



In Demand

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



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GWIB Holds Education Symposium

Nearly 150 education leaders and stakeholders met at Anne Arundel Community College on November 1st for an Education Industry Symposium.

Participants represented all sectors of education, from pre-school through graduate programs, both private and public. They were challenged to create solutions and strategies to address the education industry's toughest issues – attracting, retaining and creating a pipeline to fill the critical shortages in teaching, administrative, and support staff.

Prior to breaking into work groups, participants heard about the state of the education industry from two key-

note speakers: **Dr. Michael Baer** (Miller, Isaacson) and **Jay Matthews** (Washington Post).



Dr. Robert Caret, president of Towson University, chaired the Education Industry Initiative.

The Symposium was the culmination of a year-long series of meetings of the GWIB Education Industry Initiative Steering Committee chaired by **Robert L. Caret**, presi-

dent of Towson University.

In preparation for the Symposium, the Steering Committee identified three issues common to all education sectors – Policy, Workforce and Workplace - as well as issues specific to each sector. A summary report of the Steering Committee's preliminary work was distributed for review to education leaders and stakeholders prior to the Symposium.

The Steering Committee will publish a final report, including the pre-symposium summary report and final set of recommendations in January 2008. - Carol Vellucci, Towson University

\$4M Grant Designated to Develop BRAC Workforce

Maryland's Department of Labor, Licensing, and Regulation is launching a new program, **Workforce ONE Maryland**, with \$4 million from the U.S. Department of Labor (DOL). The grant, part of DOL's \$10 million investment in the MD, DC, VA region, is aimed at responding to the 2005 Base Realignment and Closure (BRAC) with regionally-coordinated workforce activities.

A majority of Maryland's grant will fund regional workforce development activities within MD. Five coordinators are being hired to develop and manage projects in the Aber-

deen Proving Ground, Andrews Air Force Base/National Naval Medical Center, Baltimore, Ft. Detrick and Ft. Meade regions. Planned projects currently include: workforce development asset mapping, curriculum development, education and training programs, small and minority business development, and career center development or expansion.



DLLR's Division of Workforce Development is managing Maryland's \$4 million grant from the U.S. Department of Labor.

Workforce ONE Maryland will establish transitional career centers at the Defense Information Systems Agency in VA and Ft. Monmouth in NJ. Centers will offer a full range of services to job seekers, their spouses, and their families. Funds will also be used to upgrade the one-stop at Ft. Meade.

To better understand the impact of 2005 BRAC, Maryland will lead regional studies of: the preparedness of post-secondary educational institutions and the competitiveness of small, minority and women-owned businesses.

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Who Will Care?

The **Maryland Hospital Association** recently released a report, outlining a solution to MD's nursing shortage. Here are a few key points.

360 = the number of new faculty needed to meet expansion

1,850 = the number of qualified candidates turned away from MD's nursing programs last year, due to lack of space

10,000 = the projected number of nursing vacancies in MD in 2016, if nothing is done

Visit www.mdhospitals.org to learn more.

GWIB Launches Construction / Energy Committee



Gino Gemignani is partnering with Martin Knott to co-chair the construction / energy committee.

The GWIB Construction-Energy Industry Committee held an organizational meeting in November, with 17 industry leaders participating. Under the co-leadership of GWIB members **Gino Gemignani** (Whiting-Turning Contracting Company) and **Martin Knott**, (Knott Mechanical), the committee engaged in a purposeful discussion of the industry's workforce challenges, opportunities, issues

and trends.

The Steering Committee includes both the building/construction industry and the construction side of the energy industry. The steering committee will identify additional industry stakeholders, both in construction and energy, to develop a steering committee that encompasses the various construction industry sectors, both small and large

companies, and geographic diversity.

The Steering Committee has an aggressive timeline and agenda to review the industry and develop an industry overview, workforce overview, identify the critical workforce issues, and develop solutions and strategies to present to the GWIB Board of Directors.

Employers Learn about Immigration



The forum, "focused on educating area employers about immigration issues that they and their employees are likely to face."

The **Baltimore Workforce Investment Board (BWIB)** hosted a Hospitality and Tourism Business Network Forum in November. This session, focused on educating area employers about immigration issues that they and their employees are likely to face.

Gigi Guzman, (Hispanic Workforce Council), began with an overview of developments that have necessitated employers becoming more educated about the impact of federal immigration policy on

the workforce.

Attorney **April Richardson** offered an update on pertinent regulatory requirements for employers that hire immigrant workers.

Sylvia Henderson, (Springboard Training) shared how employers in the hospitality and tourism industries could make time for valuable training sessions to strengthen the skill sets of all of their employees – native citizens and recent immigrants alike.

BWIB hosts four business forums each year. The selected topics update and educate businesses on issues of interest and introduce workforce development resources. Businesses throughout the region attend to network and to learn about the latest resources and industry information.

For more information, contact Rosalind Howard, at 410-396-9045 or rhoward@oedworks.com.

Maryland Manufacturing Goes Green



Leading manufacturers shared how green initiatives have increased their profitability, while benefiting the environment.

Maryland's **Regional Manufacturing Institute (RMI)** launched its \$Green Manufacturing Initiative at the "Going \$Green with Maryland Manufacturing" conference, on November 6, 2007. RMI assembled stakeholders from business, government and academia to hear major Maryland manufacturers share examples of how green initiatives have increased their profits and benefited the environment.

Author of the "Wholly Sustainable Enterprise", **Chris Park**, summarized what's driving the global sustainability movement and why companies should take it seriously. Keynote speaker and Chairman of the RMI Board of Directors, **Tom Gallagher**, reported that his General Motors' transmission facility is now officially "landfill free," meaning that the plant will not send any production waste to landfills.

Baltimore County Executive, **Jim Smith**, commended RMI for their strong leadership and "their peer-to-peer information exchange that will help fast-track the implementation of environmentally beneficial improvements."

Visit : <http://marylandmanufacturing.info> for more information.

Upper Shore Veterans Job Fair

More than one dozen employers in the **Upper Eastern Shore** area participated in the first annual Job Fair for Veterans on November 14, 2007. Over fifty veterans attended the event at the Cambridge American Legion, Post 91, ready and available for connecting to their next, best job. Most of the employers present already contract with the government in some form in

providing parts, manufacturing products or other services, and can use the expertise they find in our area veterans to supplement their workforce. Employers recognize our veteran workers as motivated and precise.

As recent returnees from combat and other assignments overseas, some seasoned workers may not be

able to go back to previous jobs, and are looking for employment opportunities that will recognize the skills and experience from their military service. One idea is an initiative designed to respond to military service personnel who may be unemployed or underemployed, and focuses primarily on occupational training.

Recent combat veterans were able to connect with employment opportunities that recognize the skills and experience gained from military service.

Professional Resources for Professionals

The **Professional Outplacement Assistance Center** (POAC) serves unemployed and underemployed professional, executive, technical and managerial workers. Marylanders can access POAC through an online self-referral system or through referrals from the Division of Workforce Development's career consultants. The U.S. Department of Labor (USDOL) selected POAC as a "Best Practice" model. To date, POAC has served over 80,000 Maryland residents.

POAC's services include:

JumpStart - A three day workshop focused on regional labor markets, globalization's effects, self-marketing, networking, using online job boards, résumé writing, communications basics, interviewing and negotiating compensation.

Demystifying the Federal Employment Process - This very popular one day program provides an in depth look at the Federal hiring processes.

Affinity Groups - Affinity occupations meet regularly to share information about their respective occupations.

Eservice - Counseling services and career advisory services are provided via telephone and email. POAC also provides a free email service that provides job postings.



POAC's "Résumé Doctor," Steve Gallison with a "résumé patient."

Susquehanna Implements Plan for Disenfranchised Youth

A Community Mapping Project conducted by the **Susquehanna Youth Council** in 2005, indicated that employment resources for disenfranchised (high risk) youth were not being effectively disseminated through out the region. Given the booming economic growth and anticipated growth due to Base Realignment and Closure (BRAC), the Youth Council committed to a "No Worker Left Behind" philosophy.

The full matrix, which is planned to be implemented within one year includes:

Quarterly entry level **job fairs** for youth.

An **information distribution** strategy is being initiated by the business representatives on the Council. The business representatives will distribute information on the Occupations in Demand and Training/Education op-

portunities through their company payrolls. Companies known to hire entry level youth, and provide training opportunities will be introduced to this payroll strategy over the next six months.

The region's three Workforce Centers are developing **pre-employment workshops**, catering to the unique needs of disconnected youth.



The Susquehanna Youth Council is addressing the needs of both youth and employers.

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GWIB Meeting Dates for 2008

The GWIB's 2008 quarterly meetings are scheduled from 3:30PM – 5:30PM, with a reception following immediately.

March 12, 2008

June 25, 2008

September 17, 2008

December 10, 2008

The meeting location is :

Anne Arundel Community College
101 College Parkway,
Cade Center for Fine Arts
Arnold, MD 21012

Staff Update

A few staff changes have occurred this quarter. **Joanna Kille** worked as GWIB's board support and legislative liaison for more than six years. She will continue to serve the state of Maryland, working as the legislative director at the Maryland Department of Agriculture. **Art Taguding**, the former director of GWIB's center for industry initiatives, moved onto a position as the career services director at Villa Julie College. **Nicole McNeal**, who worked as GWIB's administrative assistant, left to take a position at Johns Hopkins University. Each of these individuals greatly contributed to the GWIB team, and we wish them well. We are currently recruiting for their replacements.

2008 Raising the Bar Conference

Mark your calendar! Raising the Bar conference is June 16-18, 2008. This year's theme is "Meeting the Challenges of the 21st Century". To receive periodic updates, please visit The Maryland Institute of for Workforce Excellence, at www.theworkforceinstitute.org and sign-up for their e-mail list.

Frederick County Launches Campaign and Blog

Frederick County Workforce Services recently launched a campaign to draw attention to the county's many existing career, professional development and job opportunities.

The campaign "**Great Skills...Great Jobs...Start Here,**" is intended to encourage the 41% of Frederick County residents who commute to other counties to consider taking advantage of the opportunities to work where they live. Through this promotion, Frederick County Workforce Services plans to educate the

public on the wealth of jobs that exist in Frederick's top industries of bioscience, health-care, finance, hospitality, construction, and retail.



Frederick County Workforce Services also added a new feature on its website, www.frederickworks.com, that allows job seekers to interact directly with career coaches. The online blog, called "Ask the Career Coach," invites visitors to submit questions on topics ranging from interviewing tips to on-the-job

success and more. Experienced career coaches post responses directly on the blog, so that anyone who visits the site may benefit from their shared expertise.

For more information about the "Great Skills...Great Jobs...Start Here" campaign, please contact Laurie Holden at (301) 600-2761.



Frederick County Workforce Services added an interactive blog to their Web site.