



Governor's Workforce Investment Board

2009 Annual Report

Martin O'Malley, Governor
Anthony G. Brown, Lt. Governor

Alexander M. Sanchez, Secretary
Department of Labor, Licensing and Regulation

William G. Robertson, Chair

Eric M. Seleznow, Executive Director
Governor's Workforce Investment Board

2009 Governor's Workforce Investment Board Members

Hon. Martin O'Malley, Governor

Hon. Anthony Brown, Lt. Governor

William G. "Bill" Robertson
Board Chair
President & Chief Executive Officer
Adventist HealthCare, Inc.

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Board Vice-Chair
President
The Johns Hopkins Health System

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Chairman and CEO
ARINC Corporation

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Towson University

Rafael Correa
President
MaTech

Hon. Ulysses Currie
State Senator

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Secretary
Department of Juvenile Services

B. Daniel DeMarinis
Director of Strategic Initiatives
MITRE

Brenda Donald
Secretary
Department of Human Resources

Kevin M. Garvey,
Division Workforce Planning
United Parcel Service of America, Inc.

Gino J. Gemignani, Jr.
Senior Vice President
Whiting-Turner Contracting Company

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

Donna M. Gwin
Director of Human Resources
Safeway, Inc.

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President
Wor-Wic Community College

Hon. Sally Y. Jameson
State Delegate

Christian Johansson
Secretary
Department of Business and Economic
Development

Martin G. Knott, Jr.
President
Knott Mechanical, Inc.

Hon. Susan W. Krebs
State Delegate

Andrew B. Larson
National Project Coordinator
International Union of Painters and
Allied Trades, Job Corps Program

Elliot D. Lasson, Ph.D.
Executive Director
Joblink Baltimore

Gloria G. Lawlah
Secretary
Maryland Department of Aging

Roy G. Layne
Principal
GKA, PC Accounting

Bel Leong-Hong
President and CEO
Knowledge Advantage Inc.

Larry Letow
President
Convergence Technology Consulting

George Littrell, III
Vice President & Senior Financial Advisor
Merrill Lynch

James E. Lyons, Sr.
Secretary
Maryland Higher Education Commission

Fred D. Mason, Jr.
President
Maryland State & D.C. AFL-CIO

Gary D. Maynard
Secretary
Department of Public Safety and
Correctional Services

Luisa Montero
Managing Director
Maryland Multicultural Youth Center

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State Senator

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

Thomas E. Perez
Secretary
Department of Labor, Licensing and
Regulation

Joe Rodriguez
President and Owner
Americanna Grocery

Daryl Routzahn,
President & CEO
Routzahn's

Edward M. Rudnic, Ph.D.
President and CEO
MiddleBrook Pharmaceuticals, Inc.

Alexander M. Sanchez
Secretary
Department of Labor, Licensing and
Regulation

Karen Sitnick
Director
Mayor's Office of Employment
Development

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

Harold Stinger
Chairman and CEO
SGT, Inc.

Margaret A. Thomas
President and CEO
Goodwill Industries of the Chesapeake, Inc.

Hon. Ingrid M. Turner
Council Member – District 4
Prince George's County Council

John von Paris
Executive Vice President
Von Paris Moving and Storage

April 2010

Dear Governor O'Malley, Lieutenant Governor Brown, President Miller, Speaker Busch, Maryland General Assembly and the businesses and citizens of Maryland:

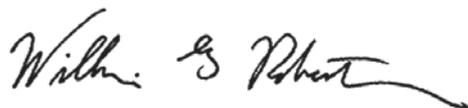
The Governor's Workforce Investment Board (GWIB) is pleased to share with you the 2009 Annual Report, highlighting events and accomplishments from January 1, 2009 through December 31, 2009. Maryland's economy faced unprecedented challenges this year; however, we are proud of our accomplishments and ongoing efforts to support your vision for a highly skilled workforce in Maryland. The GWIB continued its work to address emerging workforce skills gaps, increase post-secondary education and training opportunities, and develop innovative solutions to meet business and industry's demands for a skilled workforce. The Board's efforts to develop a skilled workforce have focused on the emerging greener economy, construction, manufacturing, and healthcare. Toward the end of the year, the GWIB began its efforts to promote the Skills2Compete Maryland initiative, a means to encourage Marylanders to achieve at least two years of post-secondary education or training, to meet the demands of Maryland's employers.

This report details much of the GWIB's significant work in 2009. Most notably, the GWIB convened a Construction and Energy Workforce Summit, as well as released *Maryland's Energy Industry Workforce Report: Preparing Today's Workers for Tomorrow's Opportunities*. We also conducted our biannual LWIB recertification process, and were pleased to recertify all 12 local workforce areas for the next two years.

The GWIB and its partners are committed to continued collaboration to ensure that Maryland's current and future workforce have the necessary skills to meet employers' needs as the State prepares for economic recovery and growth.

The Board recognizes the continued efforts over the past year by our private and public sector partners, and express our gratitude for their continued cooperation and collaboration from all levels of business, government and education, as well as the citizens of Maryland. We look forward to your continued support in the months and years to come.

Sincerely,



William G. "Bill" Robertson
GWIB Chair
President/CEO Adventist HealthCare, Inc.



Eric M. Seleznow
GWIB Executive Director

Overview

The Governor's Workforce Investment Board (GWIB) is the governor's chief policy-making body for workforce development. The GWIB is a business-led board of 45 members, a majority of whom represent the business community, as mandated by the Workforce Investment Act of 1998 (WIA). Other members include the governor and the lieutenant governor, cabinet secretaries, college presidents, the state superintendent of schools, elected officials, labor, and representatives of non-profit organizations.

The GWIB is responsible for developing policies and strategies to form a coordinated workforce system from a variety of education, and employment and training programs. It brings together and focuses various workforce development partners and stakeholders on two key outcomes - a properly prepared workforce that meets the current and future demands of Maryland employers, and providing opportunities for all Marylanders to succeed in the 21st century workforce.

Mission

To guide a nationally-recognized workforce development system that aligns with the economic and educational goals of the State of Maryland and will result in a qualified workforce available to employers across the State.

Vision

A Maryland where every person maximizes his or her career potential and employers have access to the human resources they need to be successful. The vision includes:

- Alignment of the business, workforce system, and economic development interests in Maryland.
- Well-integrated, coordinated and collaborative systems across agencies, institutions, local areas, and business.
- Preservation and expansion of Maryland's highly-educated workforce.
- Creation of opportunities for all Maryland residents to participate and succeed in the workforce.



The Year-In-Review

National Economic Downturn Presents Challenges for Maryland's Workforce

The national economic downturn significantly impacted Maryland's labor market in 2009, presenting major challenges to both Marylanders and the workforce system that serves them. While Maryland fared better than many other states, the State's challenges included 72,500 job losses, the highest unemployment rate since June 1983, and a 41 percent increase for unemployment insurance claims from 2008. As a result, the demand for workforce-related services and training reached record highs as more newly unemployed and long-term unemployed people sought assistance from workforce providers.

Maryland's system of One-Stop Career Centers, community colleges, 4-year institutions and community-based programs, were called upon to serve many more Marylanders than usual. Maryland's workforce system worked tirelessly to meet this demand by ensuring people received adequate support services and by providing training for jobs in the new economy. This year's infusion of funds from the American Recovery and Reinvestment Act was key in helping Maryland provide an expanded level of reemployment and retraining services. The GWIB responded to these significant influences with focus efforts on policies that emphasized training, retraining and credentialing for Marylanders looking to succeed in the new economy.

Governor O'Malley Appoints New DLLR Secretary

Governor O'Malley appointed Alexander M. Sanchez as Secretary of the Department of Labor, Licensing and Regulation (DLLR) in September 2009. Secretary Sanchez comes to DLLR from the United Way of America where he served as Senior Vice President for Community Impact Leadership. Secretary Sanchez replaced Tom Perez who left to join the Obama Administration as Assistant Attorney General for the Civil Rights Division of the United States Department of Justice.



GWIB Welcomes New Board Members

During 2009, the following individuals were appointed to the Board:

- Bel Leong-Hong, President and CEO, Knowledge Advantage, Inc.
- Larry Letow, President, Convergence Technology Consulting
- Joe Rodriguez, President and Owner, Americanna Grocery

During 2009, the following individuals vacated their positions on the Board:

- Rafael Correa, President, MaTech
- Kevin M. Garvey, Manager, Division Workforce Planning, United Parcel Service of America, Inc.
- Daryl Routzahn, President & CEO, Routzahn's
- John von Paris, Executive Vice President, Von Paris Moving and Storage

The GWIB welcomes the new members and thanks those members who vacated the Board for their commitment and service to Maryland's workforce system.

Summary of 2009 Activities

- March 2009 ~ The GWIB partnered with the Workforce Investment Network for Maryland (WIN) to sponsor the Annual Legislative Breakfast. In addressing legislators, local workforce board chairs and staff, and GWIB members, Governor O'Malley emphasized that workforce creation continues to be one of his top priorities and discussed how Recovery Act funds coming into Maryland would support workforce development activities.
- June 2009 ~ The GWIB convened the Regional Allied Health Workforce Forum to encourage the development of regional sector strategies to address the allied health industry's worker and skills shortages. The GWIB's Regional Allied Health Workgroup issued its workforce report and recommendations.
- June 2009 ~ The GWIB convened over 60 workforce stakeholders from across the State to participate in the first ever Maryland Sector Academy. Based on a model from the National Governor's Association, local workforce teams were convened to develop sector strategies to address regional workforce needs.
- June 2009 ~ The GWIB recommended to Governor O'Malley recertification of all 12 Local Workforce Investment Boards.
- July 2009 ~ The GWIB launched the Adult Education and Transition Oversight Committee to ensure successful transition of the adult and correctional education programs to DLLR.
- July 2009 ~ The GWIB hosted the Construction Energy Workforce Forum, convening over 250 stakeholders from Maryland's construction and energy industries, government, education, and the workforce communities. The forum highlighted Maryland's leadership role in promoting construction and energy-related workforce training initiatives, and the O'Malley administration's commitment to growing jobs in the green economy.
- July 2009 ~ The GWIB's Center for Industry Initiatives Energy Committee published their final report - *Maryland's Energy Industry Workforce Report: Preparing Today's Workers for Tomorrow's Opportunities*.
- September 2009 ~ The GWIB's Construction Industry Committee published its final report.
- September 2009 ~ The GWIB's Emerging Workforce and Untapped Workforce Committee submitted its final report and recommendations.
- November 2009 ~ The GWIB held a Strategic Planning Retreat to engage the board in developing a work plan for the next two years and to develop a framework for further action to enhance Maryland's workforce for the 21st century.
- December 2009 ~ The GWIB approved a motion recommending that Governor O'Malley adopt Skills2Compete in Maryland, a policy to increase post-secondary participation and workforce skill development.



Left to Right: Lt. Governor Brown, Governor O'Malley and GWIB Chair Bill Robertson

GWIB's Center for Industry Initiatives

The GWIB's Center for Industry Initiatives continued to assess the issues and demands of Maryland's targeted industry sectors. Through the Center, leaders from private industry, government, education, and other stakeholders engage in a collaborative process which identifies critical industry workforce challenges and develops recommendations and actionable strategies to address those challenges.

GWIB's Construction- Energy Workforce Solutions Forum

Committee Chairs:

- Martin G. Knott, Jr., President, Knott Mechanical, Inc.
- Gino Gemignani, Senior Vice President, The Whiting-Turner Contracting Company
- James Rzepkowski, Director of Workforce Development, Constellation Energy
- Peter Lowenthal, Executive Director, Maryland Solar Industry Association

In July 2009, the GWIB convened over 250 stakeholders from Maryland's construction and energy industries, government, education, and workforce and economic development leaders for the Construction and Energy Workforce Solutions Forum to develop strategies for workforce creation and skills development with the construction, energy and "green" industries.

Governor Martin O'Malley delivered keynote remarks, highlighting Maryland's national leadership role in promoting smart, green, and growing initiatives, and his administration's commitment to growing jobs in the green economy.



Governor O'Malley delivers remarks at the GWIB's Construction-Energy Workforce Solutions Forum.

Internationally-recognized experts from the Center for American Progress and the Fraunhofer Center for Sustainable Energy, joined Maryland business leaders to provide insight into the future technologies and trends that will drive construction and energy industry workforce development efforts.

The GWIB's Construction and Energy Steering Committees also released reports defining their respective workforce challenges and recommendations to improve the attraction, retention, education and training of a skilled workforce in Maryland.

"The synergy that was on display at today's forum between our construction sector and our energy community represents what really are some of our greatest assets as we pursue our shared priorities. At the State level, it is a priority of the O'Malley-Brown Administration to ensure that an adequate pipeline of qualified workers exists to meet the 21st century demands of Maryland's construction industry."

~Governor Martin O'Malley

Maryland's Construction Industry Publishes Final Report

Committee Chairs:

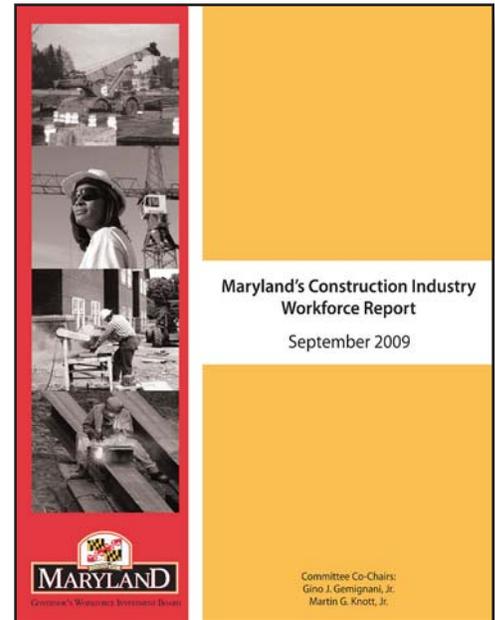
- Gino J. Gemignani, Jr., Senior Vice President, The Whiting-Turner Contracting Company
- Martin G. Knott, Jr., President, Knott Mechanical, Inc.

In September 2009, the Construction Industry Committee completed its work by issuing its final report. The report suggests that while the construction industry has felt the effects of the nation's current economic downturn, demand for workers is expected to grow as new programs and projects, such as the Base Realignment and Closure (BRAC), bring jobs and support services to the region. These opportunities, as well as technological advancements and shifts towards green building have left skills shortage within the industry.

The Committee focused on developing solutions and implementation strategies that addressed three major categories of workforce issues feeding the skill shortages: image and branding, alignment and connectivity of education components, and pipeline development.

Principle recommendations of the Construction Committee include:

- Establishing an independent Center of Excellence for Maryland's construction industry that will be recognized throughout Maryland as the resource for construction industry education innovation and expertise.
- Developing a unified statewide, industry-wide marketing campaign to promote construction industry jobs and careers, including components to engage students and adults at all levels.
- Aligning, integrating and connecting construction education and training at all levels of Maryland's PreK-20 education system.
- Ensuring that high school Career and Technology Education (CTE) students graduate prepared for college-level construction programs, apprenticeship training and entry into construction-related careers as demonstrated by meeting academic and technical skill standards.
- Adopting a set of curricula standards for pre-apprenticeship programs in PreK-12 CTE programs that is nationally and state-recognized by most parties and that allows for credit and certification recognized across the State and by all training entities.
- Developing a pipeline of prospective employees from Maryland's PreK-20 education system.
- Expanding the pipeline of prospective employees by targeting high school graduates who are not enrolled in college or an apprenticeship program; those with two years of college who are non-completers of higher education; and non-traditional pools of workers such as ex-offenders and at-risk youth.
- Expanding the pipeline of foreign-born workers by addressing language and cultural barriers and safety issues in job site operations for foreign-born workers.
- Collaborating with education and training entities to develop pathways between the construction industry and the education/training pipeline of prospective construction industry workers.



“We must create on ramps between the various education entities to facilitate seamless transition for individuals pursuing a career in construction in Maryland.”

~Martin G. Knott, Jr., President, Knott Mechanical, Inc.

Maryland's Energy Industry Publishes Final Report

Committee Chairs

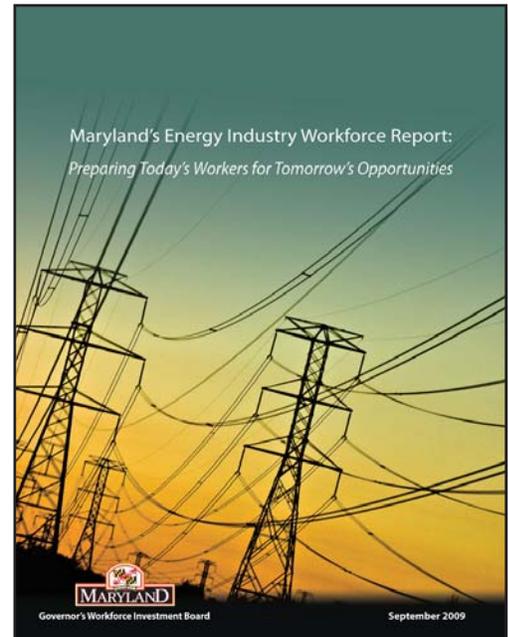
- James Rzepkowski, Director of Workforce Development, Constellation Energy
- Peter Lowenthal, Executive Director, Maryland Solar Industry Association

In September 2009, the GWIB's Energy Industry Committee released *Maryland's Energy Industry Workforce Report: Preparing Today's Workers for Tomorrow's Opportunities*, a comprehensive report on the skilled workforce that the industry will need as it works to improve energy efficiency and conservation, expand the use of renewable energy, construct and repair the electricity transmission and delivery infrastructure, and improve and restore the environment.

The report details the importance of creating a sustainable future for Maryland as a mechanism to stimulate economic and develop the "green economy." It also defines Maryland's green economy, jobs that currently exist, and jobs that will be needed.

Principle recommendations of the Committee include:

- Creating "buzz" about jobs in Maryland's green economy by targeting varied audiences: youth, parents, working adults, dislocated workers.
- Increasing the number of school systems and schools using the CTE program, and providing information and materials about energy, green building, clean technology and certifications designed for integration into the construction and development, environmental, agricultural and natural resource systems, and manufacturing, engineering and technology career clusters.
- Identifying and developing short-term training courses that are aligned with industry needs and will prepare workers for jobs in the green economy.
- Instituting statewide data collection and analysis to help the State focus training resources; to track individuals from pre-apprenticeship to apprenticeship training and from two-year to four-year higher education training; and to assist green business incubators with development and growth of small businesses.



GWIB Launches Regional Allied Health Initiative with Workforce Forum

Committee Chairs:

- Carol Eustis, Dean, School of Health Professions, Community College of Baltimore County
- Charlotte Exner, Dean College of Health Professions, Towson University

The GWIB launched its Regional Allied Health Initiative at the Loyola University Graduate Center in Columbia in June 2009, by hosting a workforce forum for over 75 healthcare providers, educators and workforce development leaders.

The forum provided an opportunity to collaborate around customized regional approaches to resolving allied healthcare workforce shortages. Stakeholder groups from the Baltimore Metro, DC/Southern Maryland, and Eastern Shore regions worked during the forum, and throughout the remainder of the year, to identify specific skills and job shortages, leverage resources, share best practices, and develop and implement training solutions to address these shortages.

Maryland's Allied Health Profession Committee Issues Workforce Report

In June 2009, the GWIB's Allied Health Professions and Healthcare Industry Committees released their report on workforce skills and jobs shortages and recommendations to address the industry's challenges.

The report illustrated that allied healthcare remains one of the few growth industries in the State during the current recession, with significant opportunities to impact existing work shortages. Specifically, Maryland has three important assets that will aid in addressing the critical shortages in the health professions workforce:

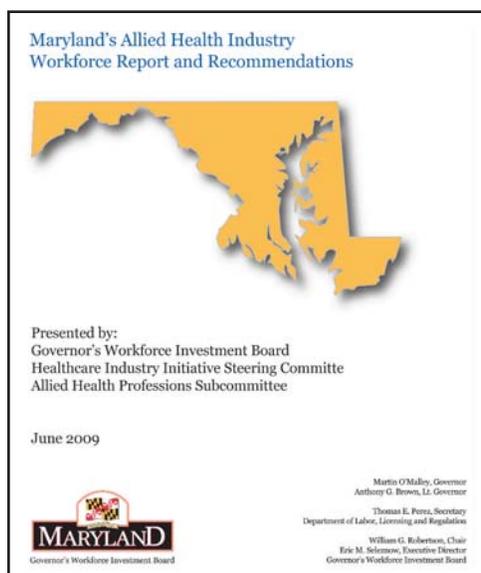
- Maryland is a state with a highly educated population overall and a unique payer system that can be utilized to support efforts to address workforce shortages;
- Maryland has many renowned medical/health systems with numerous education opportunities; and
- Maryland has a large and comprehensive higher education system.

Principle recommendations of the Committee include:

- Developing programs for non-nursing healthcare professions comparable to the Maryland Higher Education Commission's Nurse Support Programs I and II.
- Developing new programs and support expansion of existing academic programs.
- Funding building of innovative models of clinical supervision/preceptor-faculty connections.
- Developing faculty capacity.
- Developing re-entry programs to support health professionals who have stopped practicing for a period of time and need support to meet licensing and professional requirements for re-entry.
- Supporting key recommendations of the Maryland Statewide Commission on the Shortage in the Healthcare Workforce report on workforce shortages in the non-nursing health profession disciplines.



Neil Meltzer, President of Sinai Hospital, addresses the Allied Healthcare Workforce Forum.



Time is not on the side of those responding to allied health professions shortages. It is particularly critical that the State respond quickly in addressing these shortage areas to prevent further gaps between supply and demand.

*~Maryland's Allied Health Industry:
Workforce Report and Recommendations*

GWIB Policy Initiatives

GWIB / ARRA Policy Guidance

The American Recovery and Reinvestment Act (ARRA) of 2009 provided Maryland's public workforce system with a nearly unprecedented level of workforce development funding. Maryland gained almost \$35 million in additional funds to assist workers in retooling their skills and re-establishing themselves in viable jobs and career paths. As Maryland's chief policy making body for workforce development, the GWIB issued a policy framework to guide Maryland's implementation of ARRA's workforce priorities.

The GWIB policy guidance focused on increasing the number of Marylander's trained and retrained to prepare for recovery and new job opportunities. The guidance also supported the following principles to further guide the workforce system in successfully meeting the goals of the Recovery Act:

- Substantial increase in numbers of customers served and receiving training;
- Investments connected to economic growth objectives through regional sector strategies aligned with economic development, education, including community colleges, business and labor organizations, and other partners for high-growth industries such as green jobs, healthcare, and advanced manufacturing;
- Dual customer focus: supply-side workers and demand-side business needs for skills and talent; and,
- Approaches to reach low-income and under-skilled customers, as well as disconnected youth, veterans, individuals with disabilities, ex-offenders, and others with barriers to employment, so they may share in economic prosperity, including engaging with community-based organizations.

Southern Maryland Board Certification

During the March 2009 GWIB Meeting, the board approved a motion to recommend to the Governor certification of the Southern Maryland Workforce Board, as a committee of the Tri-County Council for Southern Maryland. Governor Martin O'Malley accepted the recommendation and was on hand to present a citation to the new Southern Maryland Workforce Investment Board members.

Local Workforce Investment Boards Recertification

In accordance with the Workforce Investment Act of 1998 (WIA), and on behalf of the Governor, the GWIB performed the biannual recertification process of Maryland's 12 Local Workforce Investment Boards (LWIBs). In July 2009, the GWIB completed the process and was please to recommend to the Governor that all 12 areas be granted Level I Recertification for a two-year period, effective July 1, 2009.

Maryland Sector Strategies Policy Academy

The GWIB hosted a Sector Strategies Policy Academy, on June 25-26, for over 60 practitioners from the Maryland's 12 WIAs. The objectives of the Academy were to gain an in-depth understanding of targeted industry strategies and approaches to regional economic growth. Attendees included representatives from workforce development, adult education, economic development, community colleges, social services, and business associations.

Attendees explored the potential integration of adult learning with sector strategies, in follow-up to the transfer of adult basic education and correction education to DLLR.



Governor O'Malley approves the certification of the Southern Maryland Workforce Board at the March 2009 GWIB Meeting.

Annual Legislative Breakfast

On March 5, 2009, the GWIB partnered with WIN for Maryland to host the Annual Legislative Breakfast. 140 attendees, including legislators, local elected officials, workforce investment board members, workforce development professionals, and educators gathered at the Calvert House in Annapolis, where Governor O'Malley addressed the group, and reiterated his support for workforce development and job creation. Attendees also learned about the critical role the GWIB, WIN and the broader workforce system are playing in implementing ARRA funded employment and training activities throughout Maryland.



Governor O'Malley emphasizes the importance of workforce development at the annual legislative breakfast.

Universal Design Policy

During the September 2009 Board meeting, the GWIB partnered with the Maryland Department of Disabilities, by passing a motion to adopt the principles of Universal Design: universal access, services and processes. Universal Design aligns with Governor's vision of "No Spare Marylander," and will result in workforce services that are designed to benefit job seekers who possess a wide range of learning styles, languages, educational levels, intelligences, and abilities.

Implementation technical assistance will be provided through a grant from the National Technical Assistance and Research Leadership Center (NTAR Leadership Center). The NTAR Leadership Center will assist Maryland's workforce development system partners and other stakeholders with instituting policies and practices that reflect the best principles of Universal Design in the delivery of services.

Skills2Compete Maryland

During the December 2009 GWIB Meeting, a motion was approved to recommend to the Governor endorsement of a Skills2Compete Maryland (S2C) campaign. The Governor has accepted the recommendation and has since endorsed S2C Maryland. S2C Maryland is part of the national non-partisan campaign to ensure the State's workforce has the skills needed to meet business demand, foster innovation, and grow shared prosperity. S2C promotes post-secondary education and training activities designed to prepare Maryland's workers for middle jobs ~ those requiring more than a high-school diploma, but less than a four-year degree ~ while strengthening the State's economy.



The motion's recommendations included:

- Adopting a S2C Maryland campaign led by the Governor;
- Appointing the GWIB to serve as the advisory board to provide oversight of, and advocacy for, the S2C Maryland campaign; and,
- Encouraging every working Marylander to develop a career pathway that includes at least two years of education or training past high school – leading to a technical credential, industry certification, or one's first year of college.

Career Readiness Credential Briefing

The GWIB organized a policy briefing for board members, the GWIB Interagency Workforce Committee and other stakeholders on national Career Readiness Credentialing. Career Readiness Certificates (CRC) have become extremely popular in recent years, as a system for certifying that workers possess the basic skills necessary for success in typical jobs. CRC, based on ACT, Inc.'s WorkKeys® employment system, are a portable skills credential that assures an employer that a job applicant has the basic skills they seek and are ready to be trained for the job. Given the national attention on college and career readiness, and with over 35 states either implementing or in the process of implementing CRC, the GWIB felt it important to convene key stakeholders for a briefing on this national trend. As a result of the discussion, it was agreed that further exploration on the feasibility and need for a Career Readiness Credentialing system would continue into 2010.

Board Retreat

On November 3, 2009, the GWIB Board Retreat was held at the Bon Secours Spiritual Center in Marriottsville, Maryland. Board members came together to engage in discussions around developing a two-year work plan, increasing knowledge and understanding of key national and state workforce policy issues, and identifying three to five strategic priorities of focus for the next two years.



GWIB members Luisa Montero and Secretary Alex Sanchez at the GWIB retreat.

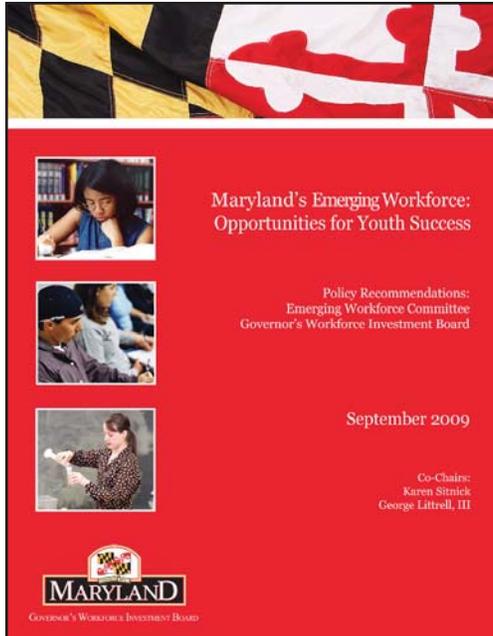


GWIB Committee Updates

Emerging Workforce Committee Releases Final Report

Committee Chairs:

- Karen Sitnick, Director, Mayor's Office of Employment Development
- George Littrell, III, Vice President, Merrill Lynch



The GWIB's Emerging Workforce Committee, charged with developing a set of recommendations to ensure the successful transition of all Maryland youth to careers and college, submitted its report to the Governor in September 2009.

The report, *Maryland's Emerging Workforce: Opportunities for Youth Success*, was guided by the Governor's vision of "No Spare Marylander." The report outlines the challenges facing the State in preparing the future workforce and offers a set of recommendations and action steps to effectively ensure that all of Maryland's youth have the necessary skills and knowledge to succeed in the 21st century workplace.

Before releasing the report, the Emerging Workforce Committee convened a Youth Workforce Policy Summit, held on May 21st at Stevenson University, to review the report and its recommendations. Over 100 key stakeholders were engaged to provide meaningful input and refine the Committee's recommendations.

Principle recommendations of the Committee include:

- Establishing a policy framework and actions that connect agencies and organizations under a common vision of youth workforce preparation.
- Ensuring that public schools, pre-kindergarten through grade 12, higher education, and community providers prepare youth to be workforce ready and promote their transition to 21st century careers.
- Expanding and creating programs and services that provide real options that engage students in learning and effectively re-engage disconnected youth; helping them achieve academic and industry-recognized credentials; and enter work within a career pathway with good prospects for the future.
- Engaging the employer community as key partners in solution-building.



Presentation of the Colors at the Emerging Workforce Forum by Franklin High School's Marine Corps Junior Reserve Officer Training Corps.

The Untapped Workforce Committee Issues Final Report

Committee Chairs:

- Marge Thomas, President and CEO, Goodwill of the Chesapeake
- Lillian Kilroy, Executive Vice President (former), Emerging Business Group, Provident Bank

The GWIB's Untapped Workforce Committee continued its work around developing a set of recommendations to ensure businesses are aware of the potential human resources that exist in often overlooked populations as a viable source for employees. Among these recommendations are the creation of a marketing plan and an associated budget. The Committee's released its report in March 2009.

The Committee's research suggests that reaching out to a broader representation of the State's business community requires consistent, coordinated and compelling communications and marketing. The communications must include: a clear branding identity; a clear message; a standardized approach; dedicated marketing expertise and resources; and strong linkages to the State's economic development.

Principle recommendations of the Committee include:

- Initial marketing efforts should be focused on currently engaged industries ~ hospitality/tourism, warehousing/distribution, retail, and manufacturing, and where possible, targeted industries with a history of hiring people who belong to untapped populations.
- The State should explore an affiliation with an online internet job matching site, thereby increasing use by employers and expanding the capacity of the existing Maryland job matching system.
- Creating a single umbrella identity for outreach to employers covering all worker placement efforts in order to brand the State's workforce development system as a true system.
- A communications and marketing plan should be developed with professional marketing support. The finished products should enhance the use of technology and include tools and materials that will meet the expectations of technology savvy human resource professionals and employers.

Adult and Correctional Education Transition Oversight

The GWIB launched the Adult Education and Transition Oversight Committee to ensure successful transition of the adult and correctional education programs to DLLR. The Committee is charged with overseeing the successful restructuring and start-up of both the Education Coordinating Council for Correctional institutions and the new State Advisory Council on Adult Learning.

The Committee's work included ensuring the continuity of programs and services based on the intent of SB 203 and the recommendations of the Workforce Creation and Adult Education Transition Council. Areas of oversight and discussion have included:

- corrective actions required to address minor issues requiring legislation;
- the physical move including location of and space for offices within the DLLR building;
- technology transfer including computers and telephones;
- transition of personnel including orientation of transitioning employees;
- completion of administrative documents and issuance of new State IDs;
- filling vacant leadership positions within correctional education, adult education and GED testing;
- maintenance of service delivery in GED Testing, Correctional Education and Adult Education programs;
- and performance, outcomes and accountability including StateStat and DLLRStat.

Interagency Workforce Committee

This standing Committee's goal is to ensure coordination and communication across all state agencies that invest in developing the State's workforce. In addition to their defined role to expand cooperation, collaboration and communication among the departments, the Interagency Workforce Committee has supported the implementation of the Universal Design best practices in the delivery of workforce development.

Members of this Committee include Assistant Secretaries, Deputy Secretaries or similar senior staff from the following entities:

- Maryland Department of Aging (MDOA)
- Department of Business & Economic Development (DBED)
- Department of Housing & Community Development (DHCD)
- Department of Human Resources (DHR)
- Department of Juvenile Services (DJS)
- Department of Labor, Licensing and Regulation (DLLR)
- Maryland Department of Disabilities (MDOD)
- Maryland Higher Education Commission (MHEC)
- Department of Public Safety and Correctional Services (DPSCS)
- Maryland State Department of Education (MSDE), (Division of College and Career Readiness and Adult Learning and Division of Rehabilitation Services)

GWIB Partnerships

Workforce Investment Network for Maryland (WIN)

WIN is a coalition of the directors of Maryland's 12 local workforce investment agencies. Together, they help create a strong workforce by connecting skilled workers with businesses that need qualified employees. WIN works closely with the GWIB and DLLR to support a locally-driven, yet comprehensive workforce investment system.



WIN's 2009 accomplishments include:

- Working with its partner organizations to connect 62,562 Maryland residents to employment
- Creating workforce solutions for 7,769 Maryland businesses.
- Serving over 8,500 youth between the ages of 14-24 through the summer youth employment program.

Maryland Business Roundtable for Education



The GWIB is a proud partner of the Maryland Business Roundtable for Education (MBRT). Founded in 1992, MBRT is a coalition of more than 100 leading employers that have made a long-term commitment to support education reform and improve student achievement in Maryland. GWIB and MBRT collaboratively engage in activities that support a well educated and well trained workforce for Maryland.

P-20 Leadership Council of Maryland

Established by Governor O'Malley in Fall 2007, the P-20 Leadership Council works to coordinate efforts in education, workforce creation, and business to ensure Maryland offers excellence in teaching and learning and prepares all of its citizens to be productive, innovative, engaged members of its workforce and communities. "P-20" refers to a system of education that encompasses preschool through graduate studies, and ensures that students from an early age are learning the necessary skills for a competitive workplace. To make the State more competitive in securing and maintaining business and economic development, the Council investigates ways to improve education, and advance workforce creation.



MHEC Secretary Lyons, Policy Director John Ratliff and Governor O'Malley share information at a P-20 Council meeting.

Seven GWIB members actively participate on the Council and on the following workgroups:

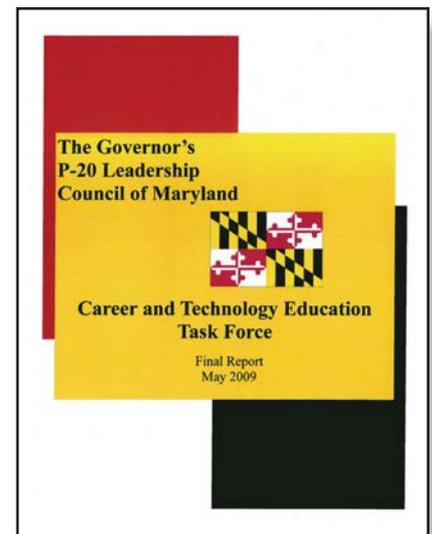
- Career & Technology Education Task Force
- College Success Task Force
- Science, Technology, Engineering & Mathematics (Stem) Task Force

GWIB and MSDE Continue Collaboration

The GWIB has actively worked with MSDE's ongoing efforts to ensure full implementation and expansion of high-quality CTE programs throughout Maryland. Their goal is for CTE programs to prepare students for high-paying, skilled jobs reflective of economic and workforce development needs.

MSDE developed a series of career clusters, which provide a foundation for young people to make decisions regarding career direction. Career clusters provide the necessary information regarding aptitude, skills and educational requirements for jobs in each industry sector.

The GWIB served as a member of the P-20 Council of Maryland's CTE Task Force. The Task Force was charged with creating an action plan designed to expand the CTE programs that prepare students for entry into postsecondary education, apprenticeships and a career where there is current and future employer demands.



The CTE Task Force of the P-20 Leadership Council of Maryland issued its final report in May 2009.

2009 Local Workforce Investment Board Chairs and Directors

Anne Arundel County

George Maloney, Chair
Anne Arundel County Workforce Investment Board

Kirkland “Kirk” J. Murray, President & CEO
Anne Arundel Workforce Development Corporation

Baltimore City

John W. Ashworth, III, Chair
Baltimore Workforce Investment Board

Karen Sitnick, Director
Mayor’s Office of Employment Development

Baltimore County

Mark D. Habicht, Chair
Baltimore County Workforce Development Council

Barry F. Williams, Director
Baltimore County Office of Employment & Training

Frederick County

Darlene Carver, Chair
Frederick County Workforce Investment Board

Laurie Holden, Director
Frederick County Workforce Services

Lower Shore

(Somerset, Wicomico and Worcester Counties)
Derek Bland, Chair
Lower Shore Workforce Investment Board

Milton Morris, Workforce Director
Lower Shore Workforce Alliance

Mid-Maryland

(Carroll and Howard Counties)
Dennis Matey, Chair
Mid-Maryland Workforce Investment Board

Francine Trout, Director
Columbia Workforce Center

Montgomery County

Carrie Shelton, Chair
Montgomery County Workforce Investment Board

Barbara Kaufmann, Director
Montgomery County Division of Workforce
Investment Services

Prince George’s County

Roy Layne, Chair
Prince George’s County Workforce Investment
Board

Patricia White, Executive Director
Prince George’s County Economic Development
Corporation/Workforce Services Division

Southern Maryland

(Calvert, Charles and St. Mary’s Counties)
Maurice “Butch” Long Jr., Chair
Southern Maryland Workforce Investment Board

Ellen Flowers Field, Executive Director
Southern Maryland Workforce Investment Board

Susquehanna Region

(Cecil and Harford Counties)
James Brady, President
Susquehanna Workforce Investment Board

Bruce England, Executive Director
Susquehanna Workforce Network, Inc.

Upper Shore

*(Caroline, Dorchester, Kent, Queen Anne’s and
Talbot Counties)*
George Weeks, Chair
Upper Shore Workforce Investment Board

Dan McDermott, Executive Director
Upper Shore Workforce Investment Board

Western Maryland

(Washington, Allegany and Garrett Counties)
Jim Kesselring, Chair
Western Maryland Consortium Executive Council

Peter P. Thomas, Executive Director
Western Maryland Consortium

2009 Governor's Workforce Investment Board Staff

Eric Seleznow, Executive Director

Lynn M. Reed, Deputy Director

Tim Bibo, Jr., Industry Analyst

Trudy Chara, Manager of Workforce Innovation Partnerships and Programs

Rafael Cuebas, Industry Initiative Coordinator

Sallie Hays-Sarelas, Industry Initiative Coordinator

Darla Henson, Administrative Officer

Rachel Indek, Board Liaison and Communications Manager

Bernard Reynolds, Manager of Budget and Administration, Industry Initiative Coordinator

GWIB Operations

	FY09 Actual	FY10 Budget
Expenses		
Salaries and Fringe Benefits	\$ 773,729	\$ 921,638
Communications	\$ 13,376	\$ 12,332
Travel & Meetings	\$ 12,556	\$ 26,412
Utilities/Vehicles	\$ 969	\$ 939
Contracted Services	\$ 65,800	\$ 49,385
Office Supplies	\$ 8,657	\$ 7,052
Office Equipment	\$ 2,195	\$ 89
Dues and Subscriptions	\$ 2,263	\$ 6,541
Sub-total	\$ 879,545	\$ 1,024,388
Grants	\$ -	\$ -
Total	\$ 879,545	\$ 1,024,388
Support Funds		
Federal	\$ 387,210	\$ 529,739
General	\$ 106,214	\$ 106,666
Reimbursable		
DLLR	\$ 5,000	\$ 182,946
DHR	\$ 66,635	\$ 66,635
MHEC	\$ 54,364	\$ 54,635
MSDE	\$ 61,557	\$ 43,652
DBED	\$ 25,624	\$ 26,635
DJS	\$ 8,241	\$ 8,567
MDoA	\$ 4,700	\$ 4,913
Subtotal	\$ 386,121	\$ 387,983
Total	\$ 879,545	\$ 1,024,388



Martin O'Malley
Governor



Anthony G. Brown
Lt. Governor

Alexander M. Sanchez, Secretary
Department of Labor, Licensing and Regulation

William G. Robertson, Chair
Eric M. Seleznow, Executive Director
Governor's Workforce Investment Board



Governor's Workforce Investment Board

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