



In Demand

GWIB's Newsletter for Workforce Development in and around Maryland

Governor's Workforce Investment Board

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DLLR/GWIB Partners With the Higher Education Community to Develop Solutions for Workforce Development

Inside this issue:

The Department of Labor, Licensing and Regulation/Governor's Workforce Investment Board, partnered with Maryland's higher education community (four-year public institutions, community colleges and four-year independent institutions) to sponsor a series of "Listening Tours," eight events that were held around the state in fall 2006.

development. The outcome will be the development of action items to enhance the higher education/business partnership in support of the state's workforce and economic development efforts. Participants include invited members of the business community and Maryland higher education statewide and regional leaders. Between 50 and 85 people attended each session.

The eight events were held at the following locations around the state: University of Maryland Eastern Shore, Hood College, University System of Maryland, Anne Arundel Community College, College of Southern Maryland, College of Notre Dame of Maryland, Higher Education and Applied Technology Center (HEAT), Frostburg State University.

Center for Industry Initiatives Update 2

Aerospace Industry Initiative 2

State of the Workforce Report 2

MSDE Career Toolkit 3

GWIB Board Member in the News 3

H2B Visa Legislation Signed into Law 3

Maryland Workforce Information 4

The purpose of these events was to facilitate a candid discussion between the business community and higher education focused on the state's workforce and economic development needs and higher education's capacity to meet those needs. The goal of the Listening Tours is to develop creative and innovative partnerships to enable Maryland higher education to enhance its ability to meet the state's economic and workforce development needs, as well as for businesses to have a better understanding of and appreciation for higher education's role in workforce and economic



L-R James Gibraltar, Frostburg State University, Tina Bjarekull, MICUA, Calvin W. Burnett, Ph.D., MHEC, James D. Fielder, Jr., Ph.D., DLLR, Clay Whitlow, MDACC, Jim Kesselring, Garrett Containers

Did you know that:

- Maryland is home to a highly skilled labor force of more than three million workers.
- Maryland ranks first among the states in the percentage of professional and technical workers in the workforce.
- Maryland ranks second among U.S. states in the percentage of the population 25 and older with a graduate or professional degree.

GWIB Appointed to the Maryland Higher Education Commission's Advisory Council on Workforce Shortage

In 2006 the General Assembly passed HB 988, Higher Education— Workforce Shortage Grants. The legislation consolidated certain workforce shortage and economic development student scholarships and grant programs overseen by the Maryland Higher Education Commission into the new Workforce Shortage Student Assistance Grant Pro-

gram. The legislation also required the Secretary of Higher Education to appoint an Advisory Council on Workforce Shortage. The GWIB Executive Director Bob Seurkamp was appointed as the GWIB's representative to the Council. The new council will identify workforce shortage fields in the state and recommend fields to prioritize and/or remove

from the shortage list. Each fiscal year, MHEC must determine the number of grants to award in each eligible workforce shortage field based on the needs of the industry, the severity of the shortage and the availability of funds for the grants.

Center for Industry Initiatives — Update



Bioscience steering committee meeting

The GWIB's industry initiatives are progressing at a strong pace, with four of them in at least the second phase of GWIB's industry initiative process. Inspired by the success of the current four initiatives, leaders from the other industries expeditiously moved their initiatives into Phase I. The Hospitality & Tourism Steering Committee is planning to hold its summit on January 23, 2007, with J.W. Marriott, Jr., Chairman and CEO of Marriott International, Inc. as the keynote speaker. The group is currently planning the summit, along with developing its industry monograph. The Aerospace Initiative Implementation Committee has just completed their plan of action for the four strategies and

recommendations and is currently in Phase V. The Bioscience Steering Committee's subcommittees are continuing to meet and perform the necessary research, surveying and collecting information in support of their charge and presenting to the full steering committee. They have begun the process of developing a timeline for writing the monograph and conducting its summit. The Healthcare Steering Committee is gearing up for a second industry initiative process, as it begins to address other critical occupational shortages in the healthcare industry.

By the end of August, an additional six initiatives had been

launched: Education, Finance &

Insurance, Information Technology, Manufacturing, Retail Trade and Transportation & Warehousing. Each of these initiatives involved a small core group of approximately 25 industry leaders from across the state. Each committee is currently reviewing the initiative process, best practices and the role of the involved leaders. The remaining three, Building, Business Services and Communications will be launched by the end of the year. Industry initiative coordinators Rafael Cuebas, Sallie Hays and Bernard Reynolds, along with industry analyst Tim Bibo will continue to work with businesses leaders in guiding their respective industry initiatives.

Aerospace Industry Initiatives Move to Phase V



Jim Pitts, Northrop Grumman, speaking at the Aerospace Summit in January

Following its Summit, the Aerospace Steering Committee reconvened as the Aerospace Initiative Implementation Leadership Committee, composed of teams that are charged with implementing workforce initiatives. The Implementation Committee created a plan of action, which will better position Maryland's workforce to respond to the aerospace industry's demands. The plan of action supports the goal to create a workforce that is not only edu-

cated, but possesses the skill sets required to meet the industry's employment demands. Under the direction of the Aerospace Initiative Implementation Leadership Committee, in Phase V, three initiative teams are pursuing specific strategies to support the recommendations in the plan of action. These teams will continue to regularly report on the status of their efforts to the leadership committee and receive necessary guidance and support

as they work towards establishing the solutions to the industry's current and projected workforce needs. Chair Harold Stinger and vice chair Anoop Mehta, continue to oversee the efforts of the Phase V process. A full copy of the Post-Summit Report and Plan of Action can be found at <http://www.mdworkforce.com/aero/summit/aeropostsummit.pdf>

The GWIB Produces State of the Workforce Report—A Blueprint for Workforce Development

GWIB will be producing the State of the Workforce Report, a blueprint for Maryland's workforce development for 2006 and into the future. Business executives, education experts and government leaders will refer to the State of the Workforce report in order to plan business expansion and education needs for the future. GWIB has contracted with the Towson University regional Economic Studies Institute (RESI) to develop the report.

The report reinforces the GWIB as the statewide expert on the matter of workforce development needs and issues and the future of Maryland's workforce. The report is dynamic in the sense that it will be updated to include the most recent GWIB industry sector analyses conducted by each steering committee on a continuing basis. The report includes the following: history of Maryland's workforce, examining Maryland's workforce in

1900, 1950 and today; the future of Maryland's workforce, describing the likely requirements for the workforce of five years from now and 20 years from now; industry summit data, incorporating the findings from the GWIB industry initiative summits, and finally, taking all of the data into consideration, a series of workforce development recommendations that are industry-specific and/or applicable across all industries will be presented.

"...Maryland's approach to workforce development (namely GWIB's demand-driven model) will ensure that Maryland is well prepared to face the challenges ahead."

- 2006 State of the Workforce Report

MSDE Developing Toolkits to Build Basic Work Skills to Help with the Career Development Process

The Maryland State Department of Education, along with its partners, including DLLR, community colleges and the Local Workforce Areas, has created career development toolkits to address clients' needs in five broad areas: 1.Helping clients assess and improve their work readiness; 2.Helping clients identify a career path; 3.Helping clients get the job; 4.Helping clients keep the job and advance; and 5.Helping clients transition to higher education. Each toolkit contains instructional activities with related online tools. The purpose is for clients to build basic work-essential skills in the

context of job-search or employment related tasks and use interactive, web-based tools in the process. Two training sessions will be conducted in November and December for teams from the workforce investment areas that consist of career development and employment specialists from the One-Stop centers, adult education schools, correctional education facilities, rehabilitation service agencies, community colleges and University System of Maryland. This interagency effort, funded by the United States Department of Education Office of Vocational and Adult Education, is unique to Maryland

and the nation. It sets up a uniform set of standards and guidelines that all workforce professionals will be able to access.



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GWIB Board Member in the News — Robert L. Caret, Ph.D., President, Towson University

On November 9, 2006, Towson University President and GWIB member Dr. Robert L. Caret was inducted into the Baltimore County Chamber of Commerce Hall of Fame. The Business Hall of Fame, founded in 1996, inducts two members each year who have contributed to the county in a variety of ways, either financially, through innovation or through charitable work. Dr. Caret is being honored for innovative partnerships philosophy.

He has long emphasized the need for Towson University to work closely with business to develop programs that will be responsive to current needs and create opportunities for partnering with the community to address them.

Dr. Caret became the 12th president of Towson University on July 1, 2003. As a former faculty member, dean, executive vice president and provost of Towson University, he served at Towson for 21 years before as-

suming the presidency of San Jose State University of the California State University System in 1995. In addition to his duties as Towson University President and GWIB member, Dr. Caret chairs the GWIB Education Industry Initiative Steering Committee and serves on a variety of business and educational boards.



Senator Mikulski’s H2B visa extension legislation signed into law

On October 17, 2006, an amendment authored by Senator Barbara Mikulski was added to the 2007 Department of Defense authorization signed by President Bush that will extend for one year a provision from her Save Our Small and Seasonal Businesses Act that saves those kinds of businesses from a major workforce shortage. The legislation, first signed by President Bush in May 2005, made changes to the

federal H2B (nonskilled seasonal worker) visa program. Among the changes, it exempted returning seasonal workers from counting against the national cap of 66,000 people, created new anti-fraud provisions, and ensured a fair allocation of H2B visas among spring and summer employees. The cap exemption provides major relief to Maryland’s seafood and cannery industry that often hires the same

workers every year. The 2006 legislation provides help to employers by exempting H2B workers who have been employed in the previous three years from the 66,000 annual visa cap. These temporary visas provide significant relief to Maryland’s crab industry that in many cases hires the same workers every year.



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We're on the Web!
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The Governor's Workforce Investment Board (GWIB) is the state's chief coordinating body on workforce development. It is composed of approximately 43 members, with 51 percent coming from business. It is responsible for developing a strategic plan and policies to help forge a coordinated workforce system from a multiplicity of education, employment and training programs. It brings together and focuses various workforce development partners and stakeholders on an outcome: a properly prepared workforce that will meet the current and future demands of Maryland employers.



Maryland Workforce at Record-Breaking Level

For the first time in record-keeping history, the number of employed Marylanders rose to over 2.9 million in October 2006. Employment levels rose for four consecutive months to a level that is almost 74,000 workers higher than in October 2005.

Maryland's seasonally adjusted unemployment rate held steady at 4.0% from September to October, maintaining its consistent position below the national unemployment rate.

