

**Southern Maryland Workforce Development Board Meeting
Via Microsoft TEAMS Meeting
June 9, 2022**

Minutes

Members Present: Kelly Williams, Laurie Askins for Patti Meszaros, Amy Wustner for Michelle Stewart, Carrie Akins, Stacey Cook, Alan Crawley, Elaine T. Hardee, Brian Miller, Cindy Rauner, Mike Scott, Therese Wolf,

Members Absent: Michelle Nicholson, Robin Cullers, Marcia Keeth, Patti Meszaros, Michelle Stewart, Dr. Christine L. Bergmark, Marcia Chase, Pennie Drinkard, Seth Erlin, Michael Ghosh, Christy Lombardi, Dr. Maureen Murphy, Stephanie Witte, Michael E. Young

Guests Present: Michael Digiacomio, Governor's Workforce Development Board, Byron Gray, APRA Participant, Ken Lemberg, Governor's Workforce Development Board, Molly Mesnard, Governor's Workforce Development Board, Rebecca Pierson, Charles County Public Schools

Staff Present: John Hartline, Ruthy Davis, Melinda Bowling, Charmain Carey, Belinda Denton, Sandy Fauchaux, Greg Holtz, Nicole Lawrence, Letita Pinkney, Ashley Raley, Wendy Tayman, Zoe Walker, Roxanne White-Williams

CALL TO ORDER

The meeting was called to order at 9:03 am by Kelly Williams, Vice-Chair.

WELCOME AND ROLL CALL

Kelly Williams opened the meeting with a warm welcome and introduction of attendees.

MISSION MOMENT

Ashley Raley introduced the Mission Moment and explained that thanks to ARPA funding, we have been able to serve clients who otherwise would go unserved with last fiscal year's limited WIOA Title I funding. Byron Grey, Veteran, ARPA Participant & WIOA Participant, provided insight on the success he has had in obtaining an industry recognized certification.

BUSINESS

- A quorum was established.
- A motion to approve the minutes from the March 10, 2022, as amended with two edits, was made by Cindy Rauner, seconded by Alan Crawley, and carried.
 - The edits corrected the spelling of Kelly Williams' last name and the date of the last full board meeting.
- A motion to approve the consent agenda documents was made by Stacey Cook, seconded by Cindy Rauner, and carried.
- A motion to approve the ARPA policies was made by Stacey Cook, seconded by Cindy Rauner, and carried.

PY22/FY23 WIOA ALLOCATIONS

Melinda Bowling provided the board with an overview of the PY22/FY23 WIOA funding and shared graphs supporting the data.

- Formula Funding (our core funding for Youth, Adult/Dislocated Workers) increase of \$360,000, up 29% from last year. This brings us close to our FY20 pre-pandemic funding level.

- Competitive Funds (Summer Youth, Youth Outreach, ARPA Funding) – overall there is a slight decrease in competitive funding from FY23 as compared to FY22. Variances from the previous year include:
 - Decrease in National Dislocated Worker Funding of roughly \$300,000 as the program is complete.
 - An increase in ARPA funding as compared to our original award of \$177,000

MARYLAND BLUEPRINT FOR EDUCATION

Ruthy Davis introduced the special guest speakers:

- Carrie Aikens, Principal of the Calvert Career and Technology Academy and member of the Workforce Development
- Michael DiGiacomo, Executive Director of the Governor’s Workforce Board, and
- Molly Mesnard, Director of Workforce Engagement, Governor’s Workforce Board.

Michael and Molly provided a brief overview of The Blueprint for Maryland’s Future that was signed into law last year. It is largely the product of recommendations made by the Commission on Innovation and Excellence in Education, also known as Kirwan Commission. The goal is to have students graduate from high school with the tangible skills needed for college and careers through new curriculum standards and expanded access to Career & Technical Education (CTE) opportunities. Michael confirmed that details for implementing this at a local level are still being developed. Local workforce boards will start receiving funding school year 2024-2025 to provide career counseling to middle and high school students.

SUMMER YOUTH EMPLOYMENT PROGRAM (SYEP)

Greg Holtz provided an update on the upcoming program which runs July 5 through August 12, 2022. Over five hundred youth registered and over twenty businesses registered for the program. Based on funding, services will be provided to ninety-seven youth and young adults in the region.

Charles County	52 youth	9 on site employment	43 virtual training platform- “14 Elements”
Calvert County	28 youth	7 on site employment	21 virtual training platform- “14 Elements”
St. Mary’s County	17 youth	2 on site employment	15 virtual training platform- “14 Elements”

Participants in the virtual training program can earn incentives of up to \$1,200 for successful completion. Those employed on site will receive \$12.50 an hour for a total of up to \$2,600 for the total 6-week program.

Employer orientation will be held on June 15, 2022, and bootcamps for participants will be held on June 22 through June 25, 2022.

The Spring Youth Employment program is in full swing with twenty participants in the “14 Elements” virtual training. This program will conclude on June 17th.

SOMD JOBSOURCE OUTREACH CAMPAIGN

Belinda Denton provided an update regarding the initiatives being worked on by the marketing team. Along with the business targeted Crowdcasts, twelve podcasts targeting jobseekers will be released over the next year. Belinda shared the four social media outreach videos that have been created and released so far. Each video carried a specific target audience:

1. Businesses to host a youth for the Summer Youth Employment Program
2. Youth to participate in the Summer Youth Employment Program
3. Youth that are indecisive regarding their futures
4. Adults who may be considering changing careers

Within the first week of releasing the videos, engagement with our social media platforms increased 140%.

Ashley Raley provided an update on the efforts of the grass roots outreach team. Three bootcamps were to prepare workforce staff for meaningful outreach. To date the team has attended five community events and engaged over three hundred job seekers. Outreach efforts have been effective in driving foot traffic to the AJCs. Seven more events are currently on the calendar.

Public Comment & Announcements:

There was no public comment

Adjournment:

A motion to adjourn was made by Stacey Cook, seconded by Carrie Akins, and passed. The meeting adjourned at 10:21 am.