

LAWSON STATE COMMUNITY COLLEGE

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NEWS RELEASE

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TA3 International Symposium Convenes at Lawson State Community College

(BIRMINGHAM, Alabama/June 9, 2016) - Participants from around the globe travelled to Lawson State this week for the 2016 Trans-Atlantic Technology and Training Alliance (TA³) Symposium, held June 5-8. The conference topic was: *Reaching the Millennial Workforce: New Ways of Learning, Earning, and Interacting in the Digital Age*. Conference attendees were from locations including Denmark, Germany, Spain, Northern Ireland, Wales, The Netherlands and the United States.

Activities were held on the Birmingham and Bessemer campuses, as well as off-campus sites. Special presenters included Dr. Patricia Buckley, economist from Deloitte, Washington; Sascha Fischer, Siemens Learning Officer; Jason Rutt of Siemens CNC Education Manager; Sameer Gadkaree, senior program officer of the Joyce Foundation; and Devon Laney, president and CEO of Innovation Depot. Dr. Mark Heinrich, chancellor of the Alabama Community College System and Mayor Kenneth Gulley of the City of Bessemer delivered greetings.

“Our agenda included subject matter and experts who provided marketplace intelligence to our constituents – leaders of community and technical colleges and associated groups – to help understand the future contexts in which we are preparing our students and workers,” said Dr. Perry W. Ward, president of Lawson State Community College. “To ensure diverse occupational representation and a voice for millennials, we formed a Millennial Focus group to engage directly with each topic and panel.”

Millennials now comprise the largest generation. According to the Pew Research Center, "Millennials are defined as ages 18-34, in 2015, that now number 75.4 million, surpassing the 74.9 million Baby Boomers (ages 51-69)." Also dubbed as Generation Y, Millennials are characterized as the first born in the age of technology and digital world, confident, apt to job-jump, easier to disassociate politically and religiously, and more ethnically and racially diverse.

The sponsoring organization of the Symposium, the Trans-Atlantic Technology and Training Alliance is a consortium of community and technical colleges in the United State and Europe. It operates with a mission to share practices that prepare workers to be creative and productive employees; improve access for non-traditional students;

provide opportunities for multi-cultural faculty development and student exchange; support business development; and strengthen the role of the colleges in providing business, social, cultural, and entrepreneurial services.

Membership currently consists of colleges and organizations from Denmark, Germany, Spain, Northern Ireland, Wales, The Netherlands and the United States. The TA³ is open to new and active members that offer pre-baccalaureate post-compulsory education (including some four-year degree programs), that embrace the TA³ mission.

Lawson State's 2016 Symposium leadership team was Regina Doriety, Dr. Kesha James, Vernona Williams and Dr. Perry W. Ward. The TA3 Symposium Committee's key leaders were Burke Murphy, senior policy fellow, Corporation, Skilled Workforce and US Secretariat/Directors for TA3; and Lars Moller Bentsen, European Secretariat, Danish Agency for Higher Education.

Next year's conference will be held in the Netherlands, but the pressure is on! They have a lot of planning to do, to surpass the Southern Hospitality experienced here.

Click the link to view the pictorial edition of the TA3 Conference:

<https://www.flickr.com/photos/143127901@N05/albums>

By Day

Day 1- June 5th, 2016 <https://www.flickr.com/photos/143127901@N05/albums/72157669294819446>

Day 2- June 6th, 2016 <https://www.flickr.com/photos/143127901@N05/albums/72157669434760485>

Day 3- June 7th, 2016 <https://www.flickr.com/photos/143127901@N05/albums/72157669478461985>

Day 4- June 8th, 2016 <https://www.flickr.com/photos/143127901@N05/albums/72157666883498254>

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ABOUT LAWSON STATE

Lawson State Community College – host to President Barack Obama (March 2015); ranked the Nation's #5 Community College (2013); recognized as a "Champion of Change" by the White House (2011); ranked as one of "America's 50 Best Community Colleges." (2010)

Lawson State Community College, with campuses in Birmingham and Bessemer, seeks to provide accessible, quality educational opportunities, promote economic growth, and enhance the quality of life for students. The college is dedicated to providing affordable and accessible lifelong learning opportunities in order to prepare students for employment and career advancement, enable students to transfer to senior colleges and universities, and provide customized training needs for business and industry.

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