

Baltimore Workforce Investment Board

Full Board Meeting
Tuesday, March 2, 2010

***St. Ambrose Center
3445 Park Heights Avenue, Baltimore, MD 21215***

Welcome, Introductions, and Meeting Overview

Chairman Ashworth called the meeting to order at 8:00 am. He then welcomed all attendees for the first BWIB Board meeting of 2010.

Mr. Ashworth noted that this meeting will offer BWIB members an opportunity to both take stock of our progress while also looking ahead to our plans for the next year.

Before getting into the agenda, Mr. Ashworth acknowledged the three newest BWIB members, Ms. Kim Bush, Mr. Greg Derwart, and Mr. Marty Schwartz. He reported that these three individuals have been recently appointed by the Mayor to the board.

Chairman Ashworth indicated that Ms. Bush serves as Compliance Manager for Veolia Transportation; Mr. Derwart serves as the Chief Operating Officer for the ARC of Baltimore; Mr. Schwartz serves as the President of Vehicles for Change. The Chairman noted that their perspectives will be invaluable to our efforts to help Baltimore residents successfully find attractive employment opportunities. Mr. Ashworth indicated that, on behalf of the entire BWIB, he wanted to share the board's excitement about Kim, Greg, and Marty joining the BWIB and we look forward to working with them in the future.

Mr. Ashworth indicated that this meeting of the BWIB will begin with a review of the work of the board's five committees.

He then noted that, the highlight of today's meeting would certainly be the first opportunity for the BWIB to interact with the new Mayor, the Honorable Stephanie Rawlings-Blake. In her remarks, Mayor Rawlings-Blake will offer her perspectives on the various activities undertaken by her Administration with regard to workforce development.

Chairman Ashworth shared how the BWIB and MOED have worked together to help facilitate the creation of Baltimore's Green Jobs Coalition. He was quite pleased to report that the Coalition has had a number of meetings, and is now in the process of having a series of meetings for its four working committees. The Coalition's work will be guided by a set of goals for its first year of operation. Mr. Ashworth concluded his opening remarks by indicating that the BWIB meeting today will conclude with a detailed report of some of the activities of the Green Jobs Coalition.

Review and Approval of 12-08-09 Meeting Minutes

Minutes for the December 8, 2009 meeting of the full BWIB Board were presented for approval and subsequently approved by voice vote.

Brief BWIB Committee Status Updates

Chairman Ashworth offered all of the BWIB committee chairs the opportunity to give a concise update of their current work activities.

The first committee to present was the Public Policy Committee, chaired by Larry Walton. In Mr. Walton's absence, MOED Executive Liaison for Public Policy Jeffrey Smith presented a review of legislation considered thus far during the 2010 Maryland General Assembly session. Specific bills referenced during this discussion included:

Senate Bill 106/House Bill 92 - Labor and Employment - Job Creation and Recovery Tax Credit

Senate Bill 107/House Bill 91 - Unemployment Insurance - Tax Deferral, Trust Fund Solvency, and Cost-Neutral Modernization Act

Senate Bill 311/House Bill 943 – Chesapeake Conservation Corps

Senate Bill 604 – College and Career Readiness Act of 2010

The second committee to present was the Training and Postsecondary Education Committee, co-chaired by Pamela Paulk and Dr. Carolane Williams. Ms. Paulk shared with the BWIB a current progress report regarding the Talent Development Pipeline Study, the major work product of this committee during the past two years.

Building better connections between and among business and educational Institutions is a key priority of the Baltimore Workforce Investment Board (BWIB). To meet this aim, the BWIB's Training and Post-Secondary Education Committee has conducted a gap analysis to assess whether - and how well – local colleges, universities and trade schools are preparing students for the kinds of jobs available here in the Baltimore region.

Extensive research was conducted to evaluate the above-noted points, including a comprehensive examination of regional educational programming, a thorough analysis of labor market projections for Baltimore City and Baltimore County, and distribution of a detailed employer survey. The committee intends that this survey will be complete by June 2010.

The third committee to present was the Youth Council, chaired. Alice Cole MOED's Career Development Services Project Director, shared with the BWIB a report of the plans in place for the 2010 YouthWorks summer youth employment program and how the BWIB members can support this year's exciting program.

Ms. Cole shared that "*Summer jobs launch careers*" was selected as the theme for Baltimore City's YouthWorks campaign. Baltimore City youth and young adults, ages 14-24, will develop the essential work skills that today's employers require, and many will discover their true career interests during the summer of 2010. YouthWorks provides well-prepared, multi-skilled, and dependable high school and college students who are eager to work. While the program

benefits youth by allowing them to explore careers and better understand the value of education, it also enriches businesses by giving them access to a talented and energetic labor pool of motivated workers.

YouthWorks 2010 is scheduled to operate from **June 28 - August 6**. Ms. Cole reviewed the YouthWorks participation menu, and encouraged BWIB members to identify ways that their organizations could support this valuable summer youth employment program.

The fourth committee to present was the Workforce System Effectiveness Committee, co-chaired by Patrice Cromwell and Melanie Styles. The co-chairs shared with the BWIB a report regarding the updated workforce dashboard report, as well as a review of the progress of MOED's ARRA training vendor activities.

The final committee to present today was the newest, the Regional Initiatives Task Force. Karen Sitnick, MOED Director, shared with BWIB members the implementation plan for this committee, as well as formally announcing the BWIB's designee as co-chair, Ms. Pegeen Townsend from MedStar Health.

After these remarks, Chairman Ashworth encouraged board members to continue to be active within their respective committees.

Remarks By and Q&A with Mayor Stephanie Rawlings-Blake

Chairman Ashworth began this agenda item by asking MOED Director Karen Sitnick to introduce Mayor Stephanie Rawlings-Blake, who offered her perspectives on current developments with regard to workforce development for the City of Baltimore.

Mayor Rawlings-Blake thanked Ms. Sitnick for the introduction and for the invitation to the Baltimore Workforce Investment Board's quarterly meeting. The Mayor also thanked Chairman John Ashworth for his important contributions and the leadership he has shown through his chairmanship of this very important board, as well as each BWIB member for the time and energy dedicated to the work of this board.

The BWIB plays a key role in our continuing efforts to train our City's residents for meaningful jobs and careers, educate our young people so they will be a strong future workforce, and support employers. The Mayor stressed that, as everyone is undoubtedly aware, the financial challenges facing our nation's economy are impacting all of us. She indicated that this was why your work and the work of the Mayor's Office of Employment Development are even more important now.

The Mayor indicated that with a greater number Baltimore residents now looking for employment, it is vital that we continue to provide funding for job training. MOED is in the process of rolling out a series of job training programs, funded through federal support made possible by the American Recovery and Reinvestment Act. This diverse menu of training options will employ more than 300 Baltimore job seekers. St. Ambrose is one of these vendors providing training in the culinary arts and hospitality field and prepared the breakfast served at today's meeting.

While many sectors of our economy have been experiencing downsizing and layoffs, there are some important opportunities on the horizon that will help revitalize main streets. Specifically,

we can look forward to future job opportunities associated with a new City-located slots venue, the recently-announced public/private partnership at the Port of Baltimore, the Federal Base Realignment and Closure (BRAC) process, and the planned 25th Street retail complex.

As a board, you must be innovative enough to be able to meet the needs of industries experiencing financial challenges, while – at the same time – work to help other local businesses associated with some of the future developments I just noted recruit and train capable Baltimore residents for these attractive job opportunities.

I also want to share with you my enthusiasm for the prospects that the emerging green jobs sector, identified by your board as “Sustainable Energy and Environmentally-Driven Services,” hold for the job seekers of Baltimore. As you know, I proposed that the City prepare for this set of opportunities by putting a plan in place to both identify future green job opportunities and also to help craft relevant training programs to allow City residents to acquire the skills needed for these jobs. I am pleased that the board and MOED have offered to coordinate this initiative through the Baltimore Green Jobs Coalition, and I am looking forward to their presentation here in the next few minutes.

In conclusion, I challenge each of you as board members to think of ways to spread your message to others about the importance of diverse and meaningful partnerships in support of workforce activities.

At the conclusion of the Mayor’s remarks, Chairman Ashworth thanked her for her time, and reiterated the BWIB’s commitment to serving as an active partner in the promotion of her progressive agenda on behalf of the residents of Baltimore City. He also invited her to stay and hear a report regarding the Green Jobs Coalition, which was set up in response to legislation she introduced as City Council President.

Presentation – Baltimore Green Jobs Coalition

Chairman Ashworth began this agenda item by introducing BWIB member Peter Van Buren of TerraLogos Energy Group and Cathy Fleming, from Goodwill Industries of the Chesapeake. Mr. Van Buren serves as the chair of the Coalition’s Green Career Pathways Committee and Ms. Fleming chairs the Coalition’s Marketing and Green Awareness Committee.

Mr. Ashworth asked these presenters to first offer their individual perspectives and observations about the launching of the Baltimore Green Jobs Coalition, and then to offer a short review of the series of 2010 Goals and Objectives that have been formally adopted by the Coalition.

Mr. Van Buren began by reviewing the formation of the Coalition. Legislation introduced by then City Council President Stephanie Rawlings-Blake, currently serving as Baltimore’s 49th Mayor, led to the establishment of a Baltimore City Green Jobs Coalition. Formed in June 2009, the Coalition is charged with examining the current and projected green labor market, identifying the needs of businesses, developing training programs, and working to move the City’s unemployed and under-employed into the workforce. By virtue of its expertise and public and private sector contacts, the Mayor’s Office of Employment Development (MOED) and the BWIB are coordinating the activities of this Green Jobs Coalition.

Ms. Fleming reviewed the first year goals areas established by the Coalition. They are as follows:

Subject Area Goals

- I. Green Policy Initiatives
- II. Marketing and Green Awareness
- III. Green Career Pathways
- IV. Financing for Green

Each subject area goal has been tasked to a correspondingly-named committee. These committees are conducting all activities associated with their respective goals/objectives; ideally will meet on a monthly basis. The overall Green Jobs Coalition convenes its meeting quarterly, allowing for regular opportunities for dialogue and interchange between and among these various functional areas.

After these remarks, Chairman Ashworth opened the floor to questions on this agenda item.

Final Comments and Adjournment

Chairman Ashworth thanked all BWIB members for their work on the various committees of the BWIB. He again offered his thanks to Mayor Rawlings-Blake for taking time out of her schedule to speak to the BWIB membership.

He also noted the next meeting of the board is scheduled for Tuesday, June 8th, starting at 8:00 am. He thanked the members for their attendance today, and encouraged them to remain active on the board and its committees.

Submitted by,
Jeffrey W. Smith