

Baltimore Workforce Investment Board

Full Board Meeting
Tuesday, June 8, 2010

***Humanim at Baltimore Headquarters
1701 N. Gay Street, Baltimore, MD 21213***

Welcome, Introductions, and Meeting Overview

Vice-Chairman Kimmons called the meeting to order at 8:00 am. He then welcomed all attendees for the second BWIB Board meeting of 2010.

Mr. Kimmons noted that this meeting will offer BWIB members an opportunity updates on a series of very important BWIB initiatives. He indicated that the highlight of the meeting will certainly be the report of the BWIB's Training and Postsecondary Education Committee. After a great deal of hard work, the committee is preparing for the formal unveiling of its Talent Development Pipeline Study. The committee has worked for more than two years to complete the Study, which we hope will provide valuable information on training and workforce issues to many regional stakeholders.

The Vice-Chairman indicated that next, Pegeen Townsend, in her role as the co-chair of the new Regional Initiatives Task Force, will provide the BWIB with a brief review of the recent launching of this initiative, and provide insight with regard to the early discussions that this group has had to date.

Mr. Kimmons noted that the BWIB will also get an update on the recent work associated with the Baltimore Regional Employer Awards and Institute. BREI recently concluded its third series of employer-to-employer information sessions. Thus, we thought it would be a good idea to bring the BWIB up to speed about the recent work of BREI, and solicit your feedback for how we can continuously improve this program.

Vice-Chairman Kimmons concluded his remarks by pointing out that the board will hear about the impending start of the 2010 YouthWorks summer youth employment program, and the new focus for this year entitled 'Summer Jobs Launch Careers.'

Greetings and Welcome to Humanim

Mr. Kimmons reminded the BWIB that this meeting marks the third time that we will come together at the site of one of MOED's ARRA training vendors, in this case, here at the Humanim Baltimore Headquarters. Over the coming months, a number of training providers will be rolling out a series of training programs, within a variety of the BWIB's industry sectors, thanks to funding provided through the American Recovery and Reinvestment Act (ARRA).

Mr. Kimmons then thanked our host, Mary Manzoni, Vice President of Vocational Services with Humanim, for hosting us this morning at this beautiful facility. Ms. Manzoni then spent a few moments providing the BWIB with an overview of the services offered by Humanim.

Vice-Chairman Kimmons concluded by indicating that, throughout 2010, BWIB board meetings will take place at the site of a different ARRA training vendor, giving each of us the chance to see some of the good work that these organizations will be doing for the citizens of Baltimore.

Review and Approval of 03-02-2010 Meeting Minutes

Minutes for the March 2, 2010 meeting of the full BWIB Board were presented for approval and subsequently approved by voice vote.

Presentation – Training & Postsecondary Education Committee – Talent Development Pipeline Study

Vice-Chairman Kimmons introduced the leadership of the Training and Postsecondary Education Committee, co-chairs Pamela Paulk and Dr. Carolane Williams. The co-chairs will share with the BWIB a status report on the Talent Development Pipeline Study, the major work product of this committee during the past two years.

Ms. Paulk began by indicating that the Baltimore Workforce Investment Board is very pleased to make this valuable work product available to the public. The Talent Development Pipeline Study required many hours of work on the part of the members of the Baltimore Workforce Investment Board's Training and Post-Secondary Education Committee. She then thanked each and every one of these individuals for their unflagging commitment to bringing this comprehensive project to fruition.

Co-chair Paulk noted that the Study is an excellent example of how the BWIB focuses on strategic action to address workforce needs in the Baltimore region. As a result, we now have access to a thoughtfully constructed, thoroughly researched report that offers value to *all* of the partners in the talent development pipeline – including the public school system, post-secondary educational institutions, workforce professionals and job seekers, and, of course, businesses.

Speaking from the perspective of a business leader in Baltimore, Ms. Paulk indicated that there are many applications for the content contained in this document. The Talent Development Pipeline Study illuminates the connections between the supply of qualified workers and occupational demand, and provides a robust guide for businesses interested in locating local post-secondary institutions that are preparing students with the skills their organizations need.

She commented that the labor market demand information included in the Study creates a concrete starting place for employers who want to work proactively with educational partners to align educational programming and capacity with projections for high-demand jobs.

Ms. Paulk then took a moment to explain how the Study is organized. She referenced a graphic, which was provided to the board, and explained that it is drawn from one of the six profiled industry sectors included in the Study – the Healthcare and Social Assistance sector. Note that the pie chart on the left shows the number of people who graduated from post secondary institutions in and around the Baltimore region in 2008 with the academic skills and credentials most jobs in the healthcare industry require.

Ms. Paulk requested that board members look at the chart on the right. This chart displays the number of skilled and credentialed people we expect will be needed to fill jobs in the healthcare

field in 2016. A side-by-side comparison of these charts reveals a glaring disparity: In 2008, 818 graduates earned an Associates degree. In 2016, over 9000 local jobs in the healthcare industry will require this level of education.

Ms. Paulk noted that this picture suggests, that *if we do nothing different*, we will be facing serious gaps between the supply of trained professionals and business demand for a qualified workforce. But, we can address these gaps, if we work together – and quickly.

This report will serve as an invaluable tool for calibrating the dynamic relationship between a world-class workforce and a globally competitive economic base. Ms. Paulk pointed out that she had shared my thoughts as a business leader, but as we've noted, the Talent Development Pipeline Study will serve a variety of stakeholder groups.

The committee members who contributed their time and expertise to creating the Talent Development Pipeline Study brought diverse perspectives to the task, from the worlds of business, the public sector, and my domain – the world of post-secondary education. Ms. Paulk then asked her fellow co-chair, Dr. Williams, to offer her perspectives on the Study.

Dr. Williams assured the BWIB that post-secondary institutions take very seriously their role in preparing a qualified workforce. Leaders in the educational sphere appreciate that the increasing speed of change across all industries demands ever-greater agility, on our part, in responding to the needs of business – and providing students with skills that will be relevant once they've graduated and are out there looking for a job in the Baltimore region.

Dr. Williams indicated that the Talent Development Pipeline Study gives post-secondary institutions a “big picture” view of educational programming across our region, while also offering at-a-glance information to compare programming at an individual school with workforce trends.

At the Baltimore City Community College, Dr. Williams indicated that she and her staff will be looking at how we can use this Study's findings and recommendations to fine-tune our workforce preparation and educational programming to meet business needs. And, she felt that this tool will influence our k-12 and other post secondary institutions to do the same.

For instance, among the Study's recommendations is a call for business and education leaders to work more closely to address the disparity between the skills students frequently acquire as high school graduates and employers' entry-level requirements for new hires. We also found that industry certifications play a key role in improving employability. They provide a portable, marketable credential. Therefore, we included a recommendation in the Study advising educators to integrate industry certification standards into curriculum wherever appropriate.

Another key recommendation is to create more flexible and innovative training opportunities that will allow more people to acquire the increased skills so many of these jobs demand. This should lead to more online courses, more evening and weekend course options and more bridge programs like “Tech Prep” to enable high school students to gain college credits.

In my role as an educator focused on career development, Dr. Williams encouraged students, parents and guidance counselors to use the Study to explore promising career paths to high-demand occupations. Speaking for the Training and Post-Secondary Committee, we celebrate the successful completion of this project.

Mr. Kimmons concluded this portion of the agenda by thanking all of the committee members for their work, and noting that BWIB members should be on the lookout for a formal announcement of the press conference that will be scheduled for the formal unveiling of the Study.

Regional Initiatives Task Force Kick-Off Review

Vice-Chairman Kimmons began this agenda item by reminding the BWIB members that the promotion of regionalism was a key focus area within the board's 2010 – 2012 Strategic Plan. In order to guide our progress in this area, a new Regional Initiatives Task Force was created, in partnership with the Baltimore County Workforce Development Council.

He then introduced Pegeen Townsend, the co-chair of the Regional Initiatives Task Force. She shared with the BWIB a report regarding the early work of this group. Ms. Townsend began by indicating that the functions of this joint City/County group are to foster collaboration and engagement among workforce entities operating in the Baltimore region; identify opportunities to partner with other workforce investment areas; pursue opportunities for regional advocacy in support of relevant workforce development policy initiatives.

Ms. Townsend noted that, thus far, the task force has developed a comprehensive action plan for the Task Force's in-depth exploration of issues associated with regional workforce development. It has also identified a series of strengths/opportunities and also challenges that should be collectively addressed, in order to foster future regional workforce success. Most significantly, the task force has begun a series of topic-based research sessions, in order to gather relevant data pertinent to the identified strengths/opportunities and challenges.

At the conclusion of the Ms. Townsend's remarks, Vice-Chairman Kimmons thanked her and her task force for their work to date.

Presentation – Baltimore Regional Employer Awards and Institute Update

Vice-Chairman Kimmons began this agenda item by introducing MOED Executive Liaison for Public Policy Jeffrey Smith and LiLi Taylor, Regional Initiatives Coordinator for MOED/BCOWD. They provided the BWIB with a brief overview of the status of the Baltimore Regional Employer Institute and Awards program.

Mr. Smith began by noting that this initiative is a continuing, collaborative effort between the City and the County to both honor selected regional employers for their innovative recruitment and retention programs while also offering other businesses the chance to learn how to utilize such promising practices within their own organizations. The Baltimore Regional Employer Institute and Awards program, now in its third cycle, began last fall, with the announcement of four innovative businesses operating within the Baltimore metropolitan area. These winners of the 2009 – 2010 Baltimore Regional Employer Awards were recognized at a breakfast held at Morgan State University. Businesses were considered in four distinct categories, with winners being chosen by a panel of representatives from the BWIB and the Baltimore County Workforce Development Council.

Ms. Taylor continued the presentation by pointing out that, each of these four winners has been participating in the 2010 Baltimore Regional Employer Institute, where they will facilitate "peer to peer" sessions to promote and expand their promising workforce practices. As in years past,

the Institute will provide area business leaders with the chance to network and dialogue on the issues impacting them most by hosting employer-to-employer forums beginning in February 2010. This season's forums will feature interactive access to sessions and materials by using the latest in social and business networking tools, webinars, and online document access.

She concluded the presentation by asking the board members to consider ways in which this initiative could be continuously improved and structured to attract greater interest from the business community.

2010 YouthWorks Overview

Mr. Kimmons then asked MOED Director Karen Sitnick and YouthWorks coordinator Alice Cole to provide the membership with an update regarding the 2010 YouthWorks summer youth employment program.

Ms. Sitnick and Ms. Cole briefly highlighted a new YouthWorks component for 2010, funded through a targeted federal appropriation. MOED has created the **Baltimore Career Corps** as a new component of its existing **YouthWorks** summer youth employment program. MOED will build upon its successful YouthWorks model by identifying targeted summer employment opportunities from which youth can acquire an increased knowledge of Baltimore's high-growth industries. This initiative will simultaneously offer a diverse population of youth participants with: 1) relevant, paid work experiences, 2) exposure to basic workplace skills, 3) a greater understanding of their personal learning and career goals, 4) access to an educational program focusing on the personal finance knowledge and skills that youth should possess, 5) the opportunity to gain an understanding of national labor market trends, and 6) a chance to learn from a caring team of role models and mentors.

After their remarks, Bob will thank the BWIB members for their continued support for the YouthWorks program, and will then open the floor to questions on this agenda item.

Final Comments and Adjournment

Vice-Chairman Kimmons thanked all BWIB members for their work on the various committees of the BWIB. He also noted the next meeting of the board is scheduled for Tuesday, September 7th, starting at 8:00 am. This meeting will serve as the BWIB's annual strategic thinking session, with the focus being on a one-year update on our progress toward the goals contained within the 2010 – 2012 Strategic Plan.

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