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Baltimore Workforce
Development Board



Baltimore Workforce Development Board Meeting Minutes

Information

Date: December 14, 2018

Time: 8-10am

Location: Johns Hopkins Eastern Campus | 1101 E 33rd Street, Baltimore, MD 21218

Attendance

Board: Yariela Kerr-Donovan (Board Chair), Marsha Netus, Kate McCann, Melanie Styles, Sara Muempfer, Alicia Wilson, Bob Embry, Rachel Pfeifer, Glen Middleton, Holly Shook, Kenneth Lockie, Senator-Elect Cory McCray, Willy Moore, J. C. Weiss, John Danko, Nancy Jordan-Howard, Tamara Robinson, Mark Foster

Attendees: John Vontran, Aaron Thompson, Pat Mikos, Marianne Navarro, Amy Collier, Nanette Smith, Sheldon Caplis, Linda Dworak, Ryan Smith, Meshaunia Vaughn, Kirsten Allen, Tracie Oden, Caryn York, Greg Adams, Kirsten Allen

MOED: Joe Smith, Rodney Walker, Ernest Dorsey, Donnice Brown, Angel St. Jean, Jason Perkins-Cohen, Myisha Dixon-Henry, Krysti Dickerson, MacKenzie Garvin, Brenda Sierra, Claire Simon, Janice Adamo

Agenda

1 Welcome

The meeting was called to order by Board Chair Yariela Kerr-Donovan. She then gave the floor to host Inez Stewart, Senior VP of Human Resources, Johns Hopkins Medicine. Ms. Stewart introduced herself and gave a warm welcome to all attendees. She began by noting the importance of working with communities, exemplifying the Latinx community in Highlandtown near their Bayview campus. It has been incredibly important to her to be cognizant of the growing community of Latinx youth and the fact that they previously only made up a small percentage of who was hired at the Bayview campus. She continues, saying that Johns Hopkins has started tracking the youth applicants to monitor their numbers more closely in order to represent the neighborhood.

September Minutes

Chairwoman Yariela Kerr-Donovan presented the BWDB minutes from September's meeting for approval. Melanie Styles motioned to approve, Glen Middleton seconded.

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Board Business

- Board Composition | Survey

Ms. Kerr-Donovan notes that not everyone has completed the Survey Monkey that was sent out to the Board. The purpose of the survey is to understand better the make-up of the Board- not just for demographics, but also for talent and skills so that we can continue to feed invested members into the Committees and be a robust, aligned, and productive Board.

- Membership Recommendations

Ms. Kerr-Donovan also explains that the Board is looking for more members from the business community- particularly from hospitality and retail, communications, and marketing.

- Conflict of Interest Policy

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Apprenticeship Panel

The purpose of the apprenticeship panel was to highlight the importance of the full investment in workers and the opportunities for advancement apprenticeships provide. The “earn while you learn” model has become an essential part of creating a pathway for jobseekers and employers to meet in the middle and work towards a more robust workforce and complement the enumerable entry-level occupational skills programs.

Board member Sara Muempfer moderated the panel of guests, which included John Danko, President of Danko Arlington, INC.; Tamara Robinson, Director of the SEIU1199 Education and Training Fund; John Vontran, DLLR Administrative Officer of Apprenticeship and Training; and Board Chairwoman Yariela Kerr-Donovan, JHM Senior Director of Strategic Workforce Development.

Ms. Muempfer begins by asking Mr. Danko why he chose to create the apprenticeship. He notes that it is technically not new, but a revamp of a program Danko Industries has successfully used in the past. The last CNC machinist graduate was in 1996 and that the Maryland Manufacturing Extension Program helped him navigate the rules of today with nationally accredited standards. Manufacturing has an aging workforce and the company plans to use the apprenticeship to train and hire City residents to continue manufacturing work into the 21st century. The apprenticeship offers a sustainable wage starting at \$15 per hour, and by graduation/hire, the participant will be making \$21 per hour with a full career ahead of them.

Ms. Muempfer moves on to ask Tamara Robinson how the unions see the apprenticeships as vital. Ms. Robinson replies that the goal is to always provide training to the union members. Union leadership saw the apprenticeship as an opportunity to work with previous partners- the Directors and management of various medical/hospital partners. Additionally, the turnover rate for internal hires is half that of external and it is important to invest in the employees already on the career ladder. Turnover affects all care workers within the institution as well as employee morale. They hope to foster motivation in incumbent workers to pursue educational and career goals.

Ms. Muempfer asks the next related questions of John Vontran: In your perspective, why is [Maryland] so focused on apprenticeships? What does this do for the economy?

He responds that apprentices are employees from Day 1- they can get an education while working and earning a certification for a career pathway. Maryland prioritized this and was the first to create a 3D printing apprenticeship, which is registered and certified with the state. There are about 10,000 apprentices, 1/3 of them are racial minorities. Mr. Vontran highlighted the importance of public-private partnerships, as well as working with unions to build effective programs.

The next question was for Chairwoman Kerr-Donovan: Why is it important to invest in incumbent workers? She responds saying that that value begins at the top with leadership and decision-makers. She notes that “growing our own” has and always will be held as a value in partnerships like that with MOED. She says that talent within the organization has been loyal and engaged and deserve investment. She also notes that if replacement jobs exist, ideally it is because people are advancing in their careers.

The last question was for all panelists: From your perspective, as a part of Vision 2020, what can we learn and replicate to advance apprenticeships City-wide?

Mr. Vontran asserts that the city and the Mayor’s office is dedicated to placing young people just out of high school in “earn and learn” programs if they so choose.

Ms. Kerr-Donovan shares her observation that the structure of apprenticeships is a microcosm of the bigger Vision 2020 in that jobseekers are provided necessary training and career-advancing certifications that help them move through the system.

Ms. Robinson relates the apprenticeship to the bigger Vision 2020 by noting that they both take a lot of work and support, but success is worth it in the end. Apprenticeships take commitment and wraparound services that include both professional and personal skills.

Mr. Danko shares that it is a struggle to find candidates for his apprenticeship, which is an aspect of the city’s workforce system that Vision 2020 is working to streamline.

Ms. Muempfer opens the floor to questions and comments from other guests. Ms. Caryn York asks what partners everyone is working with to provide those previously mentioned wraparound services because people face challenges that may not initially seem related to employment.

Ms. Kerr-Donovan says that her and her team work with a variety of Community-Based Organizations, but Humanim fills a number of administrative positions. They only partner with experts who will help folks become job-ready.

Ms. Robinson does not have a full list of CBO’s because there are so many, but has made it clear that the lines of communication are always open.

The conversation continues to say that everyone should be looking to broaden their horizons and outreach to places outside of the usual picks. This includes looking at different high schools across the city with kids that are not necessarily looking to go to college. Dr. Rachel Pfeifer adds that individualized matching and tailoring career maps for each student could be part of the solution for a more robust and prepared workforce-something that is included in Vision 2020.

In response to Mr. Danko’s question, Mr. Glen Middleton suggests that John meet with Superintendents about career days.

To conclude the panel, Senator-elect Cory McCray assures attendees that legislators know and understand the value of apprenticeships. Legislators are not only focused on putting public dollars into apprenticeship programs, but are intentional about the demographics of equitable reception of apprenticeship money.

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Strategic Priorities Update

Ms. Angel St. Jean of MOED gave a rundown of the four Access Points and their progress this year.

- **Access Points**
The Board's Systems Building Committee led the effort to design citywide Access Points. In 2019, the committee plans to work with the One Stop's and their frontline staff to implement design where partners are already co-located and can efficiently utilize data-sharing agreements.
- **Common Intake**
The Standardized Assessment Tool will remain draft until it is piloted within the One Stops in 2019 when it will be assessed and refined.
- **Job Matching Tool**
MacKenzie Garvin of MOED shared that the Business Services Department is working on the pilot at MOED to increase collaboration and promote sharing, which will ultimately lead to increased placements and higher retention. They have procured Tracker RMS and for the past several months, have been working with them to match it to MOED's workflow. Since MOED has just received their login credentials to begin working out the kinks, the Tracker RMS system will be presented at the March 2019 Board meeting. MOED Director Jason Perkins-Cohen notes that, "when all the bugs are squashed," it will be implemented outside of the agency.
- **Industry Partnership**
The Board's Business Engagement Committee is leading the effort to develop the sector partnership. In 2019, Visit Baltimore will help create career maps to help advance jobseekers in their careers. The goals for 2019 are to develop career maps for three sectors, launch the talent pipeline for the Hospitality & Retail sector partnership and launch the pilot for the incumbent worker training.

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2018 Committee Accomplishments

- **Operations Committee**
 - Chair Melanie Styles provided the update and discussed the committee's monitoring of MOED's service delivery. She affirmed that the Committee has made a full effort at understanding the incoming data, and communicating which data they want to see in the future.
- **WSEC**
 - Ms. Styles provided the update for WSEC as well as she is its Co-Chair. She reviewed that the Board passed the Performance Metrics Resolution in September 2018 and WSEC just finalized the Common Performance Metrics on December 6. The Committee is excited to roll out these metrics in 2019 as well as begin work on the Common Reporting Form and Tier 2 metrics.
- **Youth Committee**
 - Dr. Rachel Pfeifer, Co-Chair, discussed how the committee is moving forward with their new meeting structure and strategy. The committee will be pivoting to focus on in and out of school youth, as well as begin to align the committee with the broader BWDB.
- **Communications Committee**

- New Chair Tamara Robinson discussed the progress from 2018. This included the Board's website, LinkedIn, and continuing cohesive messaging. The goals for 2019 include an apprenticeship blog series, tracking site visits, and moving ahead with content.
- Systems Building Committee
 - Co-Chair Holly Shook provided the committee's update, which included the dive into designing the One Stop Centers as Access Points and understanding leveraging data and centers where partners coexist.
- Business Engagement Committee
 - Co-Chair John Danko is excited that the Youth Job Fair is happening again this year. They would like to include the City Schools within the scope of what the Committee is working on with all of its other partners.

All Committee meetings and minutes are displayed on the BWDB website: baltoworkforce.com

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MOED

- Updates and accomplishments

Director Jason Perkins-Cohen provided the Board with agency highlights and accomplishments from 2018, as well as what's to come in 2019. These included an incredibly successful YouthWorks Summer 2018 where worksites all around the city employed about 7500 Baltimore City youth, and about 1,000 kids opened age appropriate bank accounts with the help of a local credit union.

As it pertains to the broader workforce system, Practice Advisory Relaunch is set for the end of January with excited members. The goals for 2019 also includes youth job fairs, an ever-growing Grads2Careers program, conducting even more outreach to households as part of the Mayor's Violence Reduction Initiative, and more.

- Mobile Unit Tour

Meeting attendees were invited to take a tour of MOED's Mobile Workforce Center. The Center rotates to different locations throughout the city providing numerous services to city residents.

ADJOURNMENT

There being no further business to discuss, the meeting adjourned at 10:10am.