



In Demand

*The Governor's Workforce Investment Board's
Newsletter for Workforce Creation In and
Around Maryland*



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Governor O'Malley Meets with GWIB Members

In July, members of the Governor's Workforce Investment Board traveled to Annapolis to discuss workforce creation with Governor Martin O'Malley. The Governor conveyed to the GWIB members that workforce creation is one of his top three policy issues, along with security integration and environmental responsibility. During the meeting, GWIB Board members and the Governor conferred about healthcare faculty shortages, adult education, and pipeline issues.

The Governor has accepted an invitation to address the GWIB at its September meeting, when he will lay out his vision for workforce driven economic develop-

ment. Governor O'Malley and his staff are working closely with the GWIB and DLLR to develop a "blueprint" for workforce development in Maryland.

During a recent speech at the Maryland Association of Counties annual meeting the Governor reiterated his commitment to workforce creation by announcing an additional \$580 million in proposed funds to public education and \$400 million for school construction and renovation. In addition to support for increased community college funding and investing in skills training for nontraditional populations, such as formerly incarcerated individuals and low-income individuals,



Governor O'Malley addressed the Maryland Association of Counties' 2007 Summer Conference

Governor O'Malley also emphasized the need to align postsecondary institutions with the "realities of the new economy."

Maryland Selected for NGA's Cluster-Academy

Maryland has been selected as one of seven states to participate in a new policy academy from the National Governors Association (NGA) Center for Best Practices. The purpose of this academy is to help states identify and implement policies to spur expansion of their most innovative and promising industries, often called industrial clusters.

A "core team" of senior leaders from Maryland, led by Lieutenant Governor Brown, will participate in NGA's *State Strategies for Promoting Innovative Clusters and Regional Economies*. These leaders will learn strategies for cluster based development from leading experts, interact with

their peers from around the nation, and produce a cluster plan for Maryland. The plan, including policy actions, will benefit the major industry clusters, improve the general environment for innovation, and align state R&D investments, workforce development, and education systems with the current and future needs of the state's most promising clusters.

NGA will provide accommodations for Maryland's core team and has hired the Monitor Group, a leading management consulting firm, to provide a unique, empirical analysis of Maryland's emerging industry clusters. GWIB Chair, Bill Robertson, and Executive Director, Eric Seleznow, are participating



Lieutenant Governor Brown will lead Maryland's "core team."

on the "core team." Some GWIB members and DLLR staff are participating on a "home team," which will support the core team's work.

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Maryland's Youth Workforce: Ages 14-21

10.3% (210,303) of Maryland's workers are youth.

59,523 Maryland youth work in retail, the largest employer of youth in Maryland

57,744 Maryland youth work in Accommodations / Food Services, the industry with the largest proportion of youth workers

\$689—the average monthly earnings of youth ages 14 to 18

\$1,248—the average monthly earnings of youth ages 19 to 21

Source: U.S. Census Bureau Local Employment Dynamics for 2005

Education Transition Mobile Unit Prepares Inmates for Release

On August 22, 2007, representatives from the Maryland State Department of Education (MSDE) and the Department of Public Safety and Correctional Services (DPSCS) participated in the official ribbon-cutting for the Correctional Education Transition Mobil Unit which provides transitional information and library services for inmates in the pre-release system. The mobile unit will travel across the state to prepare men and women for release from incarceration into the community and employment. The mobile unit will provide services to inmates in the area of job training, job search and retention strategies, career planning and other kinds of services to help inmates achieve career goals once they are released from incarceration. This program is co-sponsored by MSDE and DPSCS.



Neil Meltzer to lead the GWIB's Healthcare Committee

GWIB is pleased to announce Mr. Neil M. Meltzer as the new chair of GWIB's Healthcare Steering Committee. Mr. Meltzer is a seasoned healthcare administrator, having total responsibility for Sinai hospital, as well as serving as Senior Vice President of LifeBridge Health. In addition to his impressive professional experiences and responsibilities, Mr. Meltzer serves on numerous medical boards, the Board of the Ruxton Country School, and the Baltimore Workforce Investment Board. He received a Bachelor of Science degree in Public Health from the University of Massachusetts/Amherst in 1978 and a Master of Public Health and Health Administration from Tulane University in 1981.



Neil Meltzer will chair the GWIB's Healthcare Committee

Mr. Meltzer replaces the outgoing Healthcare committee's chair, Bill Robertson, who now serves as the GWIB's chair.

GWIB Company Profile: MaTech Computerized Manufacturing

MaTech background

Located in Salisbury, MD MaTech \ AviTech custom manufactures products for aerospace, defense, and commercial clients. The 270 employee company actively supports both local and statewide education and workforce creation.

MaTech's early recruiting efforts

As MaTech's business boomed in the mid 1990's, so did its need for skilled engineers. MaTech's extensive, domestic recruiting provided little success in finding people to fill the in-demand jobs. In response, MaTech used the H1B visa program to hire foreign engineers, mainly from South American countries. Although about a dozen of these engineers are still employed by the company, MaTech saw the need for a long-term solution.

MaTech engages education

While some players in the manufacturing sector cite a need to increase recruitment efforts, MaTech's philosophy is that increased recruiting, as a standalone strategy, encourages employee poaching and does not address the need to develop more engineers. "We all need to increase the number of young people entering into manufacturing careers." said Mr. Dan Seman, the executive VP for MaTech.

MaTech's long-term approach of engaging and supporting local education programs is evidenced with their involvement with the

Wicomico County Career and Technology



Mr. Rafael Correa, MaTech's President, serves as the GWIB's manufacturing industry leader.

Education Programs at Parkside High School. MaTech's support includes: sponsoring interns, mentoring instructors, judging competitions, serving on the advisory board, and donating materials. In 2000, when a technology teacher resigned mid-semester, MaTech and another local company provided qualified members of their own staff to teach the departing teacher's course-load. As a long term solution, MaTech worked to recruit a new teacher, ultimately persuading an engineer at a local firm to leave his job and enter the rewarding career of training tomorrow's engineers.

In addition to its commitment to high school level education, MaTech supports the Manufacturing Engineering Technology Program at Wor-Wic Community Col-

lege and works with the Engineering Technology program at the University of Maryland Eastern Shore.



Mike, the designated inspector for MaTech's mortar fin contract..

Internship program

MaTech sees meaning and value in providing students with opportunities to apply the skills and theories that they learn in their classrooms. As a result, MaTech hosts an internship program for college and high school students, who are studying engineering and manufacturing technologies. MaTech's interns discover, through immersion, how engineering and technology work in an automated, production environment. The internship program, which runs primarily in the summer, has an average of 3-5 student interns from local high schools and colleges.

Local Workforce Investment Area Updates

Frederick County—In partnership with Frederick County Workforce Services, the Frederick County Workforce Development Board launched the S.T.E.M. (Science, Technology, Engineering, Mathematics) Educational Scholarship Program earlier this year. This new, annual program awards academic scholarships of \$1,000 to \$2,500 to support Frederick County students between the ages of 17 and 21 who pursue degrees in S.T.E.M. related fields. Scholarship criteria include: barriers to education, community involvement or volunteer work; relationship with peers, and personal initiative. This year, scholarships were awarded to eight students enrolled at the University of North Carolina at Chapel Hill, Virginia Tech, and the University of Maryland



Scholarship recipients touring the Frederick Innovative Technology Center

Mid-Maryland—The Columbia Workforce Center is hosting CareerFest 2007 at Johns Hopkins Applied Physics Laboratory's Kossiakoff Center from 10AM-3PM on September 20, 2007. In addition to meeting with several private and public sector employers, job-seekers will be able to attend sessions on interviewing, writing resumes, and "working" a job fair. Experts will be on hand to provide resume "check-ups." The Kossiakoff Center is located at 11100 Johns Hopkins Road in Laurel, Maryland.

Upper Shore— In June, Icelandic Air closed its Icelandic USA seafood plant for good, laying off 422 workers. Months before the plant finally closed, the Upper Shore Workforce Investment Board (USWIB) spearheaded job search efforts by combining local, state, and federal resources to assist the laid-off workers. Because of USWIB's responsiveness, workers were able to access a wide variety of services that helped to continue with their careers.



USWIB resources and state funding from Governor O'Malley are enabling the former employees to enroll in computer classes, personal finance management classes and job training classes for those looking to switch careers. The workers were able to access health insurance, money for job training, relocation assistance, and other assistance for older workers through funding from the Federal Trade Readjustment Act.

Baltimore City— On June 26, 2007, thirty-four Baltimore City youth who thought they would never wear a cap and gown, marched across the stage of Johns Hopkins University's Shriver Hall to receive their Maryland State High School diplomas. All of these youngsters dropped out of high school and have since overcome remarkable odds to achieve their educational credentials.

The young people who received diplomas participated in Baltimore City's Youth Opportunity (YO! Baltimore) program. Administered by the Mayor's Office of Employment Development in partnership with the Historic East Baltimore Community Action Coalition, YO! Baltimore offers a broad menu of educational, work-readiness, health education, career and personal development resources and activities for Baltimore City youth and young adults, ages 16 to 22, who are disconnected from education and the mainstream economy. Since 2000, YO! Baltimore has reconnected over 250 school dropouts to alternative learning opportunities that have enabled them to earn their diplomas.



Baltimore County— The Baltimore County Workforce Development Council recently approved 15 recommendations from its Skilled Trades Committee (STC). The STC met from September 2006 until April 2007, identifying relevant labor market issues for a variety of industries. The committee conducted listening sessions with trade associations, educators, and government agencies in order to gain comprehensive information.

The committee presented its recommendations to the Council in May at a special session attended by the County Executive's office, the superintendent of schools, the community college president, and other stakeholders. Barry F. Williams, director of the Baltimore County Office of Workforce Development, said of the report, "We are seeing our efforts pay off already. Some of the recommendations are being implemented right now and all of them are on track to be implemented in the very near future."

Anne Arundel County—When the new director of Anne Arundel Workforce Development Corporation (AAWDC), Douglas Burkhardt, and deputy director, René Swafford, came on board in May 2007, they determined that the operation would benefit from greater teamwork between the DLLR employees manning the One-Stops and the AAWDC staff. The new leaders analyzed the state of the corporation and developed an action plan to make what was good about AAWDC even better. One-Stop staff member partners participated in an organizational meeting, resulting in strategies to move the organization toward its newly-defined vision that includes the creation of "a seamless organization providing top-notch customer service." Feedback indicates that this process is effectively creating a sense of team.



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Pilot Program for Licensing Foreign-Trained Nursing Professionals

In response to the widespread need for healthcare professionals in Montgomery County, the Latino Health Initiative developed a pilot program for helping foreign-trained nurses to obtain their Registered Nurses (RN) license in Maryland. In addition to helping to fill nursing vacancies, the program helps to increase the number of Latino healthcare professionals providing culturally and linguistically appropriate health services to the residents of Montgomery County.

As of 2007, the 25 pilot program participants, who began in March 2006, have shown success. Seven of the participants received their RN licenses and are working at Holy Cross Hospital. The other participants are steadily progressing towards their RN's, with 8 of them working as nurses-in-training.

This program demonstrates successful collaboration between County Government (Department of Health and Human Services, Department of Economic Development), academic sector (Montgomery College and Welcome Back Initiative), the private sector (Holy Cross Hospital, Washington Adventist Hospital and Montgomery Works).



DLLR Awarded \$4 Million National Emergency Grant from U.S. Department of Labor

The Department of Labor, Licensing and Regulation's Division of Workforce Development was awarded a \$4 million Workforce Investment Act National Emergency Grant from the U.S. Department of Labor. These funds will help in the development of a comprehensive, sustainable and integrated regional plan to support BRAC expansion. The Division of Workforce Development has outlined a regional approach to meet the needs of BRAC expansion within the Mid-Atlantic Capital Region (MACR).

"BRAC is a tremendous opportunity for economic growth in Maryland's communities," said Governor Martin O'Malley. "This grant will help us build regional partnerships, which are central to our efforts to train Maryland's workforce in the key skills needed to obtain these high-paying jobs."

"This grant will help us expand our already highly-educated workforce to sustain and enhance economic growth and open the door to new opportunities for even more Marylanders," said Lt. Governor Anthony G. Brown. "I am particularly proud that we are continuing to work in partnership with our federal delegation to invest in the people who are the currency of our economy."

"These funds will allow us to work on a regional level to insure we have a world class workforce to meet the challenges of BRAC," said DLLR Secretary Thomas Perez. "The award of this grant reflects Maryland's continuing leadership in workforce development."

Upcoming Events

September

17th: Baltimore Workforce Development Council / Baltimore Workforce Investment Board: Baltimore Regional Employer Awards Breakfast (Martin's West in Woodlawn, Maryland)

20th: CareerFest 2007 at Johns Hopkins APL Kossiakoff Center

28th: BRAC Conference, - Transforming the Regional Workforce (Richlin Ballroom in Edgewood, Maryland)

October

17th-19th: 10th Annual Rural Maryland Summit (Holiday Inn Select in Solomons, MD)

14th: 2007 Maryland Education Award Luncheon

November

1st: Education Symposium (Anne Arundel Community College)

December

12th: Governor's Workforce Investment Meeting (Anne Arundel Community College)

Clarification

In our June issue, we listed the number of Maryland residents born in a foreign country as 707,117. This number includes all people born outside of the United States, including people born in foreign countries, as well as people born in Puerto Rico, U.S. Island areas, or born abroad to American parent(s).