

Manufacturing Initiative Recommendations:

- Create a state-wide marketing campaign to promote Maryland manufacturing.
- Increase the number of manufacturing professionals participating as coaches and mentors in Maryland's classrooms.
- Increase the number of Career and Technology programs which teach lean methodology.
- Offer manufacturing-driven, flexible technical training at the community college level.
- Engage educators and students in hands-on activities related to manufacturing.



"I commend the GWIB and Tom Crawford for leading the effort on these critical workforce and education issues. The manufacturing industry remains vital to Maryland's economic future, and the growth potential of modern manufacturing in the state is significant."

-Thomas E. Perez,
Secretary, DLLR



Manufacturing Industry Hosts Workforce Forum

On September 10, 2008, the GWIB's Manufacturing Industry Initiative Steering Committee hosted a Workforce Forum at Anne Arundel Community College, in Arundel Mills, MD. The Forum brought together industry leaders and State partners to discuss the Committee's draft report, recommendations, and plan of action for addressing the critical workforce challenges facing the manufacturing industry.

Chaired by Tom Crawford of Ma Tech, Inc, the Steering Committee, met over the past year to define the industry and develop actionable solutions to the workforce challenge brought about by the modernization of the manufacturing industry. The Forum represented an opportunity for the attendees to provide substantive feedback on the work of the Committee, which culminated in the report.

Nearly 80% of the manufacturing industry report a need for new workers, but lingering misperceptions of the industry makes it hard to recruit young workers, according to the GWIB manufacturing industry report. Shortages are even more critical for sectors that use advanced manufacturing processes and require a more highly skilled workforce.

"Manufacturing has undergone dramatic changes due to significant and steady improvement in productivity. Today's modern manufacturing industry is very different from the manufacturing industry of the 20th century and has transformed itself with rapidly improving production processes and leaner, more highly skilled workforces," Mr. Crawford explained. *"Our goal is to develop innovative and actionable recommendations to address the shortage of skilled workers for this industry. Our future competitiveness depends on it."*

Several agencies have already begun to "champion" the initiatives outlined in the Committee's report and plan of action. Next steps includes the Committee presenting its findings to the GWIB Board during the September meeting, refining and finalizing the draft report, and continuing its work related to implementing the plan of action.

Pictured above: Manufacturing Industry Initiative Committee Chair Tom Crawford at the September 10 Forum.

this issue

- Manufacturing Forum **P.1**
- GWIB's New Board Member **P.2**
- MD Partners with NGA **P.2**
- Reaching Higher Report **P.2**
- Keeping MD's Competitive Edge **P.3**
- MD Immigration Report **P.4**
- Aerospace Portal Debuts **P.4**

Youth Literacy At-a-Glance

- The U.S. is the only free-market country where young adults are less educated than the previous generation;
- 1.2 million young people drop out of high school each year;
- 50% of entering immigrants haven't completed high school and don't have adequate English language skills

Source: "Reach Higher, America: Overcoming Crisis in the U.S. Workforce"



GWIB Welcomes New Board Member

The Governor's Workforce Investment Board members and staff welcomes its newest member, Maryland State Senator Donald F. Munson. Senator Munson brings a wealth of experience and expertise to the Board. Recently appointed to the Board by Governor O'Malley to serve a four year term, Senator Munson has served Maryland as a State Senator since 1991 and a State Delegate from 1975-1991, representing Western Maryland.

MD Partners with NGA on Sector Strategies

The State of Maryland was honored to be one of six states selected to travel to Madison, Wisconsin, July 21 – 23rd, to participate in the **State Sector Strategies: Innovative Workforce Policies to Address Worker and Employer** policy academy sponsored by the National Governor's Association (NGA).

Team Maryland, which included GWIB staff, along with State leadership from the workforce, economic development, philanthropic and social services communities spent two days in Madison learning about innovative and replicable models, and developing an initial plan for implementing a state sector strategy in Maryland. The work will continue through the year with Team Maryland reconvening to further refine the plan, and the NGA staff continuing to provide support and technical assistance. While all of the details are still being developed, it is envisioned that the state sector strategy will support low-income workers move to careers in high growth high demand industries, while strengthen economic competitiveness within key areas within the State.

Mississippi, Hew Hampshire, Nevada, New York, and Wisconsin were among the other states selected to participate in the policy academy. By the way, the Dali Lama stayed in the host hotel. Who knew sector strategies could be so "enlightening!"

Reach Higher Report Emphasizes Need for More Education and Training

The National Commission on Adult Literacy recently released its report revealing that between 88 and 90 million adults are not prepared to meet the demands of today's global economy or secure a family sustaining wage job. **"Reach Higher, America: Overcoming Crisis in the U.S. Workforce,"** exposes the fact that 18 million Americans don't have a high school diploma and a similar number are not proficient in their English language and literacy skills.

"Already beyond the reach of schools and lacking the adequate education and skills to obtain a good paying job, our nation's 25 to 34 year olds are the first generation in U.S. history to be less educated than their parents and unless we do something about it, they face the prospect of a lower standard of living," Commission Chairman David Perdue said at the report's release.

24 of the 30 fastest growing occupations will require workers who possess postsecondary education or training. About 40% of job openings over the next decade will be "middle skill" jobs – or jobs that require more than a high school diploma, but less than a four year degree. To help address these challenges, the Commission recommends enacting a comprehensive new Adult Education and Economic Growth Act.

One of the Commission's recommendations include transforming current programs for adults into a comprehensive, integrated Adult Education and Workforce Skills System that can effectively serve 20 million American adults annually by the year 2020. In Maryland, responsibility for Adult Education is currently being transitioned to the Department of Labor, Licensing and Regulation to better align it with Maryland's Workforce System.

The full report is available online at www.nationalcommissiononadulthoodliteracy.org.



Keeping Maryland's Competitive Edge

The GWIB recently released its report, *Maryland's Labor Force Conditions: Trends, Challenges, & Opportunities*, which includes a series of 14 recommendations, centered around seven key trends in Maryland's labor force. The recommendations aim to address critical issues, while highlighting promising initiatives and collaborative efforts already being planned or initiated. The recommendations also identify additional policies and initiatives that could be leveraged in an effort to address Maryland's emerging and future workforce challenges.

These recommendations seek to address the search for skilled workers, that is becoming increasingly difficult due to demographic shifts, the aging of the U.S. population, skill-set mismatches, a lack of general workforce preparation, and current and predicted labor shortages. The critical and increasing need to remain globally competitive presents yet another challenge. Maryland is faced with the implementation of new technologies which are automating many functions and rapidly rendering lower skill positions obsolete. Ignoring these emerging shifts threatens the state's competitive edge and its ability to attract and grow jobs across all skill levels.

Nursing Educators Needed... Stat!

Mirroring national trends, the State of Maryland is facing an acute shortage in nurse educators and faculty that is projected to grow through 2020. The cure ... State leadership and the team of committed health care professionals dedicated to proactively tackling this challenge.

Recently Maryland was one of 18 states selected – through a competitive process – to participate in the *Nursing Education Capacity Summit* sponsored by the U.S. Departments of Labor and Health and Human Services, the Robert Wood Johnson Foundation, and the Center to Champion Nursing in America. Under the leadership of the GWIB, Maryland assembled a team representing the health care, education and philanthropic communities, policy makers and state government leadership that traveled to Crystal City, Virginia to participate in this two-day event.

The Maryland Team participated in breakout sessions and shared best practices with subject matter experts who shared their experiences related to remedying the nursing education capacity challenge. Sessions included strategic partnerships and resource alignment; the role of policy and regulation; increasing faculty capacity and diversity; and education redesign.

Team Maryland left the Summit with a detailed action plan for effectively expanding nursing education capacity in the State, and has agreed to aggressively pursue these efforts during the coming year.

Key Workforce Recommendations for Maryland

- Grow Maryland's pool of Science, Technology, Engineering, and Math (STEM) workers to fill the numerous positions created by the Base Realignment and Closure process (BRAC).
- Address the teacher and faculty shortages in STEM areas and foreign language in order to increase the future pipeline of trained workers.
- Increase State investment in English as a Second Language (ESL) programs to address the growth of immigrants and diverse populations.
- Meet adult learning needs of untapped and underutilized populations in order to increase labor force participation.



- Develop a BRAC worker pipeline to fill jobs as they open, in order to ensure that they remain in the Maryland and are not outsourced to other states.
- Fill the many highly secure positions within the state by creating greater awareness of the security clearance process.
- Grow the pool of skilled professionals in step with employer demand.

Source: *Maryland's Labor Force Conditions: Trends, Challenges and Opportunities* - GWIB.

Board Meeting Dates

December 10, 2008

3:30 p.m. to 5:30 p.m.

Anne Arundel
Community College
Arnold Campus

March 11, 2009

3:30 p.m. to 5:30 p.m.

Anne Arundel
Community College
Arnold Campus

Maryland's Immigrant Workforce At-a-Glance

- From 2000 - 2006, immigrants contributed more to Maryland's workforce growth than natives, as the number of immigrants grew by 120,000 versus 100,000 for natives.
- The number of younger immigrant workers (ages 25 to 34) increased 28%, while the number of younger native-born workers decreased 11%.
- The labor force participation rate increased for both immigrants (from 75 to 80% and natives (from 79 to 80%).

Source: *The Integration of Immigrants and Their Families in Maryland.*



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Casey Foundation and Urban Institute Release Maryland Immigration Report

Immigrant Population More Educated Than Native-Born Marylanders

With the debate about immigration heating up across the nation, the Casey Foundation recently sponsored an Urban Institute study about the growth of immigration in Maryland. "*The Integration of Immigrants and Their Families in Maryland: The Contributions of Immigrant Workers to the Economy*" confirms the little known fact that, on average, Maryland's immigrant populations more highly educated than its native born population.

Immigrants are a rapidly growing component of Maryland's population and an increasingly integral part of the State's workforce. From 2000-2006, immigrants accounted for more than half of the State's total population and workforce growth and their numbers continue to grow. Despite the recent economic downturn, the State's economy is still creating new jobs and experiencing relatively low unemployment due to the influx of immigrants to the state. Maryland currently has the 12th lowest unemployment rate (4.0 percent).

The report compares the state's job growth to trends in the native-born workforce and outlines some of the unusual features of the immigrant workforce in Maryland, including its relatively high educational attainment, high bilingual share, and concentration in high-skilled sectors of the economy. Randy Capps and Karina Fortuny, the study's authors, will be presenting their report at the next GWIB board meeting. The full report can be viewed downloaded from www.urban.org.

Portal Opens New Doors to Aerospace Industry

The GWIB's Aerospace Steering Committee will be debuting their soon-to-be-launched Aerospace Portal during the GWIB's quarterly meeting in September. This portal is the result of the several years of the Committee's hard work to create a website that addressed the shrinking pipeline of workers in the industry. The portal is being created for educators, students and job seekers. It will serve as a repository to house information on employment opportunities, internships, training programs, and innovative programs designed to promote the aerospace industry to young people. In addition, the portal will house:

- STEM and aerospace related experiential opportunities for educators and young people;
- Information on learning opportunities for incumbent workers; and.
- Information that will attract out-of-state aerospace talent to Maryland.

The interactive portal exemplifies the perfect marriage between workforce development, industry and the education communities, and serves as a major contribution from the aerospace industry. The portal incorporates many of the recommendations from the Committee's industry leaders into one useful tool. The portal will soon be accessible from the GWIB website.