



**Montgomery County Workforce Investment Board
Minutes
February 16, 2011
Shady Grove Innovation Center**

Board Members in Attendance: Lori Golino, Elyse Kaplan, Carrie Shelton, Stephen Cain, Stephen Kornblatt, Kate Garvey, David Gamse, Deborah Murphy, Eugene Spencer, Dawn Weglein, Elwood Gray, Filip Feller, Ted Rose, Mary Lang, Susan Leggett-Johnson, Dennis Fallen, David Rodich, Reginald Stewart

Guests in Attendance: Douglas Propheter

Staff in Attendance: Barbara Kaufmann, Hugh Bailey, Cassandra Boyd

Board members not in attendance: Anthony Cancelosi, Mark Federici, Susan Heltemes, Sheila Khatri, Kathryn Mannes, Jerry Shapiro, Michael J. Sullivan, Jr., Steve Silverman,

Chair Lori Golino called the meeting to order at 8:05 am.

Chair's Report and Approval of Minutes

The Chair explained that Patrick Baker has retired from his position with Maryland Department of Labor, Licensing & Regulation and we will be talking with DLLR about that position on the Board. Chair Golino asked for approval of the committee reports. Committee reports were approved.

Golino called on Secretary Susan Leggett-Johnson to present the minutes of the November 17, 2010 WIB meeting. A motion to approve the minutes were made, seconded and approved.

Golino discussed the meeting with CE, which included Ted Rose, Lori Golino, Susan Heltemes and Elyse Kaplan. There was good conversation and CE provided "food for thought." He suggested that the WIB find connections and coordination with

- Johns Hopkins – Science City
- White Flint Sector Plan
- The various chambers of commerce
- Other county organizations & initiatives

Golino also reported that the County Executive has heard from a number of companies that there is a need for workers with technical skills, especially IT and asked the WIB to consider how that need could be met.

The WIB members did discuss County funding of workforce services with the County Executive who committed to look at the budget and the proposed cuts. Elyse Kaplan added that the County Executive said that workforce development is key to economic development and that the WIB should focus on the underemployed.

Report from NAWB Forum

Chair Golino attended the NAWB Forum, February 6-7 in Washington DC, as did Elyse Kaplan, Deborah Murphy and Dennis Fallen. Those attending are asked to bring back observations and what they learned to the full WIB. Golino asked each to report

Deborah Murphy's observations were:

- Many local WIBs are forming multi-jurisdiction workforce investment boards to win cooperative grants, to improve procurement efficiency, to better leverage scarce training dollars, to lower administrative costs and more effectively serve sector employers whose workforce needs are drawn from overlapping local jurisdictions.
- Workforce Investment Boards come in all shapes and sizes. Some are creatures of county government, such as ours, but many are transitioning to nonprofit corporations, 501C3's or joint power of authorities.
- Workforce Investment Boards understand the employer is their primary customer as the creator of jobs. As such, the major metropolitan areas are undertaking local labor surveys to determine the critical and emerging industry sectors in order to reorganize their staff along the lines of employer groups and training programs, which provide for a career path within the industry sector.
- The National Network of Sector Partners is a national association of sector initiatives. There are two publications recommended if our WIB is interested in moving to an industry sector structure.
- The topic of literacy was a major underpinning for most presentations. Our literacy problems in the U.S. are the primary deterrent to many job seekers obtaining good paying jobs, which are going vacant.
- Many WIBS are restructuring their committees as the implementers of the goals of their strategic plan. (Refer to organizational structure of Capitol Workforce Partners (Hartford, CT). Go to website. Not only has this group attracted a more engaged and committed board of directors but the quality of their board meetings and committee involvement has grown dramatically. They have replaced their Nominations Committee with a Governance Committee who is tasked with constant improvement of how they work and pumping the pipeline of future industry leaders.
- There was a consensus amongst the presenters that training for "green jobs" is a waste of resources. There is major confusion by WIBS as to whether these "jobs" are new industry sector jobs or greening of existing jobs. There needs to be more employer clarity on the workforce development training needs before a dedicated training focus can be effectively provided by WIBs.

Dennis Fallen's observations were:

- Other parts of county have worse economic challenges
- Other Boards have shown creativity in addressing community issues

- ❑ Well entrenched Boards have active members; - To make workforce development successful we have to make commitments

Lori Golino's observations were:

- ❑ Enjoyed and learned from the involvement with WIB members from other Boards
- ❑ New to reach out to other community organizations and talk to them about what the WIB and MontgomeryWorks are trying to accomplish

Elyse Kaplan's observations were:

- ❑ We are on the right track
- ❑ Some WIBs are more sophisticated in data. They are using labor shed analysis to understand the flow of their workers
- ❑ Employers pull workers from the entire Metro region and that geopolitical borders do not change the flow of workers
- ❑ Accountability was important theme and that the workforce development systems needed ROI on system

Golino asked that members interested in attending NAWB Forum next year let her know.

Update on Strategic Plan Implementation

Two meetings of an implementation committee have been held.

Scheduling has been problematic so it was suggested that a schedule be established for monthly meetings for the next four to five months.

Steve Cain and Mary Lang, two members of the committee are meeting to layout criteria for selecting the industry sectors.

WIB members asked about the involvement of Strumpf Associates. It was explained that we do not have the funds from the State to contract with Strumpf Associates.

RFP for one-stop operator

The contract for the one-stop operator and provider of adult and dislocated workers services expires June 30, 2012. Because of the County's procurement process and in order to allow ample time for the greatest number of responders as possible, the staff is working on the RFP now. Stephen Kornblatt reviewed the pertinent sections of the Workforce Investment Act, which explain the WIB's responsibilities under the Workforce Investment Act. See attached.

Elyse Kaplan then explained the process the WIB would use today to generate comment. The WIB members are to break into four groups with each to consider one of the four goals from the Strategic Plan and answer the question -What from the goal is important to be in RFP?

The four groups' report of their discussion is as follows:

GOAL #1 Align all service delivery to industry needs

- ❑ It was suggested that the RFP be divided up and that organizations be able to bid on the work with different industry sectors.

- RFP should require that all training that is offered use industry recognized training in critical industries and WIB staff should work to make sure industry recognized training receives MHEC approval.
- WIB members suggested that the WIB partner with other WIBs especially around industry sectors.
- The RFP should emphasize customer service and satisfaction surveys as a means to improve customer service.
- One of the services to describe in the RFP is the website and how it can be used for training services.
- WIB members want RFP to propose activities that strengthen business services. The RFP should emphasize in sending better candidates to business; look at different types of employment; proactive employment around individual sectors.
- The RFP should ask for a discussion of how business services will be linked to job seekers services.
- The RFP should have responders tell us about how to reduce redundancies.
- The RFP ask for a discussion of linkages with educational institutions.
- The RFP should have responders show examples of how they work with partners and leverage resources.

GOAL #2 Reduce redundancies, ensure integration, and increase efficiency and effectiveness in service delivery through aligning the workforce development sectors and resources

- RFP should ask for discussion of coordination of business development and how to coordinate the contacts businesses receive from the various service providers.
- Responses to the RFP should describe how the responder will coordinate with partners.
- Responses to the RFP should describe how the responder will create and maintain relationships with academic institutions.

GOAL #3 Increase awareness of the workforce development system on the part of industry

- Vendor must be held accountable for measures.
- Vendor help carry the WIB's message and work with other partners in messaging.
- It was suggested that the WIB hold a retreat with the successful vendor at the start of the contract.

GOAL #4 Increase resources to carry out strategic initiatives

- RFP should ask responders to describe their grant writing capabilities. It was suggested that the RFP include a percentage goal that the responder must raise.
- RFP should ask responders to discuss how to reduce redundancies with state employees and other partners.
- The RFP should be organized by the different functions to be achieved.

Staff will inform WIB of how responses above were used in the RFP.

Committee Reports

Communications and Outreach committee received an update on two issues affecting job-training programs in Congress – reauthorization of the Workforce Investment Act and the FY 11 Appropriations process. It was decided that Communications and Outreach

would develop letters on these two topics with appropriations being the first, based on points developed by staff. The committee agreed that no breakfast should be held until the regularly scheduled time in the fall, 2011 but that the decision to hold the breakfast should be re-visited in the April meeting after the County Executive has introduced its budget. The committee also said that the breakfast and other outreach activities should be considered in light of the activities around the strategic plan.

Youth Committee The 5th Annual Let's Get Started Job Fair will be held on March 26, 2011 10:00am-2pm at the Silver Spring Civic Building-One Veterans Plaza-Downtown Silver Spring. Over 30 employers have been recruited. There are several companies that will be attending for the first time - Target, McDonalds, and TGI Friday.

Finance presented expenditures to date.

Board Development at its meeting discussed future industry membership on the WIB based on the list of the 200 largest employers in Montgomery County.

Program Operations and Evaluation Committee were asked to think about the Vision, Mission, Value Proposition, Customer, Roles, Organizational Core and Values, Goals and Strategies from the Strategic Plan and how that might be part of the RFP. The conversation was around the goals and then the vision, mission etc.

Meeting was adjourned at 10 am.

Workforce Investment Act

One-Stop Operations

February 16, 2011

Section 117 (d). FUNCTIONS OF LOCAL BOARD

- (1) Approve local plan
- (2) Selection of operators and providers
- (3) Budget and administration
- (4) Program oversight
- (5) Negotiation of local performance measures
- (6) Employment statistics system
- (7) Employer linkages
- (8) Connecting, brokering, and coaching

Section 117 (d). SELECTION OF OPERATORS AND PROVIDERS

- The local board, with the agreement of the chief elected official--(i) shall designate or certify one-stop operators and (ii) may terminate for cause the eligibility of such operators.
- Select youth providers
- Identify eligible providers of training services
- Identify eligible providers of intensive services, if the one-stop operator does not provide intensive services in a local area

Section 121

PARTNERS IN THE ONE-STOP

Required Partners: Wagner Peyser; State Unemployment Compensation; Veterans Employment Services (LVER, DVOP); WIA Title I Programs: Vocational Rehabilitation; Job Corps; Seniors/SCSP; Adult Education and Literacy Programs; Employment and training activities carried out by HUD; Trade Act; welfare-to-work; and food stamp

Non-Required Partners

Memorandum of Understanding: The local board, with the agreement of the chief elected official, shall develop and enter into a memorandum of understanding (between the local board and the one-stop partners)Each memorandum of understanding shall contain

- the services to be provided through the one-stop delivery system
- how the costs of such services and the operating costs of the system will be funded
- methods for referral of individuals
- the duration of the memorandum and the procedures for amending the memorandum during the term of the memorandum

Sec. 121. ESTABLISHMENT OF ONE-STOP DELIVERY SYSTEMS

To be eligible to receive funds to operate a one-stop center an entity shall be designated or certified as a one-stop operator

- through a competitive process; or
- in accordance with an agreement reached between the local board and a consortium of entities that, at a minimum, includes 3 or more of the one-stop partners);

One-stop operator may be a

- public or private entity, or
- consortium of entities, of demonstrated effectiveness, located in the local area

SEC. 134. USE OF FUNDS FOR EMPLOYMENT AND TRAINING ACTIVITIES

- Core Services
- Intensive Services
- Training Services

SEC. 134. USE OF FUNDS FOR EMPLOYMENT AND TRAINING ACTIVITIES -Core

- Determinations of whether the individuals are eligible to receive assistance
- Outreach, intake and orientation to the information and other services available through the one-stop delivery system
- Initial assessment of skill levels, aptitudes, abilities, and supportive service needs
- Job search and placement assistance, and where appropriate, career counseling
- Employment statistics information
- Performance information and program cost information on eligible providers of training
- Information on how the local area is performing on the local performance measures and any additional performance information with respect to the one-stop delivery system in the local area
- Information on supportive services
- Information regarding filing claims for unemployment compensation
- Assistance in establishing eligibility for other assistance
- Follow-up services

SEC. 134. USE OF FUNDS FOR EMPLOYMENT AND TRAINING ACTIVITIES –Intensive Services

- Comprehensive and specialized assessments of the skill levels and service needs of adults and dislocated workers, which may include-- (I) diagnostic testing and use of other assessment tools; and (II) in-depth interviewing and evaluation to identify employment barriers and appropriate employment goals.
- Development of an individual employment plan, to identify the employment goals, appropriate achievement objectives, and appropriate combination of services for the participant to achieve the employment goals.
- Group counseling
- Individual counseling and career planning
- Case management for participants seeking training services
- Short-term prevocational services, including development of learning skills, communication skills, interviewing skills, punctuality personal maintenance skills, and professional conduct, to prepare individuals for unsubsidized employment or training

SEC. 134. USE OF FUNDS FOR EMPLOYMENT AND TRAINING ACTIVITIES –Training Services

- Occupational skills training, including training for nontraditional employment
- On-the-job training
- Programs that combine workplace training with related instruction, which may include cooperative education programs
- Training programs operated by the private sector
- Skill upgrading and retraining
- Entrepreneurial training
- Job readiness training
- Adult education and literacy activities
- Customized training conducted with a commitment by an employer or group of employers to employ an individual upon successful completion of the training