

Meeting Minutes
MARCH 9, 2022 3:30 P.M. – 4:30 P.M.

VIRTUAL MEETING

JOIN WITH GOOGLE MEET: meet.google.com/qxb-zgrz-wmq

JOIN BY PHONE: 1-413-438-7144 PIN: 685 056 570#



MEMBERS PRESENT

Louis Dubin (Chair)
Chris Sachse (Vice Chair)
A. Ferris Allen, III
Vanessa Atterbearly
Marco V. Ávila
John D. Barber, Jr.
Carol Beatty
Alice Blayne-Allard
Gary Bockrath
Jennifer Bodensiek
Andrea Chapdelaine
Scott Dennis
Katarina Ennerfelt
Wanda Smith Gispert

Robert L. Green
Kevin D. Heffner
Stacey Herman
Matthew Holloway
W. Marshall Knight, II
Rona E. Kramer
Sandra Kurtinitis
Larry Letow
Carl Livesay
Amie Long
Linda Moss
Stephen K. Neal
Rodney Oddoye
Lourdes R. Padilla

Charles Ramos
Anton P. Reusing, V
Tiffany P. Robinson
Edward C. Rothstein, Col. Ret.
Lisa Rusyniak
Marty Schwartz
Gerald "Jerry" Shapiro
Leslie R. Simmons
Michelle B. Smith
Teaera Strum
Michelle J. Wright
Charnetia V. Young

MEMBERS ABSENT

Sam Abed
Mick Arnold
Joanne C. Benson
Gavin Buckley
Mohammad Choudhury

Michelle Day
James D. Fielder
R. Mike Gill
Steve Groenke
Roya Mohadjer

Gary Murdock
George W. Owings, III
William E. Simons
Charles T. Wetherington

GWDB STAFF

Mike DiGiacomo

Darla Henson

Molly Mesnard

GUESTS

Chen Nan Allen
Perrice Austin
Barry Boseman
Phillip Brown
Jay Carlile
Olivia Ceccarelli
Gary Cohen
Dr. Deann Collins
Kenneth Crane
Yolanda Cullin

Lloyd Day
Nick DePorter
Bruce England
John Feaster
Anthony Featherstone
Laura Flamm
Ellen Flowers-Fields
Marcella Franckowski
Deborah Gilbert
Lauren Gilwee

David Harper
Portia Hurtt
Simone Joye
Mary Kane
Heather Lageman
Jolene L'Hote
Brian Lynch
Elizabeth Madjles
Taylor Maloney
Meka McNeal

Kimberly Mentzell	Karen Riggione	Jennifer Sproul
Dwayne Myers	Ed Roberts	Jennifer Staiger
Denise Nooe	James Rzepkowski	Casey Tiefenwerth
Augustin Ntabaganyimana	Dan Schneckenburger	Elizabeth Twigg
Joanne Oport	Roland Selby	Julie Yoder
John Papagni	Sarah Sheppard	1-385-**47
Kristine Pearl	Emma Shirey	1-410-**38
Darlene Peregoy	Pamela Sidle	1-443-**82
Kristine Potter	Walter Simmons	1-607-**68
Heather Powell	Keisha Sitney	1-301-**52
Matthew Pyne	Elizabeth Solla	*Private Caller

INTRODUCTIONS AND OPENING REMARKS

The meeting was called to order at 3:32 PM, March 9, 2022, by Chairman Louis Dubin via Google Meets. Governor’s Workforce Development Board (GWDB) Executive Director, Michael DiGiacomo, opened the meeting welcoming everyone and turned it over to Chairman Dubin and Vice Chair Chris Sachse for opening remarks.

Chairman Dubin noted that employment levels are at or approaching pre-COVID levels. However, the conflict in Ukraine is sobering and something to continue monitoring. Chairman Dubin noted he is guardedly optimistic as the state moves forward, reaching important milestones such as schools opening without mask mandates. Chairman Dubin continued that he is hopeful that the GWDB will have an in-person or hybrid meeting in the near future. Chairman Dubin turned it over to Vice Chair Chris Sachse for remarks.

Mr. Sachse echoed Chairman Dubin’s guarded optimism. Mr. Sachse noted the importance of upskilling and reskilling people to meet the massive shortage in labor, and the opportunity to come together as a workforce board to solve this problem.

GWDB MEMBERSHIP UPDATES

Chairman Dubin gave a warm welcome to three new members to the Board and opened it up for them to introduce themselves:

1. Returning board member Mike Gill, Secretary of Commerce, who will also be joining the GWDB Executive Committee.
2. Matt Holloway, Quantico Creek Sod Farms
3. Linda Moss, First Energy Corporation

Chairman Dubin thanked Jim Sears for his service to the Board as he recently retired.

DEPARTMENT UPDATES

Chairman Dubin turned it over to Secretary Tiffany Robinson, Maryland Department of Labor. Secretary Robinson spoke to the Maryland Apprenticeship and Training Council (MATC) yesterday and continues

to be amazed at the growth of registered apprenticeship, even during a pandemic. For the seventh consecutive month, Maryland maintained well over 11,000 registered apprenticeships and trends show these are continuing to increase. Secretary Robinson noted that businesses are hiring everywhere, and many are adding a youth apprenticeship program to their portfolio. Youth apprenticeship builds a strong connection between employers and schools, and allows students to have an experience while still in high school. The Maryland Department of Labor continues to pursue funding opportunities from the U.S. Department of Labor (USDOL) to scale workforce programs, including a recent application for the Apprenticeship Building America (ABA) grant. The Department has historically been successful in grant pursuits, having been awarded \$13 million in workforce development grants since 2016. The Department also recently completed an apprenticeship grant program, which served twice as many workers as required, serving a total of 2,000 workers at the completion of the grant when the original goal was 1,100. Additionally, the Department applied to the U.S. Department of Commerce's Good Jobs Challenge grant to bolster the offshore wind workforce. The \$25 million proposal would assist over 4,000 Marylanders with training or upskilling over the next three years, and really support the expansion of this growing industry in Maryland. Secretary Robinson also provided an update on the Employment Advancement Right Now (EARN) program, which continues to be a sound investment in state resources. EARN is a proven strategy that is employer led and cultivates the workforce the employer needs to compete in today's economy. A recent study by BEACON at Salisbury University found that for every \$1 invested into EARN an additional \$16.78 in economic activity is created (compared to the national average for similar programs, which is around \$3.40). In 2021, 7,000 individuals obtained employment through EARN and 9,500 incumbent workers benefited from upskilling opportunities. Secretary Robinson closed her remarks noting that there is a lot of investment and money available in Maryland for workforce development, and the Maryland Department of Labor is excited to work with the GWDB, state departments, employers, schools, and local workforce areas to make the most of it.

Chairman Dubin opened it up to other Department's and board members for additional announcements.

Secretary Robert Green, Maryland Department of Public Safety and Correctional Services (DPSCS), thanked Secretary Robinson for keeping education moving forward inside correctional facilities. DPSCS is looking to re-engage around workforce development looking beyond just the re-entry population but also to help those on parole and probation who are struggling with workforce engagement. DPSCS is putting together some very focused job fairs and one-day hiring events across the state. Secretary Green mentioned a recent *Baltimore Sun* article about a graduate who earned a degree from Goucher College while in a correctional facility, and one of his challenges was finding employment applicable to his degree. Secretary Green would like to put together a position paper to share with the GWDB to figure out solutions for those that have achieved a high level degree or skill while in a correctional facility and connecting them to applicable employment opportunities.

Marco Ávila noted that his group just finished hosting Engineers Week where they had over 800 high school students come in to learn about STEM and engineering jobs, the event recently added a maritime focus, and next year they will add cybersecurity as well.

Secretary Lourdes Padilla, Maryland Department of Human Services (DHS), noted that her Department just finished budget hearings where DHS had the opportunity to share with the Appropriation

Committee about collaboration with the Maryland Department of Labor, including what is being offered to Temporary Assistance for Needy Families (TANF) and Supplemental Nutrition Assistance Program (SNAP) participants. Despite hiring signs everywhere, DHS works closely with the Maryland Department of Labor to help DHS clients obtain the skills needed for jobs. DHS also oversees the child welfare system and is also working on transitioning youth from child welfare to adulthood, and DHS is very interested in employers helping them obtain jobs.

MOTIONS FOR APPROVAL

Chairman Dubin entertained a motion to approve the December 8, 2021, GWDB meeting minutes. A motion was made by Charles Ramos and seconded by Michelle B. Smith. The minutes were approved.

GWDB UPDATES & ANNOUNCEMENTS

Chairman Dubin turned the meeting over to Mr. DiGiacomo for announcements.

Mr. DiGiacomo welcomed Dan Schneckenburger as the new Executive Director for the Upper Shore Workforce Board. Mr. Schneckenburger is replacing Dan McDermott who is retiring after 35 years. Mr. Schneckenburger thanked Mr. DiGiacomo and noted that he is looking forward to working with the GWDB.

Mr. DiGiacomo reminded board members that financial disclosure statements are due April 30, 2022. All board members should have received an email notification with a link to complete this form.

The 2021 GWDB Annual Report is complete and was emailed to all board members earlier this week. The report is also available on the GWDB website.

Mr. DiGiacomom then provided an update on the *Blueprint for Maryland's Future*, the education reform law that passed in 2021. The Blueprint creates a Career and Technical Education (CTE) Committee within the GWDB. The 7-member Accountability and Implementation Board (AIB), which oversees the implementation of the Blueprint, started meeting in November 2021, four months later than anticipated. The AIB is operating with just one staff member and a smaller budget, so without full staffing and funding the AIB has struggled to meet the existing deadlines outlined in statute. Last month, the AIB proposed a new timeline to the Maryland General Assembly to account for their late start, which would provide the AIB and local systems additional time through the summer to develop their plans. Rachel Hise, former Department of Legislative Services employee, has been selected as the Executive Director of the AIB, Ike Leggett is the chair and Brit Kirwan is the vice chair. The CTE Committee will report to the AIB. The GWDB continues to wait on the appointment of the CTE Committee members as 6 of the 11 members are to be appointed by the Governor, Speaker of the House, and Senate President. The Governor recently submitted a supplemental budget which includes funding to support the CTE Committee.

PRESENTATION

Next, Chairman Dubin introduced the meeting's presentation speakers - Jay Carlile, Karen Riggione and Nick DePorter from LinkedIn - to present on workforce insights and perspectives.

Jay Carlile, LinkedIn General Manager for State and Local Government, provided information on how Oregon partnered with LinkedIn to address their workforce needs. Worksource Oregon wanted to better understand what job skills residents already had and what skills were needed to meet the demands of the local environment. An example of this would be the high rate of food service workers that were laid off at the beginning of the pandemic, and how their skills aligned with customer service jobs. In addition to looking at translatable jobs and transferable skills, Worksource Oregon also needed to understand what skills were necessary to meet the demand of the local environment. Through the partnership, Worksource Oregon was better able to understand the local environment, what jobs existed, who was looking for work, what skills they already have and what skills would they need to gain to meet local economic needs. Worksource Oregon also did a marketing outreach campaign with businesses so employers could know what services Worksource Oregon and local workforce boards could provide.

Nick DePorter, LinkedIn Senior Lead Manager for Public Policy, then presented economic graphs on labor market insights in Maryland. These economic graphs give a full articulation of every LinkedIn member of the workforce, every job, and every educational opportunity available. The goal is to share this data with policy makers so states can make more data-driven decisions on the workforce. Over the next quarter, LinkedIn will be able to pull data by zip code and congressional district. Currently LinkedIn has 2.6 million members in Maryland. Additionally, LinkedIn is working on several projects with trades and associations to increase membership in these fields as more workers are seeing the benefit of LinkedIn for networking and as a social media platform. LinkedIn also recently added a function so members can add their high school affiliation. Mr. DePorter shared a graph on hiring trends, which shows the rate LinkedIn members are actually getting jobs, noting that although the graph looks bumpy it is very similar to other states and also aligns to pandemic business closures and reopenings. The next graph on job posting trends on LinkedIn shows the share of job posts that are growing by industry over time, looking back one year. Job posting trends show where the growth is - such as recreation & travel, construction, and education. Education and healthcare are high in a lot of states because of the churn and burnout rates, and a lot of retirements. The job seeking behavior graph exhibits how many applications each job post receives, and overall there is a dip over the last year because there are so many more jobs being posted now. The next graph featured data on application to jobs per applicant, which shows how many applications a member submits until they get a job, which is overall going up now. The job seeking behaviors data shows what applicants are looking for jobs outside their industry. LinkedIn also has a top 10 skills ranking that were the fastest growing among members over the last year, which is ranked as follows: wellness; sales & marketing; customer service management; analytical skills; diversity & inclusion; recruiting; financing; auditing; financial analysis; and sales. Mr. DePorter also discussed LinkedIn's talent migration tool so one can see who is coming into the state, their background and education, and who is leaving and where they are going. Mr. DePorter opened it up to a question and answer session.

Charles Ramos asked what challenges LinkedIn is seeing when it comes to HR professionals looking at folks differently regarding skill sets? Mr. Carlile answered that LinkedIn is focusing heavily on HR looking at skills and not titles - this levels the playing field, especially when looking at it from a diversity and inclusion lense. LinkedIn has for a long time reinforced the idea that someone might not have the credentials for a particular job, but they have the skills. So recruiters and HR professionals who realize

this are being more creative in their jobs posts and hiring. The LinkedIn team will also share a link to the Career Explorer tool, where one can see what skills are relatable.

Chairman Dubin asked where the biggest gaps are for opportunities for employment and applicants? Mr. DePorter answered that construction and manufacturing are seeing the most workers with a desire for a job change. Mr. Carlile added that a lot of people are still sitting on the sidelines - whether this is due to a skills mismatch, aging workforce, unemployment insurance benefits etc. - but still not seeing labor market participation at the rate would have expected by now.

Joanne Oport asked if people are applying through LinkedIn directly or going back to the company and applying that way? Mr. Carlile answered that LinkedIn gets a ton of direct applications through their platform, but it is a balancing act of making it easy but not too easy to submit an application. LinkedIn uses its algorithms to promote jobs that match people directly to the job post skills. Also some studies show the quality of hire businesses get from LinkedIn are better. However, there still are some organizations, such as government entities, where one has to apply directly through their application tracking system. So LinkedIn just tries to ensure that these organizations track applicants by asking where they heard about the job post.

As there were no more questions, Chairman Dubin thanked the presenters.

ROLL CALL & ADJOURN

Darla Henson, GWDB Executive Administrator, did a roll of board members to confirm attendance.

Chairman Dubin entertained a motion to adjourn the meeting. A motion was made by Stephen Neal and seconded by Secretary Padilla. The meeting was adjourned at 4:30 PM.

Submitted by:
Molly Mesnard