



Meeting Minutes – December 12, 2012

DRAFT

Time 3:38 p.m., Anne Arundel Community College

MEMBERS PRESENT

William G. "Bill" Robertson (Chair)
Ronald R. Peterson (Vice Chair)
John M. Belcher
Adrian Chapman
B. Danny DeMarinis
Gino J. Gemignani, Jr.
Leonard J. Howie, III
Katherine Klausmeier
Martin G. Knott, Jr.
Andrew B. Larson
Elliot Lasson
Roy Layne
Bel Leong-Hong
Larry Letow
George Littrell, III
Fred D. Mason, Jr.
Irving McConnell
Dan McDermott
Stephen Pannill
Marion W. Pines
Catherine Raggio

MEMBERS ABSENT

Sam Abed
Frank Chaney
Ulysses Currie
Theodore "Ted" Dallas
Donna M. Gwin
Danette G. Howard
Sally Y. Jameson
Christian Johansson
Susan W. Krebs
Gloria G. Lawlah
Dawn Lindsay
Lillian Lowery
Gary D. Maynard
Luisa Montero
Stephen K. Neal
Harold Stinger
Margaret A. Thomas

GUESTS

Clara Adams
Bob Aydukovic
Amera Bilal
Cathy Bolton
Cheryl Campbell
Joe Carbone
Edward Chow, Jr.
Ruthy Davis
Peggy Daw
Bruce England
Catherine Esther
Maria Fisher
Ellen Flowers-Fields
Cindy Gurne
Mark Habicht
Alvin Hathaway
Oscar Ibarra
Dean Kendall
Lauren Mari
Jacqueline McNamara
Tom Maze
Cassie Motz
Marsha Netus
Kathy Oliver
Sue Page
Anthony Pegues
Ilene Rosenthal
Lisa Rusyniak
Gwen Schiada
Annabelle Sher
Harry Solomon

Angela Thornton
Patricia Tyler
Liz Williams
Alice Wirth

GWIB STAFF

Lynn Reed
Darla J. Henson
Mary O'Connor
Diane Pabich

WELCOME AND INTRODUCTIONS

Mr. William G. “Bill” Robertson, Chair, Governor’s Workforce Investment Board (GWIB), called the meeting to order at 3:38 p.m. He welcomed Board members and guests and asked that Board members introduce themselves.

BOARD RECOGNITION

Mr. Robertson introduced and welcomed the Secretary of the Department of Labor, Licensing and Regulation (DLLR), Leonard J. Howie, III, who attended the previous meeting as the Secretary-designate. Also welcomed were new members, Dr. Alvin Hathaway, Sr., Senior Pastor, Union Baptist Church, Dan McDermott, Executive Director of the Upper Shore Workforce Investment Board and President of the Workforce Investment Network (WIN) of Maryland, Edward Chow, Jr., Secretary, Maryland Department of Veterans Affairs, and Cassie Motz, Deputy Chief of Staff for Governor O’Malley. Diane Pabich, the new Deputy Director of the GWIB was also introduced.

APPROVAL OF THE MINUTES AND CONSENT AGENDA

A quorum was not present, so approval of the minutes and consent agenda was postponed.

UPDATE ON SEPTEMBER QUARTERLY BOARD MEETING ACTIONS

Health Care Workforce Data Collection Update

During the September Meeting, the Board adopted a motion that the GWIB undertake a comprehensive healthcare workforce data collection effort as outlined in goal number one of the Health Care 2020 report.

Since that meeting, the GWIB has partnered with Dr. Jonathan Kromm of the Governor’s Office of Health Care Reform, who suggested contacting the Robert Graham Center as a potential consultant to perform the work related to this goal. Several conference calls were held with Drs. Andrew Bazemore and Stephen Petterson of the Center, which resulted in the concept paper found in your packets: *Assisting Maryland Planning for Health: Graham Center Capacities Report*. Board Members should bear in mind that this report outlines possible strategies to address goal one, and that the GWIB is not wedded to every proposal in the report. A determination needs to be made which, if any, of the proposed activities will be implemented in Maryland.

Sector Strategies/Industry Initiatives Update

Lynn Reed, GWIB Executive Director, also provided an update on the sector strategies/industry initiative effort that the Board adopted during the September Board Meeting. A concept paper outlining the goal of the initiative has been developed and submitted to the Governor’s Office with a \$2.5 million funding request to support sector strategies training in Maryland in the Advanced Manufacturing, Construction, CyberSecurity and Health Care industries. Secretary Howie stated that feedback from the Governor’s Office is expected in the New Year. Board Chair, Bill Robertson, reminded the Board that the GWIB has never previously sought State funding, so the results of the request should be interesting.

APPROVAL OF MINUTES AND CONSENT AGENDA (RETURN TO THIS AGENDA ITEM)

Mr. Robertson shared that a quorum was present and the Board moved to adopt the September Quarterly Board Meeting Minutes and consent agenda. Motions were put forth, seconded, and both items were approved by the Board.

“PLATFORM TO EMPLOYMENT” (P2E) PRESENTATION

Mr. Joe Carbone, President and CEO of the Workplace in Bridgeport, Conn., was introduced. Mr. Carbone’s innovative “Platform To Employment” (P2E) initiative was featured earlier this year on *60 Minutes*.

Platform To Employment offers a five-week preparatory program which includes workshops on resume writing, interview preparation, self-marketing and other skills. Following the preparatory program, participants are then matched with employers who have job openings. P2E enables employers to have a risk-free evaluation of participants during an eight-week trial period where wages are subsidized.

Mr. Carbone discussed the plight of the long-term unemployed (now counted at three or four years, no longer 39 weeks), and the damage caused to the individual, his/her family, and society by the inability to find meaningful employment. He also shared that over 8M people have exhausted their benefits; and pointed out that if the underemployed and those who have given up searching for employment are counted, the unemployment rate jumps to 14.6%, a better measure of the country's jobless picture. Mr. Carbone shared that the Platform To Employment program could easily be replicated in Maryland. Ms. Reed will send the link for the *60 Minutes* presentation to the Board.

CONSTRUCTION INDUSTRY INITIATIVE UPDATE ~ MCCEI: THE CRITICAL PATH

Mr. Robertson introduced both Martin Knott, CEO of Knott Mechanical, Inc. and GWIB Board member, and Bob Aydukovic, Executive Director of MCCEI, who provided an update on the Maryland Center for Construction Education and Innovation (MCCEI).

The MCCEI recently released report, "The Critical Path," a groundbreaking study in which 126 construction and built environment business leaders from the mid-Atlantic region were interviewed. Their opinions were sought on anticipated changes in the industry from a technological, business planning, and workforce readiness standpoint. The report is a summary of their perceptions, and covers skill gaps, education attainment and recommendations to Maryland's education system to teach to train the workforce of the future.

MCCEI held a conference on December 11, 2012, attended by Governor Martin O'Malley and over 300 supporters of the construction industry. During the conference, the results of face-to-face interviews with over 120 CEOs and CFOs in the construction industry were revealed, along with the six recommendations winnowed from those interviews. Martin Knott and Gino Gemignani, Jr., Senior Vice President Whiting Turner, presented the recommendations, including the need to expand construction education programs, better align education programs, promote a better public image of the construction industry, persuade more women to enter the industry and adapt to technological changes. Governor O'Malley charged MCCEI, the Department of Labor, Licensing and Regulation, Maryland State Department of Education, the business community and other relevant partners to work together to develop innovative strategies to meet the challenges facing the construction industry.

DEPARTMENT OF LABOR, LICENSING AND REGULATION (DLLR) UPDATES

Jobs Numbers

Secretary Leonard Howie presented the monthly jobs numbers. Reports from the Bureau of Labor Statistics are very good, with 14,000 private sector jobs created in Maryland during October. Secretary Howie asked Board members to peruse the report in their packets and provide feedback on what additional types of information they would like for him to focus during the next quarterly meeting. Ms. Reed also mentioned that this question will be on the agenda for the February Executive Committee Conference Call.

Career Puppy Youth Mentoring Portal

Mr. Robertson introduced Ms. Ellen Flowers-Fields, Deputy Assistant Secretary, DLLR Division of Workforce Development and Adult Learning, who provided an update on the Youth Mentoring Portal being developed to better enhance services to young people around the State. Deputy Secretary Flowers-Fields introduced Ms. Gwen Schiada, who provided a demonstration of *Career Puppy*, which allows young people to look at career choices. This is a web-based service for youth and career-transitioning individuals.

She mentioned that the problem of attracting youth to the construction industry could be mitigated by *Career Puppy*.

Ms. Schiada explained the features of the website, including knowledge, skills and abilities assessments and interest inventories, career opportunities, discussion questions. There is also an interactive feature where questioners receive responses to their queries on careers. She shared that Maryland will begin with ten careers, backed by extensive research.

Ms. Flowers-Fields stated that this portal will provide real engagement for youth, and that they anticipate convincing professionals to answer questions from users. Input from the Board members will be sought as to which industries should be included in order to provide a wide range of occupation choices. The product can be expanded. The license must still be purchased.

The next meeting will be March 13, 2013. There being no other business, Mr. Robertson adjourned the meeting at 5:42 pm.

(Signature)

(Date)