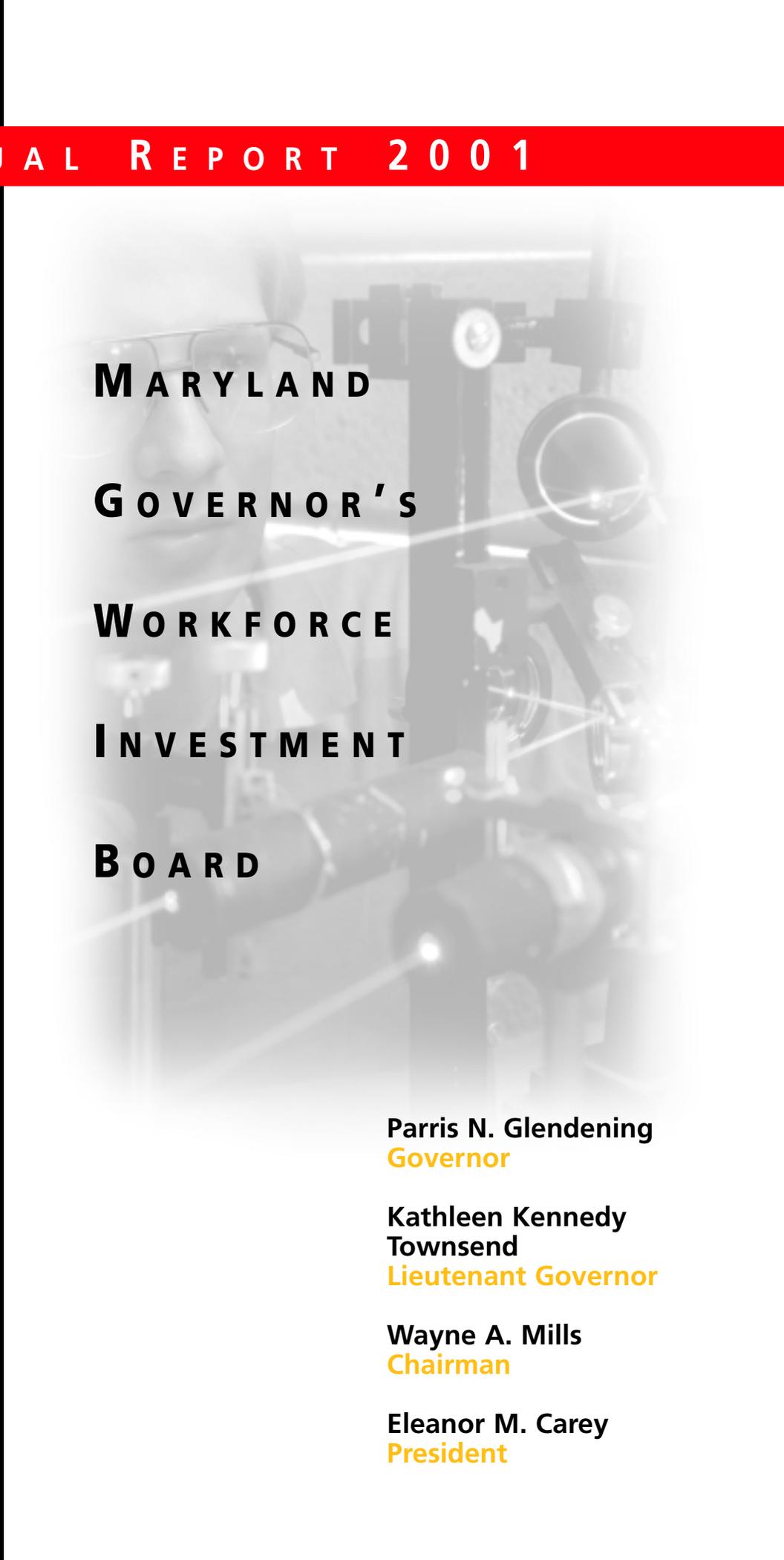




ANNUAL REPORT 2001



**MARYLAND
GOVERNOR'S
WORKFORCE
INVESTMENT
BOARD**

Parris N. Glendening
Governor

**Kathleen Kennedy
Townsend**
Lieutenant Governor

Wayne A. Mills
Chairman

Eleanor M. Carey
President



MARYLAND

GOVERNOR'S WORKFORCE INVESTMENT BOARD

February 1, 2002

Dear Governor Glendening, Lt. Governor Townsend, President Miller, Speaker Taylor, Members of the General Assembly, and Businesses and Citizens of Maryland,

Board Members

Hon. Parris N. Glendening,
Governor,
Hon. Kathleen Kennedy Townsend,
Lt. Governor

Wayne A. Mills, *Chair*
Patricia A. Ferrill, *Vice Chair*
Joseph Anderson
Leo J. Blackwell
James G. Cassady
Alan Cheung, Pharm.D.
James L. Correll
Mary Ann Cricchio
M. Carrie Forrest
Kevin M. Garvey
Toby Gordon, Sc.D.
Nancy S. Grasmick, Ph.D.

Ernest R. Grecco
Hon. Leo Green
Hon. Kerry Hill
David S. Iannucci
Emelda P. Johnson
Karen R. Johnson
Dana M. Jones
Hon. Nancy K. Kopp
Norma Lea LaParle
Hon. Martin G. Madden
Edward A. Mohler
Kathleen McKirchy
Vincent "Cap" Mona
R. Wayne Moore
Maria Nalywayko
John P. O'Connor
Hon. Janet S. Owens
Marion W. Pines
John Q. Porter, Esq.
Jerome A. Ratliffe
Kelly A. Ronayne
Martha A. Smith, Ph.D.
Carl William Struever
James D. Tschachtelin, Ph.D.
Sue F. Ward
H. K. Norman Wolske
Brenda K. Woodsmall

Associate Member

Joseph Puhalla

President

Eleanor M. Carey

In ways exciting and tragic, 2001 was a year like no other. We are proud of the accomplishments and progress made by the Governor's Workforce Investment Board, but are, of course, deeply saddened by the human and economic catastrophe suffered by so many families and communities on September 11. While it is our distinct pleasure to present the Board's 2001 Annual Report, we have a clear understanding that building an agile and responsive workforce system for the future will require that we take advantage of our successes, but also turn setbacks into learning opportunities.

Addressing critical skills shortages remains the Board's highest priority. In particular, we are committed to building a seamless system of programs, initiatives, and services that allows all workers to maximize their career potential and provides all businesses with the resources necessary for success and growth. An exciting example of that focus is the Chesapeake Workforce Alliance, which got underway in 2001. As we move forward, we will continue to explore and implement creative tools designed to provoke economic progress.

The Board also reaffirmed its conviction that statewide success can be realized only if no one is left behind. Regardless of experience or background, if someone wants to work in Maryland, then we want to help that person achieve a personal level of excellence and contribute to the State's expanding economy. In our report we highlight the Skills-based Training for Employment Promotion (STEP) program, which demonstrates clearly the power of public-private partnerships to improve lives along with company performance.

The common medium underlying much of our activity is data – about Maryland's economy, workforce, education institutions, and resources – yet timely and useful data often are lacking. In 2001 the Board and its partners committed to collecting and disseminating relevant information about occupations, skills, and wages with which to make more informed decisions. The Workforce Information Fact Sheet and Critical Skills Forecaster noted below are the first of what we foresee as a collection of products that can help the Board, as well as employers, job seekers, and policy makers, enhance employment and economic opportunities in the State.

The economic outlook for Maryland in 2002 is optimistic, and we are confident that more and greater successes are in front of us. With continuing support and leadership from Governor Glendening, Lieutenant Governor Townsend, and the General Assembly, we are confident that the Board's vision for Maryland as a standard against which other states' economic development and workforce systems are judged will be achieved.

Please contact us at www.gwib.state.md.us to learn more about the State's workforce programs and partners, share opinions, or contribute ideas that you believe will help the Board help workers and businesses in Maryland. Finally, our progress and success would be impossible without the dedication and professionalism of the Board's staff and contributions by its partners. We are extremely proud of their unflagging commitment, and we will endeavor to lead and support them in whatever way we can to ensure that Maryland is a leader in workforce development.

Wayne A. Mills, Chairman

Eleanor M. Carey, President

VISION

A Maryland where every person maximizes his or her career potential and all employers have the human resources they need to grow and prosper.

MISSION

To build a world-class workforce development system that drives the State's economy.

GOALS

- A workforce development system that produces the best-educated and most highly skilled workforce in the world.
- To provide job seekers, incumbent workers, students, out-of-school youth, and employers the labor market and training information and assistance they need.
- A governance system focused on unified planning, continuous improvement, and accountability for results.
- To achieve universal recognition of Maryland's success in developing a world-class workforce development system.

TABLE OF CONTENTS

ADDRESSING CRITICAL SKILLS SHORTAGES

- Chesapeake Workforce Alliance Offers Regional Partnership an Opportunity to Resolve Critical Skills Shortages 5
- *MarylandTraining.com* Brings Education and Training Tools as Near as Your Computer 6
- Technology Workforce Task Force Aims to Enhance IT Environment 6
- **Spotlight:** NATIONAL BUSINESS RECOGNITION FOR ANNE ARUNDEL COMMUNITY COLLEGE 6

LEAVING NO ONE BEHIND

- STEP Program a Catalyst for Helping Working Parents 7
- State Youth Council Investing Time and Energy Today in Tomorrow's Leaders 8
- Ex-Offender Initiative Offers a Second Chance to People Ready to Start Over 8
- Legislative Committee Works Cooperatively to Build Maryland's Workforce of the Future 9
- **Spotlight:** LOCAL WORKFORCE BOARDS REACH OUT TO WORKERS AFFECTED BY TERRORISM 9

IMPROVING WORKFORCE INFORMATION

- 2001 State of the Workforce Report Describes, Analyzes the System's Resources 10
- Educational Assessment Measures Satisfaction with System Among Employers 11
- System Measures Offer Standards for Continuous Improvement 12
- New Workforce Information Committee Seeks Facts and Figures to Support Decision-making 13
- **Spotlight:** QUARTERLY CRITICAL SKILLS FORECASTER PREDICTS OCCUPATIONS AND SKILLS IN DEMAND 13

ENHANCING COMMUNICATIONS AND MARKETING

- Partners Use Statewide Workforce Conference to Generate New Ideas for Stronger Workforce System 14
- "Road Shows," Roundtable Let State and Local Leaders Share Experiences and Enhance Collaboration 15
- Marketing Workgroup to Build a Bridge between Statewide Partners and Customers 15
- **Spotlight:** WORKFORCE PARTNERS GO ON-LINE TO PROMOTE MARYLAND'S ASSETS 14

APPENDICES

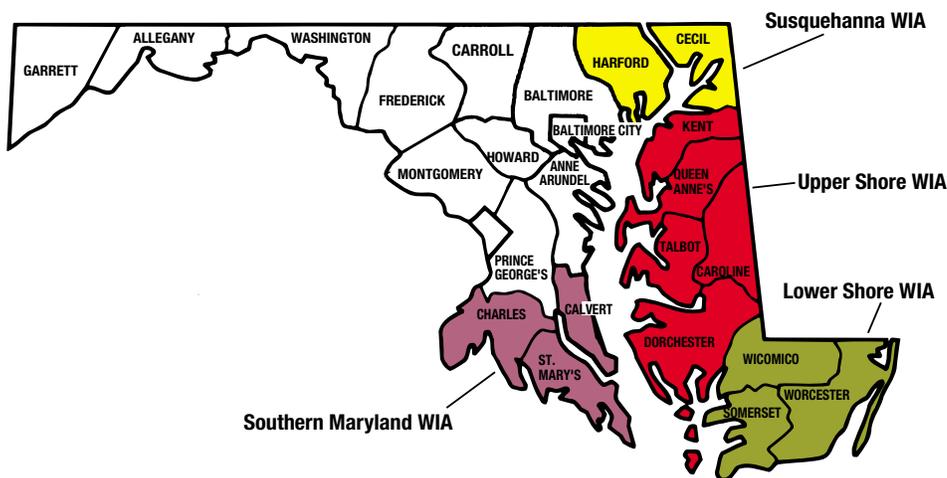
- A State Workforce Development Programs 16
- B Local Workforce Investment Boards 19
- C Governor's Workforce Investment Board membership 20
- D Board Committees 21

ADDRESSING CRITICAL SKILLS SHORTAGES

CHESAPEAKE WORKFORCE ALLIANCE OFFERS REGIONAL PARTNERSHIP AN OPPORTUNITY TO RESOLVE CRITICAL SKILLS SHORTAGES

The Board is leading an exciting public-private partnership whose aim is to help businesses remain competitive. The Chesapeake Workforce Alliance – a collaboration that includes four Local Workforce Investment Areas along with the Jacob France Center and the Department of Labor, Licensing & Regulation – emerged through a \$150,000 grant awarded to the Board by the U.S. Department of Labor. Individual interviews and a direct mail survey will reach more than 2,400 businesses in the Susquehanna, Upper Shore, Lower Shore, and Southern Maryland Workforce Investment Areas. Focus groups of local stakeholders then will validate the interview and survey data. Researchers, led by Dr. Richard Clinch, will analyze five skill-shortage areas (agriculture/environmental, construction, health care, technology, and tourism) and identify occupational and skill shortages and develop proven strategies businesses can use to overcome local workforce challenges.

Maryland's project is unusual among states receiving similar grants because ten of the thirteen counties are adjacent, which federal and state officials expect will reveal intriguing employment and training trends, and the Alliance offers a significant opportunity for the Board to coordinate regional as well as multi-partner operations. Board staff and participating partners will use the results of the effort to cultivate strategies and solutions that are useful in local areas, regions, or across Maryland. The Susquehanna Workforce Network initiated the venture for the State at its kick-off meeting in December 2001, and the undertaking will continue through the next two years. Visit our website, www.gwib.state.md.us, for more information and periodic updates.



POLICY FACT:
The highest level of critical skills shortages in Maryland are in nursing, teaching, technology, construction, and tourism.

-2001 State of the Workforce Report

"It is crucial that we continue to upgrade the skills of our workers in order to provide a conducive environment for economic growth and prosperity in the State."

-Governor Parris N. Glendening



MARYLANDTRAINING.COM BRINGS EDUCATION AND TRAINING TOOLS AS NEAR AS YOUR COMPUTER

A valuable new tool appeared in 2001 that should make access to training and education easier than ever for employers and students. The Maryland Association of Community Colleges (MACC) launched its on-line Business Training Network, which offers an interactive guide to offerings at all 16 of the State's Community Colleges. Through the web application Internet users can find information about specific courses and schedules; solicit course information from multiple colleges with a single inquiry; gain access to on-line training courses; submit requests for customizing courses to match defined needs; and obtain directions and maps to campus locations. With courses available on-line, in campus settings, or even at office sites, it never has been easier to connect students and workers with education and training.

TECHNOLOGY WORKFORCE TASK FORCE AIMS TO ENHANCE IT ENVIRONMENT

In its second year, the Board's Technology Workforce Task Force (TWTF) continued to seek out both large and small ways to advance its vision of Maryland as a nationally-recognized information technology center. The members, more than half of whom represent business, advocate four goals:

- Broaden diversity among the IT workforce
- Increase partnerships with public agencies and private organizations
- Improve marketing of the State's technology resources, and
- Track specific performance measures that indicate the impact of both TWTF and Board initiatives.

Significantly, the Task Force supported the Maryland Department of Business and Economic Development's effort to enhance its "choosemaryland" web site by creating a supplemental technology page www.choosemaryland.org/techcareers. The host site serves as the principal portal through which businesses and workers can learn about the advantages Maryland offers. Likewise, in many areas – from legislation to training to education – the group provided advice, expertise, and support to the actions and projects of other committees or the Board's partners. Monitor task force activities by browsing our web site, www.gwib.state.md.us.

Spotlight: National Business Recognition for Anne Arundel Community College

Anne Arundel Community College (AACC), led by Board member Dr. Martha Smith, earned national acclaim in 2001 for its efforts to improve workforce quality. In November President Smith and AACC received the Community College of the Year Distinguished Performance Award from the National Alliance of Business (NAB). The 5000-member association strives to increase student achievement and improve the competitiveness of the workforce. The NAB bestowed the award for AACC's efforts to build a curriculum that meets the needs of local businesses and the community.

Among the initiatives central to the College's success are several partnerships with businesses and business groups intended to enhance the relationship between learning and working. AACC's program advisory boards, comprised of business representatives, ensure its course and training emphases remain current. The College's Hospitality, Culinary Arts, and Tourism Institute is a notable example of its efforts to link education and training with market forces. In 2001, the Institute expanded to help meet the surging demand for highly trained workers in the hospitality industry in Maryland. AACC spent nearly \$2 million to renovate an extensive facility in Glen Burnie that offers enhanced teaching and training space as well as new equipment.

POLICY FACT:

Nationally, non-IT companies employ ten times more IT workers than IT companies employ.

-The Information Technology Association of America

LEAVING NO ONE BEHIND

STEP PROGRAM A CATALYST FOR HELPING WORKING PARENTS

The determined leadership of State Senator Barbara Hoffman and Delegate (and Board member) Nancy Kopp resulted in the passage of the Skills-based Training for Employment Promotion (STEP) program, which Governor Glendening signed into law in 2001. STEP is a \$1 million pilot program that will provide focused training along with essential family support services, such as childcare and transportation, for low-skill, low-wage individuals with dependent children. Participating businesses will contribute 50% of the associated costs of the project, which will result in more marketable skills and higher compensation for employees who subsequently can assume more challenging roles for the sponsoring company.



Jointly administered by the Board and the Department of Labor, Licensing & Regulation, the program has awarded grants to three Local Workforce Investment Boards. This year Baltimore City received \$575,000 for training 138 people, primarily in healthcare occupations, while Montgomery County received \$415,000 to train 155 individuals, mostly in healthcare and telecommunications positions. Baltimore City STEP officials estimate that the program will generate salary increases between 21% and 108%. As an example, the City and its four hospital partners will enroll qualified employees in training efforts designed to prepare a housekeeper or custodian earning \$6.50/hour for positions such as surgical technician earning \$13.55/hour or medical coder earning \$12.10/hour. Montgomery County estimates earnings can increase as a result of STEP an average of 10% within six months after training. Prince George's County also received a \$10,000 planning grant geared toward developing business partnerships necessary to generate opportunities for promotion.



POLICY FACT:
While Maryland ranks 1st among states in the percentage of professional and technical workers, more than 600,000 adults over 18 in Maryland do not have a high school diploma.

- U.S. Department of Labor & 2000 Census



STATE YOUTH COUNCIL INVESTING TIME AND ENERGY TODAY IN TOMORROW'S LEADERS

Begun in late 2000, Maryland's State Youth Council spent the past year developing the infrastructure necessary to make a real difference in

the lives of the State's youth. Its charter outlines its intention to advocate programs and practices that support youth development and prepare youth for careers and further education. In September, the Council conducted a strategic planning session to address its performance objectives and align its goals with the Board's Action Plan. The Council's initial efforts included forming a link with the Maryland State Department of Education's Career Connections initiative as well as locally based youth programs to enhance learning and training opportunities. The members anticipate that the Council will act as a vehicle through which Local Workforce Investment Areas can share useful information and publicize effective practices. In addition, the Council will evaluate the need for technical assistance among the State's 12 Local Councils and develop policy recommendations that suggest new approaches to youth programs or more effective methods for aligning the youth services system in Maryland.



At Montgomery County's Workforce Development Corporation, customers use computers to improve their employment opportunities.

EX-OFFENDER INITIATIVE OFFERS A SECOND CHANCE TO PEOPLE READY TO START OVER

The Board joined with the Advisory Council on Offender Employment Coordination (COEC) in a workforce policy arena gaining national attention: training and placing ex-offenders. Other partners include the State Department of Education and the Department of Public Safety and Correctional Services. The underlying objectives of this effort are to develop ex-offenders' capacity to work and facilitate their ability to pursue work as well as enable ex-offenders to remain productive employees once employed. The Board convened a business-led workgroup to engage the employer community in the State's ex-offender pilot initiative. Its initial task is to enlist business support for hiring rehabilitated offenders. In addition, the Board will collaborate with the COEC to implement the YES NetWORK, an effort designed to provide skill-building instruction as well as business mentoring to offenders. Recent research indicates recidivism dropped 19% among Maryland's ex-offenders who participated in correctional education.

POLICY FACT: People released from prison largely are uneducated and unskilled and the majority leaves prison with no savings, no entitlement to employment benefits, and few job prospects. One year after release, as many as 60% of former inmates are not employed in the legitimate labor market.

-U.S. Department of Justice



Board members discuss 2002 Action Plan

LEGISLATIVE COMMITTEE WORKS COOPERATIVELY TO BUILD MARYLAND'S WORKFORCE OF THE FUTURE

The Board's Legislative Committee focused much of its effort and most of its recommendations in 2001 on programs and practices designed to ensure no one is left behind. The Committee's priorities for the 2002 legislative session reflect the Board's belief that education is the foundation of a highly skilled workforce. The agenda promotes lifelong learning, skills-based training – including, importantly, technology - and investments in the future of the State's at-risk youth population. Similarly, the Board's priorities emphasize programs and expenditures for ex-offenders and persons with disabilities who have the capacity to be productive workers, in keeping with its vision of a workforce system in which every person has the opportunity to maximize his or her career potential. The scale of the adult literacy population in the State together with the spiking number of foreign-born Maryland residents who require language and literacy training necessitate broad and decisive action. Although 2002 budget dollars will be scarce, the need for expanded investment in education and continuous learning has never been greater.

The Board's 2002 Legislative Agenda

1. Support increased funding for adult literacy initiatives.
2. Support funding for summer youth programs.
3. Support increase in the number of teaching positions in the correctional education system.
4. Support state funding for Career Connections.
5. Support expansion of the Skills-based Training for Employment Promotion (STEP) program.
6. Support increased funds for vocational rehabilitation programs.
7. Support funds to extend the Maryland Applied Information Technology Initiative to the State's Community Colleges.

***Spotlight:* Local Workforce Boards Reach Out to Workers Affected by Terrorism**

The Maryland Workforce Development Association (MWDA), the organization representing Maryland's 12 Local Workforce Investment Areas, demonstrated both compassion and commitment to workers by promptly reaching out to workers dislocated as a result of the incidents on September 11, 2001. In response to the terrorist attacks, the group created an employment resources web page, www.mwda.org, and instituted a simultaneous statewide advertising campaign. The site provided contact information, offered a survey instrument, and enabled direct on-line access to each Local Area office.

POLICY FACT: 87%
of college graduates
work full-time,
compared to 36% of
high school dropouts
who work full-time.
64% of college
graduates earn over
\$300/week, while
only 11% of high
school dropouts
earn that much.

*-Sar Levitan Center for Social
Policy Studies*

IMPROVING WORKFORCE INFORMATION

2001 STATE OF THE WORKFORCE REPORT DESCRIBES, ANALYZES THE SYSTEM'S RESOURCES

POLICY FACT:

Between 2000 and 2020, Maryland's labor force is projected to gain approximately 90,000 workers, yet over the same period jobs in the State are expected to increase by 138,600.

-Maryland Department of Planning

In May 2001 the Board released its first *State of the Workforce Report*, which provides information and analysis that legislators, policy makers, and businesses need to make long-term decisions. The Report, developed by RESI Research & Consulting of Towson University in conjunction with the Board and its partners, summarized RESI's study of the State's ongoing economic performance and also projected growth occupations and skills in demand by employers across Maryland. In addition, it profiled each of the State's twelve Local Workforce Investment Areas. The



The full report, along with other documents and helpful workforce links, can be found at www.gwib.state.md.us.

Lt. Governor Townsend and board members discuss economic and workforce strategies.

Significant Findings of the 2001 *State of the Workforce Report*

- 1. Growth and success in workforce development are directly linked to growth and success in economic development.** The ability of Maryland to attract and retain high-wage, high-skill jobs as well as emerging or competitive businesses largely is dependent on the number and ability of highly educated, highly trained workers the State can supply.
- 2. High-wage, high-skill sectors are leading a strong and diverse statewide economy.** Technology and financial services businesses continue to enjoy notable growth and rising earnings, but the State equally can boast about the achievements of a variety of industrial, transportation, and distribution enterprises, too. Economic predictions for 2002 suggest Maryland's economy will be stronger than many other states' precisely because of its diverse economic infrastructure.
- 3. Long-term labor shortages will worsen.** Although many factors contributed to a nationwide recession in 2001, vacant positions and shortages of skilled workers should remain problematic in Maryland into the future.
- 4. Basic skills are critical to entering the workforce.** Despite the prevalence of high-tech companies and high-skill jobs, six of the State's seven most-in-demand occupations require just short-term, on-the-job training.
- 5. Education and training are critical to career mobility.** Often a sizeable gap exists between the skills required for low-wage and high-wage jobs, but just as frequently many of the high-wage skills (such as problem solving) are not gained through experience in low-wage jobs.

EDUCATIONAL ASSESSMENT MEASURES

SATISFACTION WITH SYSTEM

AMONG EMPLOYERS

The Maryland Business Roundtable for Education (MBRT) released the third edition of its *Maryland Workforce Educational Needs Assessment Survey* in 2001. The study, last completed two years ago, seeks to measure the general level of satisfaction among employers with the State's educational system as well as how well potential employees are being prepared for the workforce. The Board joined with the Maryland Economic Development Commission, the Maryland Higher Education Commission, the State Department of Education, and the Department of Business and Economic Development as partners in the process to develop the survey instrument. Findings included commonly accepted notions, such as technology training will become more important over time, as well as some surprises, such as 40% of employers use the Internet to provide on-line training for their workers. In fact, 45% of respondents claimed that none of their employees could be in their current positions and not have some level of computer skill. The 2001 assessment team utilized 633 completed questionnaires to derive its results.



The Board joined with the Maryland Economic Development Commission, the Maryland Higher Education Commission, the State Department of Education, and the Department of Business and Economic Development as partners in the process to develop the survey instrument. Findings included commonly accepted notions, such as technology training will become more important over time, as well as some surprises, such as 40% of employers use the Internet to provide on-line training for their workers. In fact, 45% of respondents claimed that none of their employees could be in their current positions and not have some level of computer skill. The 2001 assessment team utilized 633 completed questionnaires to derive its results.

2001 MBRT Workforce Educational Needs Assessment Survey Findings

1. 35% of respondents rated public high schools as poor or below average, compared to 18% for private high schools, yet 75% of businesses indicate they hire employees whose highest academic credential is a high school diploma or GED certificate.
2. 58% ranked Maryland's colleges and universities above average to excellent. 42% gave a similar score to the State's Community Colleges.
3. More than 70% of firms surveyed face "some" or "great" difficulty when seeking qualified workers with graduate or professional degrees, with specialized certifications, or with bachelor's degrees in technical or professional fields.
4. Half of the firms surveyed report that a lack of qualified workers is affecting their ability to do business.
5. 45% indicated the most important policy action for improving job skills is improving or expanding career and technology education in high schools.

MBRT also released the "2000-2001 Technology Inventory" in conjunction with the Maryland State Department of Education. The document examined the general level of technology-related knowledge and skills among teachers, the nature of technology support in educational settings, and use of technology by students and teachers. The report indicates that considerable progress is evident in aggregate data for student access to computers and the number of technology literate students. However, a substantial "digital divide" exists between low-poverty and high-poverty communities, reflected particularly by how technology and computers are used by students in various socio-economic environments. Both studies can be found at www.mbrt.org.

POLICY FACT:

72% of all classrooms in Maryland have Internet access. Five years ago, only 23% of all classrooms had the same access.

-Maryland Business Roundtable for Education



SYSTEM MEASURES OFFER STANDARDS FOR CONTINUOUS IMPROVEMENT

Board members made considerable progress in 2001 defining the system measures they will monitor and use both to evaluate performance in workforce development and to guide the Board's decision-making. The ratings will complement specific program measures required by federal and state funding authorities by providing the Board a broad, system-wide view both of the State's progress preparing workers for jobs and of the system's success satisfying its customers. By analyzing the measures over an extended period, the Board will be able to identify elements of the system that need to be improved either to enhance access to the system or increase the effectiveness of programs or services. Data currently available are shown below. Visit our website, www.gwib.state.md.us, for updated information.

POLICY FACT: The vacancy rate among RNs in Maryland is 14%, 3% higher than the national rate, and predictions suggest the rate will continue to rise through the next 8-10 years due to retirements.

-The Association of Maryland Hospitals and Health Systems

System Measure	Definition	FY 1999	FY 2000	FY 2001
Credential Rate	% of State residents 18 or older with a high school diploma or better	NA	NA	85.9%
High School Drop-Out Rate	% of students in grades 9-12 who withdrew from school before graduation or before completing a State-approved educational program	4.16%	3.90%	NA
College Readiness Rate	% of students required to take developmental instruction in English, Math, or Reading upon entering a Maryland post-secondary institution in the year after acquiring a high school diploma			
Math	College Prep	27%	26%	NA
	Non-College Prep	41%	38%	NA
English	College Prep	16%	15%	NA
	Non-College Prep	28%	25%	NA
Reading	College Prep	16%	13%	NA
	Non-College Prep	28%	24%	NA
Investment Per Participant	The sum of program and direct administrative costs divided by the number of individuals served	\$819	\$861	NA
Self-Sufficiency Rate	The number of participants served and placed by the workforce development system with earnings above 150% of the poverty level divided by the total number of participants who were employed following exit from the workforce development system			to be developed
One-Stop Usage Rate	The number of employers in a particular industry in a particular region that list a job order with the Automated One-Stop System during the year divided by the total number of employer establishments in that industry and region	NA	NA	15.5%
Customer Satisfaction	The customer satisfaction score for the Workforce Investment Act Title I programs based upon the American Customer Service Index and reported on a 1-to-100 scale*			
	Participants	NA	NA	68.8
	Employers	NA	NA	72.9
Job Openings by Occupation, Industry, and Region	The total number of job openings by occupation, by industry, and within each region during the year			to be developed
Board Effectiveness	Board members' evaluation of the performance of the Board based on the achievement of the Board's quantifiable objectives in the Action Plan			to be developed

*Title I programs incorporate the main employment and training operation of the workforce investment system authorized by the Workforce Investment Act.

NEW WORKFORCE INFORMATION COMMITTEE SEEKS FACTS AND FIGURES TO SUPPORT DECISION-MAKING

The Board's new Workforce Information Committee (WIC) is charged not only with improving the value of workforce information products but also with designing a timely and efficient method for disseminating useful data. The Committee conducted a scan of the information environment to identify the nature and scope of information and data available to the Board and its partners. Next the Committee will survey users of the data products to learn what currently available information is helpful to them as well as what other information would be beneficial. The WIC also is developing a "Workforce Information Fact Sheet," which will be provided at each Board meeting. Although still a work-in-progress, the document includes several lists, tables, and indices reflecting up-to-date economic, labor market, and demographic data, and it will offer Board members a concise summary of employment conditions on a regular basis. The WIC will repeat its scan periodically to ensure the Fact Sheet conveys the best and most useful data and information.

***Spotlight:* Quarterly Critical Skills Forecaster Predicts Occupations and Skills in Demand**

At the request of the Board, RESI Research & Consulting developed a report designed to predict occupation and skill demands in Maryland. Using information and data collected from federal and state sources, the forecaster presents the jobs in demand, skill needs, and policy implications workforce professionals likely will confront in the short-term. The Board received the first report at its December meeting and will receive quarterly updates through 2002.

POLICY FACT:
40% of businesses surveyed nationally indicated that having a well-trained staff ranks as the most significant competitive factor among workforce development issues, and 34% indicated that recruiting is hindered because applicants are poorly skilled.

*-Center for Workforce
Preparation*



ENHANCING COMMUNICATIONS AND MARKETING

PARTNERS USE STATEWIDE WORKFORCE CONFERENCE TO GENERATE NEW IDEAS FOR STRONGER WORKFORCE SYSTEM

The Board joined with the Maryland Chamber of Commerce to co-sponsor Maryland's first statewide conference on workforce issues, "Winning the War for Talent," in May 2001. More than 175 participants heard presentations from experts in education and workforce

development and contributed to a series of interactive panel discussions focused on recruiting, training, and retaining workers. Lieutenant Governor Kathleen Kennedy Townsend addressed the gathering and reaffirmed the importance of workforce development in the State's economic development strategy and successes. In addition, Dr. Richard Florida, a professor at Carnegie Mellon University, spoke about generational differences in the workplace, and Dr. Freeman Hrabowski, president of the University of Maryland Baltimore County, emphasized the importance of linking academic training with workplace experiences so that the transition by students from a higher education campus to an office building is seamless. Attendees evaluated the event very positively and planning already is underway for Maryland's second statewide workforce conference in 2002. Watch our website, www.gwib.state.md.us, for more information.



Freeman Hrabowski, President of UMBC, enjoys a moment between sessions with Eleanor Carey, President of the Board, and others at the 2001 Workforce Conference.

Spotlight: Workforce Partners Go On-line to Promote Maryland's Assets

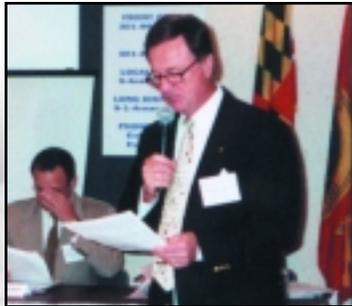
Two web sites by our partners should make it substantially easier to gain the attention of both businesses and workers as well as raise their interest in Maryland. The Department of Business and Economic Development launched www.choosemaryland.org in 2001 as a virtual marketplace for information and data highlighting the economic and education resources that make the State a good place to live and work. Likewise, the Restaurant Association of Maryland maintains www.mhef.org, which offers job, training, and education information about the hospitality industry in the State to students, parents, and career advisors as well as job seekers and employers.

For more information on these programs and initiatives, along with many other activities and ventures, please visit our web site, www.gwib.state.md.us, which soon will be replaced by a new Internet address: www.mdworkforce.com.

"ROAD SHOWS," ROUNDTABLE LET STATE AND LOCAL LEADERS SHARE EXPERIENCES AND ENHANCE COLLABORATION

In January 2001 the Board visited Baltimore City's East Side Career Center to observe its operation and learn about its method for delivering services. Subsequently, the Board conducted two of its meetings "on the road" in an effort to reach out to local communities and interact more closely with local officials. The sessions included an opportunity for local leaders to report on their activities, and each meeting provided a forum for all participants to offer opinions and discuss common concerns or issues of regional and statewide relevance.

The Frederick County, Montgomery County, Mid-Maryland, Prince George's County, and Southern Maryland Workforce Investment Areas participated in the events.



Board Chairman Wayne Mills calls a meeting to order.

In addition, the Board's Chair and Vice-Chair hosted in November 2001 the first of what promises to be regular "roundtable" discussions with Local Workforce Board Chairs and Directors. 22 of 24 senior leaders attended and engaged in an extensive discussion about achievements and challenges. The group reviewed the Board's 2002 Action Plan as well as feedback received from the Board's two "road shows." Participants also provided input regarding the Board's preliminary legislative agenda. Topics of mutual interest included summer youth programs, education spending, workforce information, and advocacy for a workforce agenda among the State's legislative leadership. The group reached a clear consensus that state-local collaboration on statewide initiatives, such as marketing the State's workforce development system, could result in significant successes for Maryland's entire workforce development community.

MARKETING WORKGROUP TO BUILD A BRIDGE BETWEEN STATEWIDE PARTNERS AND CUSTOMERS

A six-month effort to analyze workforce marketing efforts across the State culminated in November at a workshop where the Board's contractor, BioPlan Associates, reported its major findings to state and local officials. The principal conclusions from the effort included:

- A central element of the statewide system's marketing strategy should be the value to employers and employees of life-long learning.
- Marketing tools should be grounded in actual achievements or returns-on-investment so customers understand the value of the system.
- Businesses need to be involved more actively as partners in the future.
- A common theme or logo should link all local, regional, and state marketing activities.

BioPlan interviewed more than 20 state and local partners and reviewed literature, web sites, and other promotional tools to establish its conclusions. The Board now will organize a workgroup with its partners to develop a long-term marketing strategy based on BioPlan's findings that will raise awareness among potential customers and foster confidence among users.



"In order for Maryland's economy to thrive, we have to be innovative about developing the workforce."

- Lt. Governor Kathleen Kennedy Townsend

Maryland Department of Business and Economic Development

Program/Service	Brief Description	Target Population & Available Data	Contact Information
Maryland Industrial Training Program	Provides incentive grants to clients of DBED for the development, retention, and training of employees in companies locating or expanding their workforce in Maryland.	174 businesses participated in this program and 27 MITP grants were awarded for FY 2001.	Robert Williams, Division of Regional Development 410-767-0511
Partnership for Workforce Quality	The Partnership for Workforce Quality provides 50/50 matching grant funds directly to businesses and targets small to mid-sized manufacturing and technology companies of 500 or fewer employees. Businesses that are threatened by increased foreign or domestic competition are also eligible for grant consideration.	320 businesses participated in this program and 200 PWQ grants were awarded for FY 2001.	Larry Twele, Division of Regional Development 410-767-6521

Department of Labor, Licensing and Regulation

Program/Service	Brief Description	Target Population & Available Data	Contact Information
Workforce Investment Act Job Training	Assists adults, youth 14-18 years of age and dislocated workers obtain unsubsidized employment, training and related employment services.	Total served for FY 2001 was 20,546 which represents: Adults: 7,099 Dislocated Workers: 9,515 Youth: 5,232	Brian Pasternak, Division of Employment and Training 410-767-2995
Trade Adjustment Assistance (TAA Services)	Provides services such as job training, out-of-state job search assistance, relocation assistance, and travel allowance for training.	Those served fluctuate based on approved petitions, approximately 200-300.	Brian Pasternak, Division of Employment and Training 410-767-2995
Unemployment Insurance	Temporary unemployment insurance benefits individuals who have become unemployed through no fault of their own and who are able, available and actively seeking work.	For FY 2000 total clients served were 136,847.	Brian Pasternak, Division of Employment and Training 410-767-2995
Veteran Services	Provides employment services to all veterans, including veterans with service-connected disabilities. Such services include employability and job development, job placement assistance, vocational guidance, training services, referral to supportive services, and case management.	Total of 21,877 Maryland veterans served in the FY 2000.	Brian Pasternak, Division of Employment and Training 410-767-2995
Job Service/Wagner Peyser	Provides a variety of self-services, facilitated self-help services, and staff assisted services to secure employment.	All employers seeking employees and people seeking employment. Priority service is given to veterans, with disabled veterans receiving preferential treatment over other veterans.	Paulette Hall, Division of Employment Services 410-767-2005

Maryland State Department of Education

Program/Service	Brief Description	Target Population & Available Data	Contact Information
Rehabilitation Services	Provides a wide array of work-force services to individuals with a physical or mental impairment. The impairment must result in a substantial impediment to employment.	14,359 persons with disabilities were served. A successful employment outcome was achieved for 3,071 individuals, employed for at least 3 months.	Robert A. Burns, Division of Rehabilitation Services (DORS) 410-554-9385
Career and Technology Education	Leadership, coordination, and technical assistance are provided to local school systems and community colleges for development and improvement of Career and Technology Education programs.	For FY 01, the number of secondary students enrolled in a CTE program was 92,944. The number of completers is not available at this time.	Katharine M. Oliver, Division of Career Technology and Adult Learning 410-767-0158
Correctional Vocational Program	Provides skills training to inmates in Maryland prisons.	Vocational programs available to those inmates within five years of mandatory release.	Correctional Vocational Education Program 410-767-0489
Adult Education and Literacy Services	Provides funding for local programs of adult education and literacy service, including GED instruction, external diploma program, workplace literacy services, family literacy services, and English literacy programs.	FY 2000, 36,173 adults received adult education and literacy services.	Patricia L. Bennett, Adult Education and Literacy Services 410-767-0168

Maryland Higher Education Commission

Program/Service	Brief Description	Target Population & Available Data	Contact Information
The Scholarship Administration	Implementation of various financial programs designed to attract students into high demand occupations.	Undergraduate and graduate students receive tuition and fees to attend a Maryland 2 or 4-year college or university	State Scholarship Administration 410-260-4500
Aid to Community Colleges/Cade Formula Funds	Provides unrestricted aid to Maryland's community colleges for operating costs of credit (certificate, degree, and non-credential) and non-credit (except recreational) programs.	Maryland Community Colleges	Judy Hendrickson Career Workforce Education 410-260-4531

Department of Human Resources

Program/Service	Brief Description	Target Population & Available Data	Contact Information
Food Stamp Employment and Training (FSET) Able-bodied Adults without Dependent Children (ABAWD)	Services include job search, resume writing, vocational training and work experience.	There were 1,127 registrants served in the FSET program that resulted in many being referred or offered full and part-time employment. The ABAWD program resulted in 299 ABAWDs filling work experience slots.	Larry Pinkett, Family Investment Administration 410-767-7978
Temporary Assistance to Needy Families (TANF)	Provides temporary assistance for needy families while preparing program participants for employment and self-sufficiency. Assistance consists of services and/or cash assistance to eligible individuals.	For FY 01, the total Work Opportunities Registrants were 53,887	Larry Pinkett, Family Investment Administration 410-767-7978

Department of Aging

Program/Service	Brief Description	Target Population & Available Data	Contact Information
Senior Employment Program	Provides subsidized training and employment for a period of up to two years.	Men and women, ages 55 and older, who are economically disadvantaged, and desire an opportunity for training and employment.	Karen Fields, Senior Employment Program 410-767-1100

Department of Housing and Community Development

Program/Service	Brief Description	Target Population & Available Data	Contact Information
Community Development Block Grant (CDBG)	Funds are distributed competitively for economic development projects to units of local government in the non-urban areas of the State.	Twenty-five percent of the State's annual CDBG allocation is set aside for economic development projects. Projects funded in FY 2001 had projected job creation totals of 590.	Nancy Palmer, Community Development Block Grant Program 410-514-7226
Community Service Block Grant (CSBG)	Provides services to customers who are at or below 125% of the OMB's federal poverty guidelines.	FY 2000, the 17 Community Action Agencies and two Limited Purposes agencies served 229,378 persons. This represented 97,350 families.	Charles H. Smallwood, Office of Community Services 410-514-7229

ANNE ARUNDEL COUNTY

Joyce Phillip, Chair
 Dorothy McGuinness,
 Executive Director
 Anne Arundel Workforce
 Development Corporation
 877 Baltimore & Annapolis Blvd.,
 Suite 305
 Severna Park, Maryland 21146
 (410) 315-9680
dmcquinness@bwdc.org

BALTIMORE CITY

Ron Peterson, Chair
 Karen Sitnick, Director
 Baltimore City Office of
 Employment Development
 417 East Fayette Street, Suite 468
 Baltimore, Maryland 21202
 (410) 396-1910
ksitnick@oedworks.com

BALTIMORE COUNTY

Linton S. "Buck" Marshall, Chair
 Terri Bobloch, Administrator
 Baltimore County Office of
 Employment & Training
 901 Dulaney Valley Road
 Dulaney Center 2, Suite 126
 Towson, Maryland 21204
 (410) 887-4357
tbobloch@co.ba.md.us

FREDERICK COUNTY

George Littrell III, Chair
 Bonnie Gann, Director
 Frederick County Job Training Agency
 7340 Executive Way, Suite T
 Frederick, Maryland 21704
 (301) 631-3555
bgann@fredco-md.net

LOWER SHORE

(Somerset, Wicomico, and Worcester)
 David Donohoe, Chair
 Michael Pennington,
 Executive Director
 Lower Shore Workforce
 Investment Board
 P.O. Box 99
 200 North Washington Street
 Snow Hill, Maryland 21863
 P# (410) 632-3300
mike@lowershore.org

MID MARYLAND

(Carroll and Howard)
 Bob Dael, Chair
 Dorothy Lehman, Administrator
 Howard County Employment and
 Training Center
 10650 Hickory Ridge Road
 Columbia, Maryland 21044
 (410) 313-7394
dlehman@flash.net

MONTGOMERY COUNTY

Dewey Thomas, Chair
 Eric Seleznow, Acting President
 Montgomery County
 Chamber – Workforce
 Development Corporation
 451 Hungerford Drive, Suite 515
 Rockville, Maryland 20850
 (301) 738-0015
eseleznow@mccwc.com

PRINCE GEORGE'S COUNTY

Daniel A. LaPlaca, Chair
 Joseph Puhalla, President
 Prince George's Workforce Services
 Corporation
 1802 Brightseat Road
 Landover, Maryland 20785
 (301) 386-5522
jpuhalla@pgworkforce.org

SOUTHERN MARYLAND

(Calvert, Charles, and St. Mary's)
 Mike Colina, Chair
 Ellen Flower-Fields, Executive Director
 Southern Maryland Workforce
 Development Network
 2670 Crain Highway, Suite 702
 Waldorf, Maryland 20601
 (301) 885-0020
effields@somdworks.org

SUSQUEHANNA REGION

(Cecil and Harford)
 Gregory Szoka, President
 Bruce England, Interim Director
 Susquehanna Workforce Network
 410 Girard Street
 Havre de Grace, Maryland 21078
 (410) 939-4240
bengland@swnetwork.org

UPPER SHORE

(Caroline, Dorchester, Kent,
 Queen Anne's, and Talbot)
 George Weeks, Chair
 Dan McDermott, Executive Director
 Upper Shore Workforce Investment
 Board Chesapeake College
 Wye Mills, Maryland 21679
 (410) 822-1716
dmcdermott@chesapeake.edu

WESTERN MARYLAND

(Washington, Allegany,
 and Garrett)
 Jim Kesselring, Chair
 Peter P. Thomas, Executive Director
 Western Maryland Consortium
 P.O. Box 980
 33 W. Washington Street, 4th Floor
 Hagerstown, Maryland 21740
 (301) 791-3076
peterthomas@mindspring.com



Hon. Parris N. Glendening,
Governor,
Hon. Kathleen Kennedy
Townsend, Lt. Governor

Wayne A. Mills
Board Chair
Chairman, New Millenium Ventures

Patricia A. Ferrill
Board Vice Chair
Manager, Business
Development for Education
Industry
IBM Global Services

Joseph Anderson
Senior Operations Analyst
DynCorp

Leo J. Blackwell
Regional Sales Manager
Cisco Systems, Inc.

James G. Cassady
Vice President, Human Resources
Electronic Sensors & Systems Sector
Northrop Grumman Corporation

Alan Cheung, Pharm.D.
Senior Vice President
Cell Works, Inc.

James L. Correll
President
Baltimore Building &
Trades Council, AFL-CIO

Mary Ann Cricchio
Co-owner
Da Mimmo Finest Italian Cuisine

M. Carrie Forrest
Vice President, Human Resources
Calvert Memorial Hospital

Kevin M. Garvey
UPS – Loaned Executive
Annie E. Casey Foundation

Toby Gordon, Sc.D.
Vice President, Planning & Marketing
The Johns Hopkins Hospital

Nancy S. Grasmick, Ph.D.
State Superintendent of Schools
Maryland State Department of
Education

Ernest R. Grecco
President
Metropolitan Baltimore Council,
AFL-CIO Unions

Hon. Leo Green
State Senator

Hon. Kerry Hill
State Delegate

David S. Iannucci
Secretary
Dept. of Business and Economic
Development

Emelda P. Johnson
Secretary
Dept. of Human Resources

Karen R. Johnson
Secretary
MD Higher Education Commission

Dana M. Jones
President and CEO
Southern Maryland Tri-County
Community Action Committee

Hon. Nancy K. Kopp
State Delegate

Norma Lea LaParle
Vice President
Frank A. LaParle Dental Corp.

Hon. Martin G. Madden
State Senator

Edward A. Mohler
President
Maryland & D.C. AFL-CIO Unions

Kathleen McKirchy
Director, Community Services
Metro Washington Council, AFL-CIO

Vincent "Cap" Mona
Chairman of the Board
The Mona Group

R. Wayne Moore
Chairman and CEO
TESST Education Corporation

Maria Nalywayko
Managing Director
T. Rowe Price Associates, Inc.

John P. O'Connor
Secretary
Dept. of Labor, Licensing &
Regulation

Hon. Janet S. Owens
County Executive of Anne Arundel
County

Marion W. Pines
Senior Fellow
The Johns Hopkins University
Institute for Policy Studies

John Q. Porter, Esq.
Chairman
Spectrum International

Jerome A. Ratliffe
Vice President & Corporate Secretary
Allfirst Bank

Kelly A. Ronayne
Corporate Employment Manager
Giant Food of Maryland, Inc.

Martha A. Smith, Ph.D.
President
Anne Arundel Community College

Carl William Struever
President
Struever Bros. Eccles & Rouse, Inc.

James D. Tschechtelin, Ph.D.
President
Baltimore City Community College

Sue F. Ward
Secretary
Maryland Department of Aging

H. K. Norman Wolske
Plant Manager
Rubberset Company

Brenda K. Woodsmall
USInternetworking, Inc

ASSOCIATE MEMBER

Joseph Puhalla
President
Prince George's Workforce Services
Corporation

Organization	Board	Executive Committee	Legislative Committee	Workforce Information Committee	Performance Measures Workgroup	State Youth Council	Technology Workforce Task Force
AFL-CIO unions	■	■	■			■	
Allfirst Bank	■	■		■			
Anne Arundel Community College	■					■	
Anne Arundel County	■						
Annie E. Casey Foundation	■					■	
BAE Systems							■
Baltimore City Community College	■				■	■	
Baltimore City Office of Employment Development					■	■	■
Baltimore City Public Schools						■	
Blue Sky Factory							■
Calvert Memorial Hospital	■						
Catalyst Solutions							■
Catholic Charities			■				
Cell Works, Inc.	■		■				
Cisco Systems, Inc.	■					■	■
Citifinancial							■
Comcast (Mid-Atlantic Division)							■
Cornerstone							■
Da Mimmo Finest Italian Cuisine	■		■				
Data Processing Solutions, Inc.							■
DynCorp	■						■
e.magination							■
Frank LaParle Dental Corp.	■					■	
Frederick County Job Training Agency			■				
Frederick County Public Schools						■	
Genesis Group						■	
Giant Food of Maryland, Inc.	■						
Governor's Office for Children, Youth, and Families			■			■	
Greater Washington Board of Trade			■				
Howard Community College							■
IBM	■	■					■
iPhotonics, Inc.							■
Job Corps						■	
Lockheed Martin							■
MAITI							■
Maryland Association of Community Colleges			■				
Maryland Center for Arts & Technology							■
Maryland Chamber of Commerce			■				
Maryland Technology Development Corp.							■
Maryland Workforce Development Association			■				
Matrics, Inc.							■
MD Department of Aging	■		■	■			
MD Department of Budget & Management							■
MD Department of Business and Economic Develop.	■	■	■	■	■		■
MD Department of Human Resources	■		■	■	■	■	
MD Department of Juvenile Justice						■	
MD Department of Labor, Licensing & Regulation	■	■	■	■	■	■	■
MD Department of Planning				■			
MD Department of Public Safety & Correctional Ser.				■			
MD Department of Transportation				■			
MD Higher Education Commission	■		■	■	■		■
MD House of Delegates	■		■				
MD State Board of Education						■	
MD State Department of Education	■	■	■	■	■	■	■
MD State Senate	■						■
Microenterprise Council of Maryland							■
Montgomery County Workforce Development Corp.					■		
Montgomery Works					■		
Morgan State University							■
NASA Goddard Space Flight Center							■
Naval Air Warfare Center							■
New Millennium Ventures	■	■					
Northrup Grumman	■		■				■
Prince George's Workforce Services Corp.	■			■			
Rubberset Company	■	■		■			■
Social Solutions, Inc.						■	
So. Maryland Tri-County Community Action Cmte.	■					■	
Spectrum International	■	■					■
Struever Bros. Eccles & Rouse, Inc.	■	■	■			■	
Systems Integration and Development							■
Technology Council of Maryland							■
TESST Education Corporation	■						■
The ACI Group							■
The Johns Hopkins Hospital	■	■					
The Johns Hopkins University	■		■		■	■	
The Mona Group	■						
T. Rowe Price Associates, Inc.	■						
UMBC							■
University of Maryland Medical Center			■				
USinternetworking	■						■
Verizon Communications							■

**Governor's Workforce Investment Board
1414 Key Highway, 2nd floor
Baltimore, MD 21230**

Phone: 410-333-4454

Fax: 410-333-4467

www.gwib.state.md.us

**PRSR STD
U.S. Postage
PAID
Permit No. 66
Lutherville, MD**

