

Meeting Minutes
SEPTEMBER 18, 2019 3:30 P.M. – 5:30 P.M.
MARYLAND DEPARTMENT OF TRANSPORTATION
7201 CORPORATE CENTER DRIVE, HANOVER, MD 21076



MEMBERS PRESENT

Chris Sachse (Vice Chair)
Mick Arnold
John D. Barber, Jr.
Carol Beatty
Jennifer Bodensiek
Andrea Chapdelaine
Veronica A. Cool
Michelle Day
James D. Fielder
Wanda Smith Gispert
Sandra Kurtinitis
Andrew B. Larson
Carl Livesay
Amie Long
Roya Mohadjer
Gary Murdock
Stephen K. Neal
Alexander Núñez
Lourdes R. Padilla
Charles Ramos
Tiffany P. Robinson
Edward C. Rothstein, Col Ret
Lisa Rusyniak
Karen Salmon
Marty Schwartz
James A. Sears
William E. Simons
Michelle B. Smith
Michelle J. Wright

MEMBERS ABSENT

Louis Dubin (Chair)
Sam Abed
Vanessa Atterbeary
Alice Blayne-Allard
Gary Bockrath
Gavin Buckley
Katarina Ennerfelt
Bernie Fowler
Robert L. Green
Steve Groenke
Alvin Hathaway
Tony Hill
Cheryl Kagan
Frank Kelly
Rona E. Kramer
Larry Letow
Chad Nagel
George W. Owings, III
Kelly M. Schulz
Gerald "Jerry" Shapiro
Charles T. Wetherington

GWDB STAFF

Mike DiGiacomo
Valerie Edwards
Darla Henson
Ken Lemberg
Molly Mesnard

GUESTS

Bob Aydukovic
Brian Cahalan
Donald Campbell
Jen Cancellieri
Rich Cerkovnik
Scott Dennis
LaSandra Diggs
Meg Garvin
Lauren Gilwee
Kimberly Hahr
Stacey Herman
Casey Kirk
Caryn Lasser
Kaitlin Marsden
Tom Maze
Ed Mullin
Marsha Netus
Kim Nichols
Denise Nooe
Andi Overton
Alan Paller
John Papagni
Fallon Pearre
Darlene Peregory
Amy Petkovsek
Matthew Pyne
Ben Quintanilla
Ed Roberts
Phil Rogofsky
Erin Roth
Justin Ryan
Ken Ryan
Sarah Sheppard
Grason Wiggins

INTRODUCTIONS AND WELCOME OPENING REMARKS

Chris Sachse, Vice Chair, Governor's Workforce Development Board (GWDB), called the meeting to order at 3:30 p.m., by welcoming all members to the September 2019 quarterly meeting.

Maryland Department of Labor Secretary Tiffany Robinson was introduced to the rest of the Board. She indicated that she has been the Governor's Deputy Chief of Staff for the past three and a half years under the Maryland "Open for Business" framework. One aspect of that, cybersecurity, touches upon much of the state economy, with the concentration of the industry in Maryland. There were over 20,000 vacant cyber jobs in Maryland in the past year, requiring software/technical proficiency. EARN grants, open to all industries in Maryland, contributed over \$6.7 million to the cyber related industry. Apprenticeship has been highly successful, including in STEM fields, going from 10,000 to 10,368 registered apprentices as of today. Since November 2016, there have been youth apprenticeships.

The GWDB has had an active cyber taskforce and has supported Girls Go CyberStart. We are helping bridge the gap between economic and business development.

Vice Chair Sachse welcomed the following new Board members to the GWDB:

- Andrea Chapdelaine – President of Hood College (Masters program in Cybersecurity on-line)
- Wanda Smith Gispert – Regional Vice President of MGM Resorts International (over 4,000 people hired in the state)
- Amie Long – Director of Human Resources for Chaney Enterprises.

Each briefly introduced themselves to the rest of the Board and indicated eagerness to contribute.

It was noted that effective July 1, 2019, the DLLR is now LABOR.

BOARD UPDATE:

Mike DiGiacomo, Executive Director, provided updates on Policy and Business Engagement. The GWDB, in collaboration with WIOA partners, is in the process of approving each of the 12 Local Workforce Board Plans for revision. The GWDB has recertified each of the 12 Local Workforce Boards required under WIOA every 2 years.

In the past quarter, the GWDB staff and various Board and Taskforce members have conducted 53 individual meetings with business leaders, community partners, and educators in addition to various networking events and conferences to learn about best practices, understand their needs, and get them connected to the proper person, agency, or program.

The GWDB in partnership with the Maryland State Department of Education will be participating for the third consecutive year in the SANS Institute Girls Go CyberStart competition for high school girls. Last year, Maryland high schools finished first and second nationally.

The GWDB is again collaborating with Junior Achievement (JA), Central Maryland, at JA Inspire on November 13 and 14 at the Timonium Fairgrounds. JA Inspire is a career exploration fair for more than 3,000 8th middle school students featuring an interactive, hands-on showcase of more than 75 partners that include Maryland businesses, government agencies, and post-secondary institutions. There will be 75 volunteers helping with registration and with guiding students and partners through the experience from 8 AM to 1 PM. No preparation is required. Volunteers will be on their feet much of the time. Jennifer Bodensiek was acknowledged. Many Baltimore City middle school students will be getting exposed and engaged in career exploration. There is also JA Inspire on the Eastern Shore, with its program on February 27, 2020 in Ocean City, MD.

The GWDB participated in the Maryland Business Roundtable for Education (MBRT) Board meeting to explore ways to collaborate. Current GWDB members Alex Núñez and Dr. Sandra Kurtinitis, as well as former Board Vice Chair Ron Peterson, are on their Board. Volunteers, who are being sought, go to schools to talk with kids about careers. There is discussion with the Maryland Chamber of Commerce as well, and the MBRT's next board meeting is in December. The mission of the MBRT is to be the catalyst for business, government, and education to drive high school achievement that helps ensure a competitive future workforce for a world-class economy.

Alex Núñez, Marty Schwartz, and Michelle Day all addressed the group on the MBRT, Vehicles for Change, and the "Raising the Bar" conference respectively.

The Maryland Workforce Association (MWA) is currently hosting this year's "Raising the Bar" conference, today and tomorrow at Turf Valley Resort in Ellicott City, MD. The conference provides workforce development, human services, nonprofit, and education professionals the opportunity to discuss evidence-based solutions, best practices, and innovative service strategies. The goal of "Raising the Bar" is to develop and improve Maryland's Public Workforce System and the quality of life of Maryland residents most in need. Attendees get the opportunity to engage with exhibitors and experts from across the country. Michelle Day, President of the MWA, was acknowledged. Over 1,000 participants are anticipated at the two-day conference.

The GWDB, in collaboration with the Maryland Chamber of Commerce (legislative leadership), the Department of Labor's DWDAL, the Department of Public Safety and Correctional Services, and the Governor's legislation office, held an initial meeting to discuss potential Reentry legislation and workforce opportunities. If someone is interested in participating in future meetings, please send Mike DiGiacomo (michael.digiacomomaryland.gov) an email to be added to the distribution list. More business outreach and leadership is needed.

DATA PRESENTATION:

Michelle Day introduced Ken and Justin Ryan from the Future Works System company, who had presented at a past MWA meeting. The Ryans presented an overview of data capabilities with regard to WIOA related data and views for Maryland, with data current through September 4, 2019. Sample data views/results presented (also tied in with the *Benchmarks of Success*) included: by zip code; by local workforce board level; by job center level; by earned credentials; and by employer driven training (OJT, Customized, and

Registered Apprenticeship) versus by Individual Training Account (ITA). An example of a data request could be a community college president asking for access in monitoring certification completions. It was thus indicated that one could obtain customized data reports, with most work noted as being done at the local level.

PANEL DISCUSSION:

Alan Paller, President of SANS Technology Institute and Director of Research for SANS, was introduced by Mr. DiGiacomo to facilitate a panel discussion with Cyber industry related professionals serving different industries that are impacted by Cybersecurity concerns and tying in with work-based learning, particularly apprenticeships. There is a desperate need for high-end cyber professionals in Maryland. With Mr. Paller moderating, the panelists presenting were: Donald Campbell, Senior Vice President of the Poole and Kent Corporation, a Mid-Atlantic mechanical contractor and engineering firm; Wanda Smith Gispert, Regional Vice-President of Talent and Workforce Development for MGM Resorts International (operating out of National Harbor in Prince George's County); and Chris Sachse, CEO, ThinkStack company (serving financial services clients).

Mr. Campbell, who operates in facilities management, is with an organization facing workforce shortages in highly technical positions. He is looking to recruit viable candidates to join the United Association (UA) Apprenticeship program relating to facility maintenance and construction. In order to expand the knowledge of career opportunities in this field, the UA and associated contractors are collaborating to deploy recruitment campaigns to reach out to high schools, community colleges, and even four-year universities to educate potential candidates on the benefits of a career path within the UA through apprenticeship programs.

Ms. Smith Gispert stressed the need to get her company's workforce ready, over the next five years. She identified math as a number one skill for a casino company. Current corporate staff (internal employees) could be creatively considered for other positions in cybersecurity, such as Accounting into Cyber or Security into Forensics. New workers can come from reentering sources. Cybersecurity is a big deal for a company like MGM, in consideration of digital minute threats. Good cyber workers are "nosy" and "curious," and could conceivably take relevant courses on LinkedIn and other on-line sources. Tuition reimbursement is a key benefit. She envisions two basic types of cybersecurity within her company: threat prevention (before damage done); and reactionary or responding to a disaster.

Mr. Sachse indicated that his company, ThinkStack, had to find cybersecurity talent and build a team while scaling with its growth. After having little success in attempting to compete for mid to senior level talent against the area's larger employers, his company began looking for junior, entry-level talent that could be internally trained and developed, via an apprenticeship type program. Workers must reach milestones to accomplish their next stages. There is a badging process that allows employees to grow in rank, title, responsibility, and salary. These newer employees learn project management on the job and pick up relevant certifications. Some employees stay and help build the next level of management, while others move on to other agencies and larger companies. In a sense, a "farm team" could be ultimately developed

from smaller businesses for the larger organizations, such as Northrop Grumman and NSA in the state. Partnerships have been leveraged with organizations such as Year Up and N-Power.

Mr. Paller summarized the benefits of individuals getting more training while working. He referenced an hour long game that could help assess cyber talent, called "CyberStart Go." Ms. Smith Gispert stressed the benefits and underutilization of tuition reimbursement, including for on-line courses. Mr. DiGiacomo referenced how incumbent or existing corporate workers, perhaps outside the IT department, could make use of tuition reimbursement toward developing themselves as cyber workers.

MOTIONS:

The GWDB motioned to approve minutes from the June 12, 2019, GWDB meeting. Those minutes were thus approved.

RECEPTION BACKGROUND:

The reception this afternoon was hosted by Woodland Job Corps. Folks were encouraged to converse with the Job Corps students present.

ADJOURNMENT

Meeting adjourned at 5:30.

Next meeting December 11, 2019.

Submitted by:

Ken Lemberg