 am
Keynote: 8:15 am
Speaker: 9:30 am
Speaker: 10:45 am
Lunch Buffet: 12:00 pm
Sponsor Thanks: 1:30 pm
Speaker: 2:15 pm
Speaker: 3:30 pm
Networking Social: 4:45 pm

BOARD OF DIRECTORS

BethAnn Arko

Amy Lawton

Josh Kahn

Carol Long

Frank Olmos

Brandon Tietze

OFFICERS

PRESIDENT

Amy Tompkins

PRESIDENT - ELECT

Pauline Bourne

PAST PRESIDENT

Joan Stiegelmar

VP, CONFERENCES

Paul Deines

VP, PROGRAMS

Michael Cool

VP, COMMUNICATIONS

Jessica Landin

SECRETARY

Jenni Smith

TREASURER

Alaina Jankly

ptc-sc.org

Keynote Speaker **Fred Oswald, Ph.D.**

Under the Hood of Big Data in Personnel Selection

What is new about Big Data and 'workforce science'? And in what ways are we repackaging the issues that personnel researchers and practitioners have faced for decades? This talk will explore multiple aspects of these questions, specifically pointing out where future research and practices seems most promising -- and also pointing out where hard-won lessons of the past can inform our future contributions to Big Data.



Speaker Bio:

Dr. Fred Oswald is a professor in the Industrial/Organizational Psychology program within the Department of Psychology at Rice University. His expertise deals with personnel selection and psychological testing in organizations, college admissions, and military settings. He currently serves as associate editor for the Journal of Management, Psychological Methods, and Research Synthesis Methods, and also serves on eight editorial boards. Fred is a fellow of the Society for Industrial and Organizational Psychology (SIOP, APA Division 14), Evaluation, Measurement, and

Statistics (APA Division 5), the American Psychological Association (APA), and the Association for Psychological Science (APS).



A Journey through the Muddy Waters of Employee Engagement: Introducing Collective Attachment

Over the last decade, employee engagement has become the hot topic in business. This is for good reason, as engagement has been linked to a variety of positive employee and organizational outcomes. While promising, however, engagement is also plagued with definitional inconsistencies and construct confounding. This session will highlight the nature of engagement by reviewing the conceptual linkages and divergence between various engagement conceptualizations and its measures. Additionally, using the ABC Model as a theoretical framework, a new (or perhaps not-so-new) way of considering engagement will be presented aptly called collective attachment. Lastly, practical recommendations for increasing collective attachment will be highlighted.

Marcus Bolton, Ph.D., Southern California Edison

While working on his PhD in I/O Psychology at Saint Louis University, LaMarcus (Marcus) Bolton worked for several years as a management consultant. Here, he consulted around such issues as personnel assessment for selection and development, 360° performance appraisal, and talent management. Marcus is currently a Senior Personnel Assessment Analyst for Southern California Edison. In addition to his role at Edison, he is also the Principal for Ambivista—a survey analytics and technology firm. Beyond this, Marcus also serves on the board for a chapter of the National Association of African-Americans in Human Resources, operating as the Chief Technology Officer.



Taking It to the Next Level - Training Supervisors in the City of Los Angeles

The recent economic downturn forced many public sector employers to cut spending and downsize. But, for the City of Los Angeles, a municipality employing 50,000, the aftermath of the downturn resulted in historic organizational change including centralization of the HR functions of 23 departments. This bold action in turn, created a significant and unexpected need to train 12,000 supervisors from 42 departments with job titles ranging from accountants to zookeepers.

In addition to figuring out how best to train such a large population with varying skill levels and perspectives, our challenge was further layered by the fact that the training needed to cover information on numerous HR rules and laws, and on the customer service initiatives emphasized by the new Mayor.

This presentation will summarize the multi-pronged strategy adopted by the City. Our small training section developed an interactive website for supervisors, helped administer an ongoing six-week supervisory course, and provided a variety of easily accessible and engaging online training solutions. Future directions, including use of the online training system to test candidates, will also be discussed.

Michael Gold, Ph.D., City of Los Angeles

After receiving his PhD in I/O Psychology from State University New York at Albany in 1999, Michael began working for the City of Los Angeles Personnel Department. He has served in a variety of functions there, including developing selection batteries, overseeing job analysis, investigating discrimination complaints and coordinating a large-scale organizational change effort to centralize the City's human resources function. He currently manages the City's training function, where online delivery has largely replaced classroom training. In addition to his work at the City of L.A., Michael is serving as a part-time professor of I/O Psychology at CSU, Long Beach.



Utilizing Online Social Media for Personnel Screening

In recent years, social media has been harnessed by industry for the recruitment and screening of employees, or oftentimes as rationale to terminate current employees. Job-relevant information such as personality or reports of counterproductive work behaviors (CWBs) might be found through screening social networking websites. However, many laws prohibit the use of information gained through this mechanism for job related decisions. What, and how, information might be obtained is discussed, along with empirical findings related to whether this information provides valid predictors of work performance (i.e., CWBs).

Christopher Warren, Ph.D., CSU Long Beach

After receiving his PhD from Tulane University, Dr. Warren joined the Long Beach State faculty and since has taught courses at the undergraduate and graduate level, such as Training in Organizations, Group Dynamics, and Research Methods, and supervised numerous thesis projects, on topics ranging from Psychometrics to Sexual Harassment Training in Organizations. In addition to research presented at international conferences and publications focusing on emotions and stress at work, Dr. Warren is also the current director of the Master's Program in Organizational Psychology at Long Beach State where he trains many of the I/O practitioners in the Southern California area. Dr. Warren also serves on the Executive Board for the California Faculty Association and the California Psychological Association. In his more applied work, Dr. Warren has developed assessment plans for academic and community organizations, and designed training programs for student and research consortia such as the Ocean Studies Institute, as well as local organizations including the City of Anaheim and the YWCA. Dr. Warren is an active member in several professional societies, such as the Society for I/O Psychology and the Society for Personality and Social Psychology. In his free time, Dr. Warren enjoys hiking beautiful southern California, cooking, and tennis.



Driving Insights: Putting Big Data to Work

Big data continues to be an important trend in selection and assessment, making the translation of this data more and more crucial to businesses. As personnel experts, we have the tool belt needed to drive insights and help advise our organizations on where they should invest in improvement initiatives. This discussion will share examples of how big data can drive change, and engage the audience in sharing best practices on how to communicate the story behind the data.

Jeffrey Nabity, M.S. I/O, Google

After graduating with a BS in Psychology from Cal Poly, San Luis Obispo, Jeff continued his education at CSU Long Beach and earned a Master's degree in I/O Psychology. He spent four years working in selection and assessment for various public sector organizations in Northern and Southern California, and served as a PTC-SC Officer. In 2011, he took a contract opportunity with Google, working on a pilot team created to revamp hiring processes. Since joining Google, Jeff has designed and validated interviewing tools, managed company-wide surveys, and conducted a number of selection pilots and experiments.

ptc-sc.org

Thank You to our Sponsors

w r i p a c

**Western Region
Intergovernmental
Personnel Assessment Council**

Register for WRIPAC meetings and trainings online at www.wripac.org



CSPCA

California School Personnel Commissioners Association
Promoting and Advancing the Merit System

CODESP
Public HR

www.codesp.com
codesp@codesp.com
714-374-8644