

Anne Arundel County
Local Workforce Investment Board

July 30, 2015
MINUTES

Members Present

Deborah Albert
Mary Burkholder
Mary Ellen Branham
Michael Drummond
Mario Berninzoni

Dr. Harland-White
Andre James
Julie McGovern

Kathy Poehler
Travis Peterson
Carnitra White

Members Absent

Brian Cavey
Kathy Hall

Tiahuana Hogde
Gabe Velicu

AAWDC Staff

Jeffrey Dufresne
Lisa Dunaway
Heather Henry
Bekki Leonard

Louise Lynch
Howard Marshall
Shannon McGarry
Kirkland Murray

Jason Papanikolas
Sid Wilson

Meeting Location

Arundel Mills, Harman's Community Room, Hanover, MD

APPROVAL OF MINUTES

Mr. Townshend requested a motion to approve of the January 29, 2015 Minutes as written. Mr. Drummond approved the motion. Dr. Harland-White seconded the motion to approve the minutes. The minutes of the January 29, 2015 meeting were approved as written.

INTRODUCTIONS & INDUSTRY UPDATES: *What's happening in your industry*

Mr. Townshend invited all to introduce themselves and briefly discuss any issues in their industry as related to Workforce and the Workforce Investment Board:

Julie McGovern, AAMC: discussed entry level staff challenges and review of minimum wage to livable wage and overall wage increases.

Debra Albert, AACo Schools: discussed the need for feedback and support in making sure the school system is implementing the curriculums to support the economic needs of the area.

Travis Peterson, Southwest Airlines: Discussed minimum wage concerns and challenges with recruiting efforts as they look to replace their retiring workforce. Will continue to work with educators to educate people about the airline industry.

Sid Wilson, AAWDC, Business Services: Discussed shifts in industry with new legislation, specifically the switch to a demand driven approach and the need to work with employers to meet their needs.

Mike Drummond, Arundel Lodge: Discussed the impact of minimum wage, the compression of salaries, and the definition of exempt vs. non-exempt employees.

Andre James, DLLR: discussed the new challenges with the new WIOA laws which will increase the number of people that will need to be served including the underserved and underemployed.

Howard Marshall, AAWDC: Discussed new measures under new legislation regarding credentials which is a new demand under the new WIOA Law. Need to figure out how to keep people engaged and employed going forward.

Lisa Dunaway, AAWDC: Discussed targeted populations, i.e., homeless and disabled and challenges in leveling those populations, reducing barriers, and getting employers to hire them.

Bekki Leonard, AAWDC: Discussed the need to focus on the hard to serve and develop effective communications to reach them and bring them in to our system.

Mary Ellen Brahnan, DLLR: Discussed ongoing monitoring of clients and WIOA.

Mary Burkholder, AACo EDC: Discussed the need to have companies we all work with in the service industry become more familiar with AAWDC and EDC and what each has to offer.

Faith Harland White, AACC: Discussed continued planning for WIOA to better understand partnerships. AACC is also looking at the President's extension of the College Aid Grant to prison inmates.

Shannon McGarry, AAWDC: Discussed challenges with the WIOA Law and the shift with in school and out of school youth. The focus now is on the out of school youth population, career pathways for the 18 -22 year olds and keeping that population engaged when employed.

Jason Papanikolas, AAWDC: Discussed the re-writing of training policies as required under WIOA which will need to be included in the local plan. LWIB members will be involved in this process.

Heather Henry, AAWDC: Discussed the move to innovation and how we develop businesses and partnerships going forward.

Jeff Dufresne, AAWDC: Discussed the budget this year and the amount that will need to be spent for this year and the need to spend wisely to prevent the need to return any funds.

Carnitra White, AACo DSS: Discussed the mixed populations with TANF and the number of people who have lost their jobs. DSS is looking to build programs to help youth grow and thrive and be successful in order to sustain themselves after they leave the system. The focus is on working with men just out of prison and the unemployed to connect them with their children and help them be successful.

Kirkland Murray, AAWDC: Discussed working with partners to help them solve their employment needs.

Mario Berninzoni, Arundel House of Hope: Will continue working to house the homeless and get the homeless back into the community to help them succeed.

Walt Townshend, BWCC: Discussed the recent meeting with Michael DiGiacomo, Executive Director, GWIB and Diane Pabich, Deputy Director, GWIB as they toured the YES Center and the Career Center. Mr. Townshend further discussed concerns regarding an aging workforce, the push to raise the minimum wage, the expansion of the Affordable Care Act to cover smaller groups under 100 employees and the reduction of work hours.

STRATEGIC COMMUNICATIONS/BRANDING

Mr. Townshend discussed the County Executive's Transition Report which cited that AAWDC needed to re-brand. As a result AAWDC engaged Celina Shands Gradijan, President & CEO, Full Capacity Marketing to design AAWDC's new logo, develop our core values which now include: Innovation, Collaboration and Excellence. Mr. Murray introduced Celina Shands Gradijan and her company to the group. Ms. Shands-Gradijan explained the focus of her company and what they do. Full Capacity Marketing worked with AAWDC to develop a strategic communication plan and branding. Ms. Shands-Gradijan gave an update on the deliverables, how the project was approached, how staff was involved, and next steps. Ms. Shands-Gradijan shared that the project had four phases: one, market research, two, positioning, three, strategic communication, and four, tactical execution. The final goal will be to bring organizations together to collaborate on strategic planning and branding in order to market AAWDC to Anne Arundel County.

Mr. Murray shared that the next big project will be the development of a new website for AAWDC which should be completed by the next Board Meeting in October.

HOTEL PARTNERSHIP AND DISCUSSION

Mr. Murray introduced Donna Camp, AAWDC, Customer Service Industries Navigator. Ms. Camp recently worked with the hospitality industry to see what their workforce needs were and as a result came up with a training model for the hotel hospitality industry and a partnership with Homewood Suites. Ms. Camp introduced Debbie Downs Lynch w/Homewood Suites who gave a brief overview of how the training program was developed. Ms. Lynch explained that the focus was on the needs of the hotel industry which allowed Ms. Lynch and Ms. Camp to develop a partnership to create a curriculum and work with AACC to develop a certification. The curriculum was finalized and the program was launched in June 2015. Ms. Lynch shared that at the end of the program she had 9 qualified candidates. A panel discussion was held with Ms. Lynch, Ms. Camp and Ms. Olive Cox, Director of HR, Hilton Garden/Homewood Suites

WIOA UPDATE

Mr. Murray explained that the new WIOA Laws will require business partnerships and partnerships with DORS, DLLR, and AACC. Mr. Murray indicated that we are currently waiting for guidance from the Governors Workforce Investment Board on writing the new Local Plan. Mr. Murray indicated that under WIOA the LWIB will now be referred to as the Local Workforce Development Board. All current LWDB members will need to be reappointed by the County Executive. Mr. Murray stated that AAWDC has started meeting with Partners to discuss

how we are going to work together under WIOA. Mr. Murray will continue to keep all LWDB updated regarding changes under the WIOA Law.

FY 16 FISCAL OVERVIEW

Mr. Dufresne reviewed the AAWDC FY 16 Budget and the FY 16 Corporate Budget by Grants. Mr. Dufresne indicated that this is to be the biggest fiscal year to date for AAWDC and expected to be bigger next year. Mr. Dufresne shared that there are 20 separate grants and other initiatives which each have their own unique funding stream which can be “braded”.

Mr. Dufresne gave a slide presentation and reviewed/explained the following:

- FY 16 Budget by Account (AAWDC FY 16 Budget by expense category and salary breakdown)
- Anne Arundel WIA/WIOA Allocations: 5 Year Trend (youth, adult, dislocated worker)
- Local Budget by Account (WIOA & NEG)
- Client Costs FY 16 Budget (WIOA & NEG)
- WIOA Budget by Target Population (WIOA adult, WIOA DLW, Business Service, WIOA youth)

MEETING ADJOURNMENT

With no further business before the Board, Mr. Townshend requested a motion to adjourn the meeting. The motion was approved by Ms. McGovern and seconded by Ms. White. The meeting was adjourned at 11:03 AM. The next meeting will be held on October 29, 2015 at the Anne Arundel Community College, Arnold Campus, CALT Room 100.