

Quarterly Meeting

December 6, 2023

Meeting Goals

- Celebrating Board members' leadership
- Reviewing input into State Workforce Plan shared by Board members to date
- Building a deeper understanding of priorities and partnership opportunities with Maryland's local workforce areas, and how this can inform State Workforce Plan development
- Engaging Board input on key CTE Committee deliverables and explore how this work can inform State Workforce Plan development

Moving the State Workforce
Plan into the next phase of
action

Executive Committee

- Carim Khouzami, Chair
- Delali Dzirasa, Vice Chair
- Calvin Ball, Howard County Executive
- Jessica Mente, Royal Farms
- Myra Norton, Johns Hopkins Technology Ventures; CTE Committee Chair
- Martin Schwartz, Vehicles for Change
- Inez Stewart, Johns Hopkins Medicine
- Teaera Strum, Strum Contracting Company, Inc.

- Kevin Anderson, Secretary, Maryland
 Department of Commerce
- Dr. Carey Wright, Interim Superintendent,
 Maryland State Department of Education
- Sanjay Rai, Acting Secretary, Maryland Higher Education Commission
- Portia Wu, Secretary, Maryland
 Department of Labor

New and Retiring Board Members

Welcome...

Dr. Carey Wright, Interim Superintendent, Maryland State
 Department of Education

Thank you for your service...

- Mick Arnold
- Judi Emmel
- Katarina Ennerfelt
- Deborea Montgomery

Congratulations, Apprenticeship Ambassadors!

- Hon. Calvin Ball, Howard County Executive
- Brian Cavey, International Association of Heat and Frost Insulators & Allied Workers; Maryland Apprenticeship and Training Council Chair
- Donna Edwards, MD-DC AFL-CIO
- Jessica Mente, Royal Farms



Quarterly Meeting

December 6, 2023

Key Roles for the GWDB



State Workforce Plan

The GWDB is required under the Workforce Innovation and Opportunity Act of 2014 (WIOA) to submit a State Workforce Plan to US DOL on behalf of the Governor every four years to receive federal funding for core programs supporting adults, youth, dislocated workers, adult education and literacy, employment services, and vocational rehabilitation programs.

The 2024 four-year plan is due in March.



We're taking this as an opportunity to:

- ✓ Set and communicate a shared vision and priorities for Maryland
- ✓ Begin taking stock of what is working well and what we need to change
- ✓ Build relationships and align activities and resources across state agencies and local partners
- ✓ Establish concrete goals and metrics for success
- ✓ **Deliver an actionable strategic plan** for the Governor, GWDB, state agencies and local partners

State Workforce Plan Partners

- Governor's Workforce Development Board (GWDB)
- Maryland Department of Labor (MDOL) Division of Workforce Development
 & Adult Learning (DWDAL)
- Staff contributors representing:
 - GWDB
 - DWDAL offices for workforce development, adult ed, apprenticeship
 - Local workforce development boards
 - Unemployment Insurance
 - Maryland Department of Human Services
 - Maryland State Department of Education Division of Rehabilitation Services
 - Maryland Department of Housing and Community Development
 ... and more

GWDB October Survey

The October survey asked members to share their views on the most important things to include in the State Plan. Board members shared ideas that included:

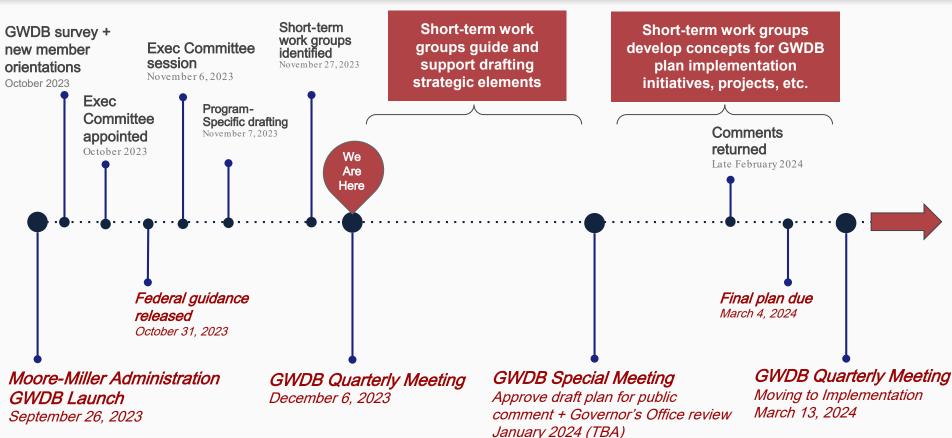
- Addressing workforce shortfalls in key sectors and aligning investments to those needs
- Addressing barriers to employment, including for New Americans, returning citizens, people with disabilities, veterans/military families, and 50+ workforce
- Expanding apprenticeship into new occupations and new communities
- Connecting high school training/education pathways to careers (incl. through apprenticeship)
- Fostering a platform for collaboration and information-sharing
 - With those "on the ground," including local workforce development boards
 - Across state agencies
 - Across public-private sectors
- Leveraging data and experience to gain a better understanding of what works, and building from there instead of "reinventing the wheel"

U.S. DOL Areas of Focus

The U.S. Department of Labor shared guidance on the plans, updated prompts, and areas of focus with states on October 31st. The following federal areas of focus are expected to be woven throughout the Plan:

- Leveraging historic infrastructure investments of the Bipartisan Infrastructure Law,
 CHIPS and Science Act, and the Inflation Reduction Act
- Investments that prepare workers for quality jobs
- Data-driven decisions
- Investing in youth
- Equity in service delivery and educational programming
- Enhance supportive service offerings
- Strategic partnering

State Workforce Plan Timeline



Draft Vision and Mission

Our Vision for Maryland: A dynamic and competitive Maryland economy that creates opportunities for all businesses to thrive and for every Marylander to access work, wages and wealth.

<u>Our Mission:</u> We develop strategies, drive alignment, and accelerate implementation of innovative workforce development solutions that build competitive talent pipelines for Maryland's employers and advance work, wages and wealth for all Marylanders.

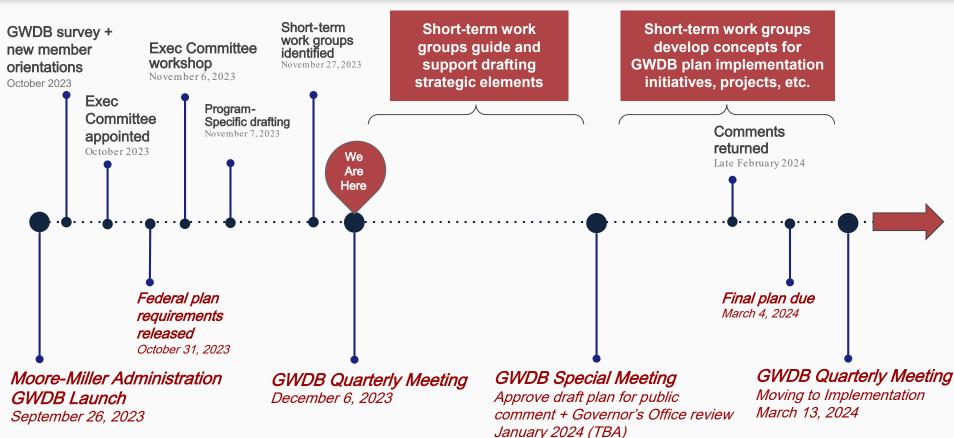
Draft Values to Guide Our Work

- Be Innovative: We collaborate across agencies and stakeholders to identify and implement bold solutions
- Be Data-Driven: We rely on data and experiences to inform our decisions
- Move Urgently: We move quickly and diligently with a purpose
- Challenge the Status Quo: It's okay to disagree and offer a new viewpoint
- Be Outcomes-Focused: We will spend each day focused on leaving no one behind

Draft Priority Areas

- Supercharging key sectors
- Advancing equity and access
- Preparing the future workforce
- Improving system alignment and accountability

State Workforce Plan Timeline



CTE Committee

Purpose: build an integrated, globally competitive framework for providing CTE to Maryland students in public school, institutions of postsecondary education, and the workforce.

- Unit within the GWDB
- Provide CTE programs that are developed in partnership with the private sector
- 11 members of the GWDB
- By the 2030-2031 school year, 45% of high school students shall complete a high school level of a registered apprenticeship or an industry-recognized credential prior to graduation

CTE Committee | FY24 Project Plan

| | CTE Committee Deliverables | Begin Date | Completion Date |
|----|--|------------|--------------------|
| 1. | Provide Foundational Guidance to Stakeholders a Industry-Recognized Credential Definition and Criteria b. High School Level of a Registered Apprenticeship c. Additional Guidance to be provided throughout the year | 10/25/2023 | 6/30/2024 |
| 2. | Establish Career and Technical Education Framework | 1/1/2024 | 5/1/2024 |
| 3. | Develop Skills Standards Advisory Committee Framework a Focus on Committee Processes, Role, and Membership | 7/1/2023 | 3/1/2024 |
| 4. | Determine Expert Review Team Deployment Strategy | 8/1/2023 | 2/15/2024 |

CTE Committee | FY24 Project Plan

| | CTE Committee Deliverables | Begin Date | Completion Date |
|----|--|------------|--------------------|
| 5. | Develop Annual goals to reach 45% a. Determine what counts to meet the 45% goal b. Determine how to collect the data and analyze the data | 3/1/2024 | 6/1/2024 |
| 6. | Align the work of the CTE Committee and the Perkins State Plan | 11/15/2023 | 2/15/2024 |
| 7. | Submit CTE Committee Reports a. Develop and Submit Annual report to AIB b. Develop and Submit 2nd Implementation Plan c. Develop and Submit State Goals d. Develop and Submit Expert Review Team (ERT) Deployment Plan | 2/1/2024 | 6/15/2024 |
| 8. | Monitor the progress of Career Counseling Implementation | 11/1/2023 | 6/30/2024 |

CTE Committee | Deliverable Timeline



CTE Committee | Deliverable Timeline



CTE Committee | 2024 Meetings

- Hosted at various LEAs, to include tours
- Quarterly
- Dates and locations to be posted soon (<u>www.gwdb.maryland.gov/ctecomm</u>)

CTE Committee | Industry-Recognized Credentials

The CTE Committee is required by the Blueprint for Maryland's Future to define the criteria and process for industry-recognized credentials to determine which credentials will count towards the 45% goal.

CTE Committee | Collaboration with MSDE

The CTE Committee and the Maryland State Department of Education (MSDE) will ensure that CTE programs are aligned with the State's economic development and workforce goals; are informed by national and global best practices; and are providing students with the skills and knowledge they need to succeed in the modern economy and support employers' talent needs.

In accordance with the Blueprint for Maryland's Future and the Carl D. Perkins Act, **we will work together** to promote innovation in CTE.

The National Landscape of IRCs

MSDE and the Governor's Workforce Development Board (GWDB) conducted a national survey of IRC definitions, processes, and procedures in these states:

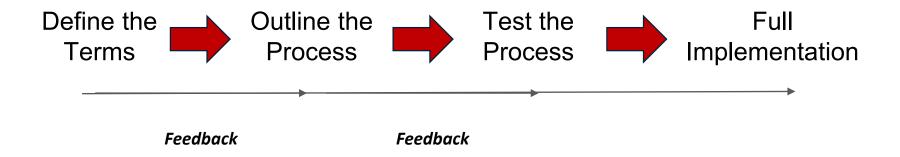
- Alabama
- Delaware
- Florida
- Kansas
- Louisiana

- North Carolina
- Ohio
- Pennsylvania
- Tennessee
- Texas

The states in **BLUE** were heavily consulted as a proposed definition, core elements listing, and application/approval processes for IRCs were being developed.

A Phased Approach to the Work

Updating the industry-recognized credential system isn't a small challenge. This will require multiple phases and multiple conversations.



CTE Committee | Proposed IRC Definition

An Industry-Recognized Credential (IRC) is a formal validation of an individual's skills and competencies that aligns with the state's in-demand occupations and is recognized by industry and employers. It includes a certification, license, or other credential, and is obtained through an assessment process, may be stackable and portable within the industry, and *leads to documented positive employment and wage outcomes*. The IRC ensures relevance to the labor market and supports career advancement and economic development.

Proposed Core Elements of an IRC

- 1. <u>Aligns with In-Demand Occupations:</u> The IRC is associated with occupations that are in high demand within Maryland, as identified by the Governor's Workforce Development Board, state labor market data, and employer feedback.
- 2. <u>Validated by Industry:</u> The credential is recognized across the state by multiple employers within an industry sector and is often developed or endorsed by industry associations, ensuring its relevance and value in the job market.
- 3. <u>Assessment-Based:</u> The IRC is awarded upon successful completion of an assessment process that may include written, oral, or performance evaluations, demonstrating the individual's mastery of specific knowledge, skills, and abilities required for a particular occupation or skill area.

Proposed Core Elements of an IRC

- **4.** <u>Standards-Driven:</u> The credential is based on industry-accepted standards and competencies, ensuring that it reflects the current needs and practices of the relevant industry.
- 5. <u>Achievable and Accessible:</u> The credential is attainable by individuals through secondary, postsecondary, or other training programs and is accessible to a wide range of learners, including both traditional and non-traditional students.
- **6. Stackable:** The IRC contributes to an individual's career pathway by being stackable towards further education and training, leading to advanced credentials and employment opportunities.

Proposed Core Elements of an IRC

- 7. <u>Portable:</u> The credential is recognized and valued across the state and, where applicable, nationally, allowing for mobility within or across industries.
- 8. Quality Assured: The IRC is subject to ongoing quality assurance measures, ensuring that it remains current with industry standards and practices and continues to be recognized by employers as a mark of excellence.
- **9.** Renewable: Where applicable, the credential is renewable, requiring holders to engage in continuous learning or re-assessment to maintain the credential's status and relevance.
- 10. <u>Documented Outcomes:</u> There is evidence of positive employment and wage outcomes for individuals who have obtained the IRC, demonstrating its effectiveness in contributing to workforce readiness and economic advancement.

CTE Committee | IRC Timeline

Nov. 16 Shared with LEA and Community College Partners for Feedback

Nov. 29 Presented Definition and Core Elements to CTE Committee for Ratification

Dec. MSDE – CTE Committee Develop Interim Process for Approval; Engage

Stakeholder Feedback

Dec./Jan. MSDE Assesses Current IRCs Using Interim Process

Jan./Feb. CTE Committee Reviews/Ratifies MSDE Recommendations for IRCs

Feb. 2024-25 IRC Listing Published

Apr./May Full Definition & Approval Process for 2025-26 Presented to CTE Committee

To view the full document, see the 11/29/23 meeting materials on www.gwdb.maryland.gov/ctecomm



Engaging Maryland's Local Workforce Ecosystems

Governor's Workforce Development Board

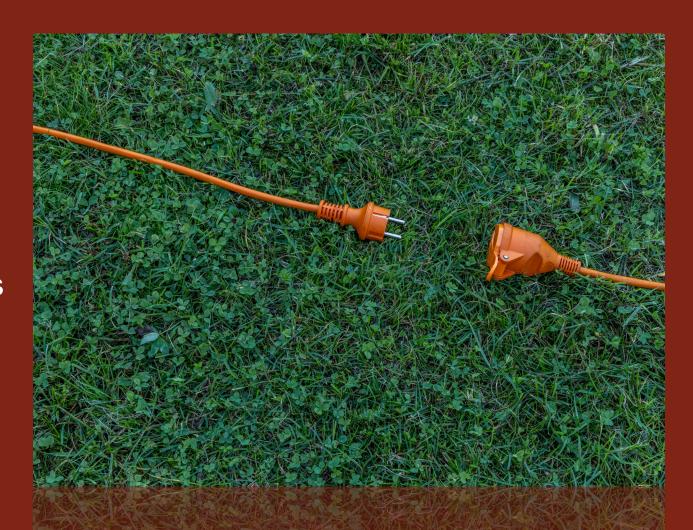
The Main Points

Maryland's Workforce System & The Maryland Workforce Association

The Common Focus of Local Workforce Boards and the Governor's Workforce Development Board

Services & Success Stories

Connections are important. Disconnected, systems do not work and energy remains untapped.





The Maryland Workforce Association

"Th[e] system is supposed to provide employment and training services that are *responsive to the demands of local area employers.*"

Congressional Research Service "The Workforce Innovation and Opportunity Act and the One-Stop Delivery System

Updated September 26, 2022

Who We Are



13 1 4 Workforce Boards

Representing all of the local workforce development boards and local workforce systems across Maryland.

Western Maryland



Your Local Counterparts





























Our Vision

Promoting and advocating for Maryland's public workforce systems through innovation, promotion of best practices, and professional development.





Raising the Bar Annual Conference Sept 23 - Sept 25 2024

Advances innovations in apprenticeship opportunities for youth and adults

Provides direct service through the Workforce Innovation and Opportunity Act's Title I (Adult, Youth and Dislocated Worker)

Serves as connectors of industry and community-based services

Plays a large role in the implementation of the Blueprint for Maryland's Future by overseeing career counseling services to middle and high school students.

Impact



\$41m

Funding received by the State of
Maryland to implement Title I services

3,100 Jobs

Created directly or indirectly through the work of Maryland's 13 Local Workforce Boards providing Title I services

\$206.5 m Economic Impact

From \$185 million in earnings with additional \$21.5 million in state and local budgets in the form of taxes on production and imports

Resulting in 5x economic impact compared to funding



and the Governor's Workforce Development Board

the governor's workloice bevelopment board

WIOA and the State Board



At the State Level, the Governor's Workforce Development Board is required to:

- Set statewide vision, goals, and strategic priorities
- Align the system and set policy for the State to align with vision, goals, priorities
- Lead the drafting of the State's 4 Year Workforce Plan
- Review workforce development policies and programs
- Develop guidance and continuous improvement
- Identify and elevate best practices
- Identify opportunities and strategies for technological improvements for service delivery
- Develop and share statewide workforce and labor market information

WIOA and the Local Boards



The Local Boards are to:

- Develop and submit a 4-year local plan
- Participate in regional planning, where applicable
- Conduct workforce research on local employer needs / labor market
- Convene local workforce system stakeholders
- Lead efforts to engage with a diverse range of employers to ensure activities meet employer needs
- Implement career pathways and align education, employment training, and supportive services
- Develop strategies for using technology
- Negotiate local performance indicators
- Select providers of services
- Identify and promote promising practices
- Partner with Chief Elected Officers
- Negotiate funding for infrastructure costs
- Ensure sufficient number & types of training and career services
- Coordinate activities with education and training providers
- · Assess accessibility
- Develop a budget for activities
- Certification of one-stop centers

Alignment of State and Local Boards

| State Board | Local Board |
|---------------------------------------|---|
| Leads State Planning | Leads Local Workforce Planning in line with State |
| | Plan |
| Business-led board | Business-led board (at least 51% of membership) |
| Convening stakeholders of the system | Convening local leaders around workforce needs |
| Promotion of best practices | Promotion of promising practices at the local level |
| Develop policies for the state system | Develop policies for the local system |
| Align state systems | Align local workforce partners |



State Planning Led by GWDB

Regional Planning Led by Consortium of Local Workforce Boards

Local Planning Led by Local Workforce Boards



Services provided

Services for Businesses

- Sector Strategies
- Apprenticeships
- Job Postings
- Recruitment & Placement
- Labor Market Information
- Retention & Downsizing
- Incumbent Worker Training



Business Success Story



"The team at AAWDC makes it possible for us to meet with job seekers in person for our hiring efforts in BWI and are great partners in connecting us with job seekers in Anne Arundel County. Thank you very much for your support and partnership, we all look forward to working with you in the future."

- Goro Harada, Southwest Airlines



"We very much appreciate [the] fantastic assistance with our recruiting and also getting us into the job fair tomorrow at the last minute. You all are THE A-Team of all workforce's I've worked with across the country and just wanted to say so, again, and always."

-Paul Henshaw, Pinnacle Logistics



Services for Job Seekers

Preparing residents for in-demand occupations & careers

- Career Advising leading to Family Sustaining Wages
- Barrier Removal
- Occupational Training
- Work-based Learning
- Job Placement
- Follow Up Services

Job Seeker Success Story



Project Peer Recovery





In partnership with:



Congratulations Project Peer Recovery graduates!

Frederick County Workforce Services and
Resilient Frederick County are happy to
announce the accomplishments of Project Peer
Recovery participants and look forward to their
continued growth! We know they are
well-prepared to enter employment in the
behavioral health field in Frederick County and
are a great asset to the community!

UPDATE: Four of the five graduates have already found employment as a result of their participation in this important program!



Takeaways

Key Takeaways

- Get to know the local workforce board in your community
- Support the local workforce ecosystem in your community
- Hold your local workforce board accountable



Connect with Us







Marylandworkforceassociation.com https://www.facebook.com/MDWorkforceAssociation/

Maryland Workforce Association on LinkedIn

Mayor's Office of Employment Development



417 E. Fayette Street, Suite 468 Baltimore, MD 21202



What's MOED

Mayor's Office of **Employment** Development (MOED)

Not "Economic" Development





MOED At a Glance

- * 8 Locations (2 AJCS)
- Connection Center, Workforce Reception Center, Re-entry Center, YO!
 Center
- § 5 Community Job Hubs
- Adult, Youth, Employer Services, Data, Strategic Initiatives (HR, Facilites, IT, Communications, Fiscal)
- Casino Impact Funding
- Local Hiring Law
- Summer Youth Employment



MOED By the Numbers for FY23

- Over 19,000 people received a service. Almost 4,300 people received a direct staff supported service
- MOED job centers received over 13,000 in-person visits
- MOED implemented the Access Point strategy and referred over
 3,500 residents for service
- Over 4,000 residents placed into a job at an average starting wage of \$19.10/hour
- Employer Services assisted 1,000+ businesses, and held 62 events with 188 employers and 789 attendees
- * Youth Services offered a summer job to over 7,900 youth



VISION FOR A COORDINATED WORKFORCE SYSTEM





Coordination and Alignment Amongst Workforce Partners



MOED's mission is to deliver economic justice to Baltimore residents.

To MOED, economic justice means creating an equitable workforce system that responds to all residents' needs and provides viable economic opportunities to all residents, especially those who have been generationally and systemically disadvantaged.

We believe that every resident deserves the opportunity for meaningful work and a hopeful future.

ARPA-Funded Workforce Projects

2022 - 2024

Baltimore's COVID-19 employment recovery strategy addresses state and city American Rescue Plan Act priorities by providing training and apprenticeships, increasing access to opportunity, promoting local job growth, supporting low-income households, benefiting historically underinvested neighborhoods, and creating wealth in communities of color. Residents can access one or more of the offered programs based on their needs. This is provided through a number of programs described below:

- **Train Up:** Residents participate in sector-based occupational training in high-demand fields provided by competitively-selected nonprofit organizations. Participants also receive workforce supports, including behavioral health support, legal services, adult education, and job placement assistance.
- **Hire Up**: Residents receive subsidized employment paying a living wage for up to 6 months and receive workforce supports. City agencies and nonprofit organizations serve as worksites.
- Wage subsidy for small, minority- and women-owned businesses: Small businesses owned by minorities or women receive wage subsidies for new and returning employees.
- YouthWorks: Funding supports five-week summer jobs for Baltimore City youth for two summers and supports additional youth in after-school job training pilot YouthWorks Academy in Year 1.
- Let's Ride to Work: Newly-hired residents receive free rideshare service to work to remove transportation barriers.
- Apprenticeships: Residents have access to apprenticeships in industries impacted by COVID-19, such as construction and healthcare.
- **Grads2Careers:** New Baltimore City Public Schools high school graduates not planning to immediately attend college receive sector-based occupational training in high-demand fields, plus workforce supports.
- Community Job Hubs and mobile staff expansion: MOED adds 4 community job hubs and 3 mobile units to existing network to increase neighborhood reach.

The following dashboard contains metrics on the progress and impact of each of these programs.

APPRENTICESHIP **PROGRAM**

Apprentices

HIRE UP 283 **Residents Hired**

COMMUNITY **JOBS HUBS**

Clients Served

GRADS2 CAREERS

Youth Trainees

ARPA STRATEGY 3152

Residents Served To Date

451

Employers Served To Date

YOUTH **WORKS Youth Hired**

> **SMALL BUSINESS WAGE SUBSIDY**

Subsidies Paid

LET'S RIDE TO WORK

Riders Served

TRAIN UP

Residents Trained

Train Up Network At-a-Glance

Legal





Behavioral Health

CATHOLIC CHARITIES

CHERISHING THE DIVINE WITHIN ALL

Community Connectors



Occupational Skills Training

















Civic Works

















Adult Literacy



Financial Empowerment Counseling



MAYOR'S OFFICE OF EMPLOYMENT DEVELOPMENT

Resources/Funders/TA







Let's Ride to Work & Hire Up

283 Hires 368 Rides





"Where we all come from ... the neighborhood, you just always want to do something better. You just want to take advantage of all the things you got coming or you'd be in the back of your head. I wish I would have, should have, could have."





Squeegee jobs dried up from some Baltimore intersections after a city ban. Now, some have found work through the Hire Up program. Two-this defend p against r.

By Kanily O By No. 19 and 19

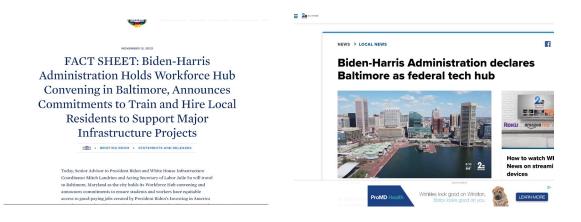
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Baltimore is one of five workforce hub cities the Biden administration is setting up

Buen admitted for the state of jobs for Baltimore
INVESTIGATES



Baltimore Workforce Hub

- Baltimore named by the Biden-Harris Adminstration as 1 of Five Workforce hubs
- Amtrak will provide funding for training and supportive services to support apprenticeships
- MOED with partner with the BWFC, BDCBT, and City Schools to oversee the hub initiative

Motion to Approve: Revised 2020-2024 Local Plans

- Anne Arundel County
- Baltimore City
- Baltimore County
- Carroll County
- Frederick County
- Howard County

- Lower Shore
- Montgomery County
- Upper Shore
- Southern Maryland
- Susquehanna
- Western Maryland

One remaining revised local plan will be submitted for approval at the next GWDB meeting.

2024 Meetings

GWDB Quarterly Public Meetings will be held from 3:00 - 5:00 pm in person with video/dial-in option available on:

- Wednesday, March 13, 2024
- Wednesday, June 5, 2024
- Wednesday, September 18, 2024
- Wednesday, December 11, 2024

An occasional special meeting, either virtual or in-person, may be required to carry out Board business or required activities.

2024 Meetings - Survey Feedback

- More action-oriented dialogue, discussion, and Board member input
- More best practice insights from subject matter experts and other states/regions
- More information about potential partnership opportunities with local organizations in Maryland
- More networking opportunities for the Board
- More information about potential partnership opportunities with other states
- More information-sharing on Maryland organizations/programs and how they serve residents and employers
- Fewer presentations that lack a clear purpose for the Board

Coming Up

- December Work Group sessions
- January Special Meeting for draft State Workforce Plan approval (date TBA)
- Winter opportunities to provide input on CTE Committee's Industry-Recognized Credential process and criteria

Save the date!

GWDB Quarterly Public Meeting Wednesday, March 13 3 – 5 pm



Quarterly Meeting

December 6, 2023