

Meeting Minutes
DECEMBER 11, 2019 3:30 P.M. – 5:30 P.M.
HOUSE OFFICE BUILDING, BALTIMORE COUNTY DELEGATION ROOM
6 BLADEN STREET, ROOM 180, ANNAPOLIS, MARYLAND 21401



MEMBERS PRESENT

Governor Larry Hogan
Louis Dubin (Chair)
Chris Sachse (Vice Chair)
Sam Abed
John D. Barber, Jr.
Carol Beatty
Alice Blayne-Allard
Gary Bockrath
Jennifer Bodensiek
Gavin Buckley
Andrea Chapdelaine
Veronica A. Cool
Katarina Ennerfelt
James D. Fielder
Wanda Smith Gispert
Robert L. Green
Kevin D. Heffner
Cheryl Kagan
Sandra Kurtinitis
Amie Long
Lourdes R. Padilla
Charles Ramos
Tiffany P. Robinson
Edward C. Rothstein, Col Ret
Lisa Rusyniak
Karen Salmon
Kelly M. Schulz
Marty Schwartz
Gerald "Jerry" Shapiro
Charles T. Wetherington
Charnetia V. Young

MEMBERS ABSENT

Mick Arnold
Vanessa Atterbeary
Michelle Day
Bernie Fowler
Steve Groenke
Rona E. Kramer
Andrew B. Larson
Larry Letow
Carl Livesay
Roya Mohadjer
Gary Murdock
Chad Nagel
Stephen K. Neal
Alexander Núñez
George W. Owings, III
James A. Sears
Leslie R. Simmons
William E. Simons
Michelle B. Smith
Michelle J. Wright

GWDB STAFF

Mike DiGiacomo
Valerie Edwards
Darla Henson
Ken Lemberg
Molly Mesnard

GUESTS

Bob Aydukovic
Perrice Austin
Jonathan Balog
Sarah Beardsley
Tiara Booker-Dwyer
Jen Brock-Cancellieri
Brian Cahalan
George Calvert
Dwight Carr
Nona Carroll
Gary Cohen
Scott Dennis
Martine Dubin
Ashley Duckman
Brian Dulay
Judith Emmel
Grace Fielhauer
Robert Finn
Olisha Fox
Andrew Fulginiti
Lauren Gilwee
Cynthia Gurne
Kimberly Hahr
Alfred Isaacs
Ricarra Jones
Milena Kornyl
Mike Lawrence
Brian Lynch
Chris MacLarion
Kaitlin Marsden
Meaghan McDermott
EJ McNulty
Steve Morrill
Ed Mullin
Dwayne Myers

Korey Neal
Kim Nichols
Denise Nooe
Fallon Pearre
Darlene Peregory
Matthew Pyne
Christine Ross
Erin Roth
James Rzepkowski
Jeffrey Samuels
Carolyn Scruggs
Sarah Sheppard
Ryan Smith
Bruce Spector
Grason Wiggins
Adrainne Young

INTRODUCTIONS AND WELCOME OPENING REMARKS:

Louis Dubin, Chair, Governor's Workforce Development Board (GWDB), called the meeting to order at 3:30 p.m., by welcoming all members to the December 2019 quarterly meeting. He indicated that the formal board meeting would adjourn at 4:30 p.m. for a reception where we are thrilled to have the Governor coming.

Maryland Department of Labor Secretary Tiffany Robinson then spoke to the Board. Among other topics, she stressed that the Apprenticeship Innovation Fund can now fund organizations from \$50,000 to \$100,000 for apprenticeship programs and that we are hitting record numbers of participants. Also, two waiver requests are anticipated in the Unified Workforce Innovation and Opportunity Act (WIOA) State Plan:

a) reporting from training providers for only WIOA funded students; and b) for some of the rural areas, the 75% of youth funding previously required for out-of-school youth can be reduced to 50% of all youth funding.

Two new board members were introduced: a) Charnetia Young, National Business Development Manager, CVS Health; and b) Kevin Heffner, President and CEO, LifeSpan Network.

UPDATES:

Mike DiGiacomo, GWDB Executive Director, indicated, via board member feedback, that a new format for the board meeting was emerging that would provide more opportunity for board members to participate and have interactive dialogues during and after the meeting. He also drew attention to a printout of written announcements with little time to cover in depth at this meeting due to the shortened agenda. He suggested that board members take the time to read through the announcements and follow up accordingly if they want more information.

Assistant Secretary Jim Rzepkowski spoke about the need to redo the WIOA Maryland State Workforce Plan every four years, which is to be approved by the GWDB, with revisions every two years. The Combined State Plan contains information on mandatory and willing partners (those receiving workforce funding). This draft will go out for public comment. By January 2020, feedback will be solicited, and on February 24, 2020, there will be a robust conversation for interested parties to provide further input. There will be a cross-walk (2018 to 2020) provided between older and newer versions, so it is not necessary to read all pages of the draft plan text. We have received federal guidance from the U.S. Department of Labor, with additional focus on a limited number of items to update, such as definition of Basic Skills Deficiency and a robust training provider list.

Tiara Booker-Dwyer, Assistant State Superintendent of Schools, responsible for career technical education in Maryland, was introduced. An updated Maryland Career and Technical Education four-year state plan is required. Career and Technical Education (CTE) has a renewed emphasis, with attainment of industry credentials and career based learning credentials. The continued focus is on high skilled, high wage, and in-demand occupational preparation. Guidance counselors and industry standards will be critical. There is establishment of a CTE Advisory Committee, with Maryland Business Roundtable for Education (MBRT)

taking the lead. CTE refers to “Education that Works.” Youth apprenticeship is established in 13 of 24 school districts in Maryland, with two more districts coming on board (Wor-Wic and Caroline counties).

Secretary Green of the Department of Public Safety and Correctional Services announced that there will be a Re-Entry Employer Symposium on January 6, 2020, at Living Classrooms in Baltimore. He was encouraging employers to come out, and stressed that Re-Entry is essential public safety work. Re-Entry branding is anticipated in every Maryland county, with six already branded. He seeks a zero time gap between when individuals leave the correctional system and when they start a job; they can be lost to recidivism otherwise. This is about helping people change their lives. With an October 2019 departmental reorganization, there is now a new Assistant Secretary of Re-Entry, Carolyn Scruggs. There is an effort to build momentum as to where former inmates will re-enter in employment, with 1,620 validated release plans, and to align to workforce needs.

Re-Entry is a priority of the Board and its Chair: removing barriers to employment for returning citizens. Chair Dubin announced for business leaders present that there will be a conference call on Friday, December 20, from 9:00 to 9:30 AM, to discuss proposed negligent hiring legislation from Maryland State Senator Bob Cassilly.

Chair Dubin introduced a discussion on how businesses can engage the future workforce, with initial focuses on organizational presenters from different industries on youth apprenticeship, mentoring, and coaching of students.

PRESENTATIONS:

Dwayne Myers, CEO of Dynamic Automotive, spoke about youth apprenticeship at his company. The old way of just showing up to get work is not relevant anymore. Today’s young workforce wants a career plan and benefits from mentoring. The average age for automotive technicians is currently in the late 50’s. Mr. Myers serves on the Frederick Workforce Development Board and has engaged in registered apprenticeship. Automotive technician sales and service accounts for about two percent of Gross Domestic Product. With regard to youth apprenticeship, it is a relatively low cost to the employer, particularly with regard to retained young talent. Youth apprentices are like in the “minor leagues,” where they eventually mature into skilled workers. The registered apprenticeship program is three years. Classes are taken at Montgomery College and at Community College of Baltimore County. There is a new corporate facility that will take on both youth and registered apprentices. There is a goal review process for apprentices, with goal mapping toward career paths. Such paths can lead to location/senior manager positions.

Bob Aydukovic of the Maryland Center for Construction Education and Innovation (MCCEI) spoke about the Architecture Construction Engineering (ACE) Mentor program, with four affiliates in Maryland and one based in Arlington, VA (DC area), as well as in other states and even into Canada. There is, for example, an ACE affiliate in Baltimore, led by Kim Hahr. The program involves getting into the area high schools and bringing in industry mentors, who teach the basics of building creation. High school teams engage in a friendly competition, involving a full Request for Proposals (RFP) process. Subjects taught include: floor plans, 3D spatial reasoning, environmental sustainability, development scheduling, and cost estimating –

this is all done in 14 to 16 weeks. The building industry involves all the skilled trades; mentors share about their jobs to the students. There is mentor teaching of soft skills: writing, public speaking, and PowerPoint presentations of up to 7 minutes. The construction industry is like the automotive industry in terms of having an existing labor shortage. The ACE program involves an industry champion and a teacher/school champion for the students involved. The end game is presentation night of design solutions and a teaching of the world of business. Scholarships (\$10,000 to \$20,000) can be awarded through ACE, which has a national structure with affiliates, such as in Baltimore. These scholarships are related to the built environment. There is an incremental adding of public high schools involved in ACE – 15 of them with 90 mentors. The Baltimore affiliate is in the process of launching internships, with a job fair anticipated. Nationally, about a third of all ACE participants are women.

Brian Dulay and Nona Carroll of Maryland Business Roundtable for Education (MBRT), affiliated with the National Business Roundtable, are involved with getting volunteers into the middle schools for career coaching. This is a Junior Achievement type model. GWDB member Alex Nunez is chair of the MBRT board. As a model nonprofit, MBRT is involved with sending volunteers across Maryland and co-shares with the Ready at Five organization. There are Science Technology Engineering Mathematics (STEM) specialists in the classroom: matching of industry leaders with teachers. There has been hiring of staff in the rural counties, such as on the Eastern Shore. MBRT is getting into the arts as well (“A” for Arts/Creativity is being put into STEM for “STEAM”). The transferability of skills to different occupations is stressed in these programs.

BOARD DISCUSSION:

Junior Achievement of Central Maryland – Jennifer Bodensiek echoed the comments of all three sets of speakers, stressing the need to expose young people to career opportunities out there, such as going out to auto bays (as per the Dynamic Automotive speaker, Mr. Myers). This does take work, although alumni statistics demonstrate that roughly one out of five Junior Achievers choose the career of an alumna/mentor as a career of their own. Engagement of time, people, and money are critical – especially time.

Community College Partnerships - As expressed per Dr. Sandra Kurtinitis, there are 16 community colleges in the state, willing to partner on workforce efforts, with the requisite capacity. They serve ages 14 to 84, although relevant here is a focus on the future workforce.

National Association of Manufacturers (NAM) campaign - Chuck Wetherington, who is Chair of NAM’s Small/Medium Size Business Consortium, indicated that NAM is rolling out a \$10 million initiative particularly to promote youth opportunities in manufacturing. Individuals can earn over \$85,000 in salary.

Goodwill Industries of the Chesapeake – Lisa Rusyniak expressed that their average age of client is 35, with ties to community college and skilled trades. They have a mock CVS pharmacy, where they train pharmacy technicians. A key issue/challenge is education, say for ex-offenders and others. An individual needs at least an eighth grade educational skill set of reading and math. There is a need and an urgent effort to establish an adult high school. Thus, education and literacy are critical for career pathways.

Higher Education Scholarships – Secretary Fielder spoke about how there is collaboration in higher education with different programs in regard to available and expanding student scholarships: Promise Scholarship; two year programs; noncredit; licensure; apprenticeships; etc. Industry recognized credentialing is thus key.

Language Access – Veronica Cool spoke about the importance of the census, having everyone counted and this resulting in many jobs. Computer systems and awareness are critical elements of taking the census, with access for limited English proficiency individuals. There must be sufficient language access. Secretary Fielder pointed out that through MHEC, DACA students can still get scholarships (even if there are no Social Security Numbers).

MOTIONS:

The GWDB motioned to approve minutes from the September 18, 2019, GWDB meeting. Those minutes were thus approved.

RECEPTION BACKGROUND:

The reception this afternoon was hosted by Woodland Job Corps. Folks were encouraged to converse with the Job Corps students present. Governor Larry Hogan attended the reception, made public comment, provided a proclamation/citation to leadership, and mingled with attendees.

ADJOURNMENT:

Meeting adjourned at 4:30 p.m., with reception following.
Next meeting March 18, 2020.

Submitted by:

Ken Lemberg