

DRAFT Meeting Minutes
MARCH 13, 2019 3:30 P.M. – 5:30 P.M.
MARYLAND DEPARTMENT OF TRANSPORTATION
7201 CORPORATE CENTER DRIVE, HANOVER, MD 21076



MEMBERS PRESENT

Ronald R. Peterson (Vice Chair)
Mick Arnold
John D. Barber, Jr.
Carol Beatty
Alice Blayne-Allard
Gary Bockrath
Gavin Buckley
Veronica A. Cool
Michelle Day
Katarina Ennerfelt
Sandra Kurtinitis
Roya Mohadjer
Gary Murdock
Stephen K. Neal
Alexander Núñez
Lourdes R. Padilla
Charles Ramos
Edward C. Rothstein, Col Ret
Lisa Rusyniak
James Rzepkowski
Kelly M. Schulz
Marty Schwartz
Charles T. Wetherington
Michelle J. Wright

GWDB STAFF

Mike DiGiacomo
Darla Henson
Ken Lemberg
Valerie Edwards
Sarah Sheppard

MEMBERS ABSENT

Louis Dubin, (Chair)
Sam Abed
Vanessa Atterbeary
Michelle Bell-Smith
Jennifer Bodensiek
Francis "Hall" Chaney, III
James D. Fielder
Bernie Fowler
Steve Groenke
Alvin Hathaway
Tony Hill
Cheryl Kagan
Frank Kelly
Rona E. Kramer
Andrew B. Larson
Larry Letow
Dawn Lindsay
Carl Livesay
Stephen R. Moyer
Chad Nagel
George W. Owings, III
Chris Sachse
Karen Salmon
James A. Sears
Gerald "Jerry" Shapiro
William E. Simons

GUESTS

Linda Armstrong
Jonathan Balog
Ed Bodensiek
Brian Cahalan
Dwight Carr
Rich Cerkovnik
Rick Clark
Natalie Clements
Gary Cohen
Sam Conklin
Kevin Craft
Peggy Daw
Scott Dennis
Yariela Kerr-Donovan
Emily Dow
Judi Emmel
Lauren Gilwee
Jennifer Gregory
Cynthia Gurne
Kimberly Hahr
Jayme Hayes
David Holman
Mike Hinkey
Kelvin Iloanya
Alfred Isaacs
Katrena Jones
Mike Kelleher
Netsanet Kibret
Healthier Lagman
Caryn Lesser
Brian Lynch
Ed Mullin
Mark Nardone
Alisha Netus
Marsha Netus
Frank Ogungbade

John Papagni
Laura Peaslee
Matthew Pyne
Ed Roberts
Tamara Robinson
Erin Roth
Rudy Ruiz
Conrad Samuels
Kris Shock
Lili Taylor
LeRoy Thomas
Jeff Trice
Jacqueline Turner
Sasha Vazquez
Wilbert “Ken” Young

INTRODUCTIONS AND WELCOME OPENING REMARKS

Ronald Peterson, Vice Chair, Governor’s Workforce Development Board (GWDB), called the meeting to order at 3:30 p.m., by welcoming all members to the March 2019 quarterly meeting.

Vice Chair Peterson welcomed two new members to the GWDB, Mick Arnold, President and CEO, Arnold Packaging and Michelle Day, President, Maryland Workforce Association (MWA), and congratulated Steve Wayne Groenke on his re-appointment.

Acting Secretary Jim Rzepkowski indicated that the Department of Labor, Licensing and Regulation (DLLR) has numerous bills they are working on this legislative session. Acting Secretary Rzepkowski advised the GWDB that he may reach out to specific GWDB members for testimony and will send legislative information to GWDB members as appropriate and necessary. The biggest piece of legislation to note is Senate Bill 984: Maryland EARN Program – Strategic Industry Partnership – Definition, which would fundamentally change the EARN Maryland program. The funding would be redirected to four specific jurisdictions, without the same focus on different industries statewide.

Secretary Kelly Schulz emphasized Acting Secretary Rzepkowski’s remarks on SB 984 and expressed concerns that the passage of this legislation would negatively impact the manufacturing industry. Additionally, Secretary Schulz mentioned that Maryland is second in the region, behind South Carolina, for manufacturing.

Secretary Padilla spoke about individuals not losing TANF and SNAP benefits once they are employed. The Governor is proposing that cases remain open and people keep their benefits for 90 days once employed. The Maryland Department of Human Services would continue to provide supportive services.

The Department of Disabilities is tracking an autism bill that provides support for the employment of individuals with autism. It was noted that this population is growing.

Board member Marty Schwartz of Vehicles for Change spoke about his organization's efforts. Vehicles for Change serves low-income families and has awarded vehicles to 350 families. There are about 60,000 families in the Baltimore area to be served and individuals who are unable to obtain employment due to barriers such as transportation. Mr. Schwartz met with management at Lyft to discuss individual's transportation needs for employment. Unlike other cities, Lyft does not provide ride shares in Baltimore; otherwise, workers could pay \$3-\$4 for a ride. Mr. Schwartz wants to pilot a program with Lyft where employers would cover the transport cost of workers out of their paychecks.

BOARD UPDATE:

Mike DiGiacomo, Executive Director, provided an update on GWDB's continued efforts across industries along the lines of scalability, sustainability, access, and awareness, with a general focus on business and community listening sessions. Mr. DiGiacomo discussed continuing to work toward accomplishing workforce goals, such as: investing in the future, digital technology, database usage, and engaging stakeholders in real time. Virtual tours and digital technology, can be applied to employers and industries for targeted workforce exposure and bring awareness to jobseekers about different companies and careers. Such technology will allow students, parents, teachers, guidance counselors, and jobseekers to connect with businesses and experience what it might be like to work there, including the nature of specific jobs. These simulations will be made available on phones and computers, providing outreach and awareness to a larger amount of individuals. Mr. DiGiacomo indicated that business will drive this collective effort, which is intended to go beyond promoting one's own corporate brand. Mr. DiGiacomo envisions use of employer workforce videos in schools and acknowledged that over time there will be a relatively lower cost to producing videos, etc.

Mr. DiGiacomo introduced new GWDB Deputy Director Ken Lemberg, who mentioned efforts to facilitate communication among the GWDB and the local workforce boards in Maryland.

Mr. DiGiacomo introduced Jayme Hayes, CEO of Junior Achievement of the Eastern Shore, to say a few words about the Inspire Conference held at the Wicomico Civic Center, Salisbury, the previous day, as well as related Junior Achievement efforts. She indicated that skills enhancements are needed for the trades, along with areas such as financial literacy and entrepreneurship. Students got engaged in "hands on" practices of jobs through virtual reality, in areas such as welding, piloting, drones, and brain surgery. There were 1200 students participating this year, with 4000 eighth grade students will participate next year. This event helps prepare students for college, apprenticeship, CTE, joining the workforce, and military service.

Mr. DiGiacomo also introduced representatives of business intermediaries: Brian Lynch, Vice President of Human Resources for the University of Maryland Baltimore Washington Medical Center (UM BWMC); Mike Kelleher, Executive Director, Maryland Manufacturing Extension Program (MEP); Stacey Smith, Executive Director, Cybersecurity Association of Maryland, Inc. (CAMI); Dwight Carr, APL STEM Program Manager,

Johns Hopkins Applied Physics Lab; and Bob Aydukovic, Executive Director, Maryland Center for Construction Education and Innovation (MCCEI).

MOTIONS: (no quorum)

The GWDB motioned to approve minutes from the December 12, 2018, GWDB meeting.

There was no quorum to approve the motion on the minutes. A motion will take place to approve the minutes at the upcoming June 12, 2019, meeting.

Vice Chair Peterson inquired about next steps to move the technology concept forward. Mr. DiGiacomo indicated that there would be a business committee meeting during the first week of April to move these concepts forward.

Vice Chair Peterson noted from the business listening sessions several general themes: using and creating innovative tools at modest cost, use by a broad array of job seekers, and bridging the gap between classroom and real world using technology.

PRESENTATIONS:

Mr. DiGiacomo introduced two speakers and their virtual reality workspace video tours, that are intended to be used as a prototype for jobseekers. Sarah Sheppard discussed the benefits of this technology in terms of employer asset mapping and job/education profiles.

Rick Clark, with Axis Research and Technologies (Axis), presented regarding his background, business, and introduction to a video highlighting his company's operation in Maryland. Mr. Clark oversees East Coast operations for Axis. Axis serves as a medical skills training platform.

Axis includes immersed content training in surgical skills and medical interventions. The company provides medical training, preparation, and virtual

The Axis facility video took the audience through different parts of its training facility. Anticipated future features include audio, music, virtual mentoring, and embedded videos.

Mick Arnold, President and CEO, Arnold Packaging, a company that designs and manufactures custom-made shipping containers and boxes, spoke about his business, the manufacturing industry in general, and provided an introduction to his workplace video tour. From an efficiency perspective, Mr. Arnold sees value in Augmented Reality (AR) and Virtual Reality (VR). Mr. Arnold works with schools and communities to help further engage them in the manufacturing sector and has provided plant tours. One example is his work with Central Elementary in Anne Arundel County, a STEM school for 6th to 8th graders, providing students with tools to connect to business. Mr. Arnold asserted that there needs to be more demonstration through the schools in manufacturing, such as exposing kids to autonomous robots, beyond the computer coding they get in school. There can be follow-up, via Skype and other technologies, to reach many students at a time.

Mr. Arnold facilitated a question and answer portion and indicated that his products have an engineering component, including stress testing, and represent a touch point in the transportation supply chain. Mr. Arnold later indicated the significant cost to hire talented individuals businesses endure.

TASKFORCE/INTERMEDIARY UPDATES: Junior Achievement, CAMI, UM BWMC, Maryland MEP, MCCEI, and Johns Hopkins APL provided updates on industry needs.

ADJOURNMENT

Meeting adjourned at 5:15 p.m. after Mr. Rzepkowski acknowledged the passing away of former Governor Hughes, with a moment of silence.

Next meeting June 12, 2019.

Submitted by:
Ken Lemberg