



## **BALTIMORE WORKFORCE DEVELOPMENT BOARD**

### **MEETING MINUTES – MARCH 9, 2018**

City Garage

101 W. Dickman St. Baltimore, MD 21230

8:00 am – 10:00 am

**BOARD ATTENDANCE:** Michael Breeden, John Danko, Bob Embry, Mark Foster, Jeanne Hitchcock, Marci Hunn, Nancy Jordan Howard, Yariela Kerr-Donovan (Chair), Willy Moore, Sara Muempfer, Marsha Netus, Stan Wolfe for Rachel Pfeifer, Tamara Robinson, Lisa Rusyniak, Holly Shook, Melanie Styles, Chuck Tildon, Pegeen Townsend, John C. Weiss, Alicia Wilson

**GUESTS:** Catonya Lester, Mack Garvin, Marianne Navarro, Pat Mikos, Aaron Thompson, Terry Bourne, Maryam Abdul, Lyn Farrow, Shaina Hernandez, Meintje Westerbeek, Brenda Sierra, Scott Harris, Richard Clinch, Ryan Smith, Julia Baez, Windy Deese, Tonya Robinson, Kirsten Allen, Dawn Brown, Linda Dworak, Cullin Brown, Alison Duncan, Ernest Dorsey, Donnice Brown (?), Ericca Blake, Tonya Robinson, Jason Perkins-Cohen, Angel St. Jean,

#### **WELCOME**

The Meeting was called to order by Chair Yariela Kerr-Donovan. She spoke about the recent USA Today report that Baltimore has the highest homicide rate in the US, and the booming success of the Youth Works registration.

Ms Kerr-Donovan recognized the four new board members, who were attending their first meeting, and spoke about orientation for all members. She is working on an orientation guide that will delineate how to get on the board, its structures, and the expectations and requirements of board service, as delineated by the Governor's Board and by this group.

#### **SEPTEMBER MINUTES**

BWDB Meeting Minutes from 9/15/2017 were presented. Lisa Rusyniak motioned to approve them, and ?? seconded the motion.

#### **STRATEGIC PRIORITIES UPDATE**

Angel St. Jean reviewed the brainstorm in June 2016 that led to a goal of a coordinated workforce system, and four strategic priorities to reach that goal: Robust Access Points, Standardized Assessment, A Job Matching Tool, and Sector-based Feedback Forums.

The Systems Building Committee is working on the Robust Access Points. In their two meetings since the last board meeting, there has been excitement and discussions of how to design the access points to be effective for customers – both jobseekers and employers, who both want a clear process. Discussions have also included how to continue to follow jobseekers after they are placed in employment, and how to incentivize participation by both customers.

MOED is researching what could be used for Standardized Assessment, which is an opportunity for time savings when jobseekers enroll in different training providers. MOED is prioritizing what is available, in use, and proven to be good for Baltimore's needs.

The Business Services Representatives at MOED are working to identify a Job Matching Tool that would work well for our customers. Some existing tools weed out people with barriers, so they are working to engage partners and maintain the human touch that can catch a resume that was weeded out but represents a qualified candidate. They are also conducting a pilot, combining

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new technology with new practices, and ways of engaging businesses. They will use the job matching tool to find candidates more quickly for employers.



The Business Engagement Committee is working on the Sector Based Feedback Forums. They have chosen six industries – manufacturing, business services, transportation/logistics, healthcare, IT, and hospitality. They are not focusing on Construction, even though it is a growing industry because construction companies are typically small, so don't hire in large numbers, and Associated Building Contractors is already engaged in this type of work. The goal is to have businesses from each sector meet together to identify common needs, then have businesses meet with training providers to discuss how those needs can be met. This has already been done in the Energy industry, where businesses met then worked with Baltimore City Community College to design a curriculum for mid-level managers, the identified human resource need across the industry.

An update on each strategic priority will happen at each board meeting to ensure the work is moving forward, and stays aligned with the initial vision. At the December meeting, board members discussed the priorities and identified ways the board can contribute to the progress. They concluded that board member organizations can be the first customers of the system – training providers or businesses can use the tools of the system – and advocate for policies in their organizations, partnerships, or city-wide that support adoption of the coordinated system.

#### **MOED UPDATES**

The 2018 Youth Works program launched January 2, and 16,500 students have registered. This is considerably higher than any other city with a similar program. Jason Perkins-Cohen attributes the 43% growth over the past two years to young people who want to work, have had a good experience and tell their friends, and the trust that comes from a commitment the city has made to providing opportunities to young people. There has been no increase in marketing. Students have to go through a second verification phase before they interview with employers, which 12,000 students are likely to complete. MOED needs help with that verification step, and the job fair for 14 and 15 year olds on May 5<sup>th</sup>. There was a discussion of how to recruit employers to provide positions for as many applicants as possible, publicizing the types of roles a young person might fill to address those who don't know what to do with a student for the summer, and publicizing the long term benefits, like businesses who hire Youth Works students full time.

There will be a Job Fair for non-college bound High School Seniors on May 9<sup>th</sup> at the War Memorial. There will be a bus that will take students to and from schools for morning and afternoon sessions.

Baltimore's Promise is working to connect non-college bound high schoolers with training to work in careers in seven industry sectors. They have recruited 185 students so far, and released an RFP for occupational skills training programs to provide training, apprenticeship, or work experience for the students. They are continuing to recruit students, primarily focusing on CTE schools.

MOED is starting a mobile career center. A donation covered the cost of the bus and its modification, which includes computers and a classroom space. The bus will carry trainers and go to sites all over the city, opening up access in underserved areas, including areas identified in the Violence Reduction Initiative. MOED staff are already knocking on doors in identified areas to connect with people, and the mobile unit will follow with resources. There will be a ribbon cutting in April, and its first event will be the High School Senior job fair on May 9<sup>th</sup>.

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## **COMMITTEE UPDATES**

Recent WIOA legislation requires local Workforce Development Boards to conduct a competitive bidding process to select an operator of local One Stops. Almost a year ago, the Operations Committee selected MOED as the One Stop Operator. After positive reports on complex reporting requirements, the Operations committee discussed the contract with MOED recommend renewing the contract for two more years. Melanie Styles motioned to vote on the recommendation and Chuck Tildon seconded it. The motion passed with a X vote in favor.

The Communications committee has been focused on electronic communications, launching the LinkedIn account and planning for Board Member contributions. They drafted a Social Media Policy and Contribution Form, which was approved by the Executive Committee and the City's Communications department. The Chair, Harry Holt, will be requesting contributions from board members soon.

The Youth committee met Wednesday, and had presentations from Baltimore's Promise and the Annie E Casey Foundation. The Casey Foundation funded research to identify aspects missing from workforce development according to community members. One of the consultants was present, and referenced the resulting eleven recommendations provided in the board packet. A goal of the Youth Committee is to provide the Youth voice/perspective to the work of the board, and members will attend other board committee meetings to do so.

The board issued a resolution in December 2016 to collect information on investments in Workforce Development in Baltimore City. The Workforce System Effectiveness Committee has been collecting that information and will provide a full report at the June board meeting. This committee is also following the Jacob France Institute study of the Harry and Jeannette Weinberg Foundation workforce development grantees. JFI has access to wage records, and will determine change in participants' wages after training. This is exciting because it uses reliable data (unemployment insurance wage records from the state), will provide a framework for common analysis of multiple programs, and can follow participants for multiple years after completion. The Baltimore Workforce Funders Collaborative is making it possible for other programs and grantors to participate in the analysis.

## **ADJOURNMENT**

There being no further business to discuss, the meeting adjourned at 9: 55 am