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## **Baltimore Workforce Development Board Meeting Minutes**

Date: March 18, 2022

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Time: 8:00a.m-10: 00a.m

Location: Virtual via Zoom

### **Attendance-**

#### **Board Members:**

Aaron Thompson, Bob Embry, Christopher McCoy, John C Weiss, John Danko , Mark Foster, Marc Broady, Marsha Netus, Marty Schwartz, Marci Hunn, Lisa Rusyniak, Rachel Pfeifer, Sara Cooper, Melanie Styles, Willy Moore, and Yariela Kerr-Donovan, Scott Harris, Senator Cory McCoy, Linda Perry, Melanie Williams

#### **Non-Board Members:**

Parveen Burchick, Tanya Jones Terrell, Fagan Harris, Monique Marshall, Julia Baez, Helany Sinkler, Jason Perkins-Cohen, Craig Lewis, Yvette Clark, Sasheen Maple, Deral Falls, MacKenzie Garvin, Patti Morfe, Jeff Brigman,

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### **Welcome - BWDB Chair Yariela Kerr-Donovan**

Welcomed attendees and special guests to the March 2022 Board meeting and requested all attendees to sign in using the chat function. December 2021 Meeting Minutes were formally approved by the Board.

- Asked Board members for feedback on the December meeting with the Mayor to get some thoughts on what that Mayor shared

### **Panel:**

**Parveen Burchick**, Kaiser Permanente Community Health Mid-Atlantic Region responsible for leading:

- Safety Net Strategy and Partnerships addressing social health, through the partnerships with Unite Us.
- Census-Designated place initiative in the Bailey's Crossroads Community of Fairfax County Virginia.
- Prior to Kaiser Permanente, Parveen served as the Director of Programs for the Montgomery County Business Roundtable for Education.

**Fagan Harris**, Co-founder and CEO of Baltimore Corps

- Fagan has led his team to reimagine recruiting hiring and career advancement for underestimated communities.

- In 2020, Baltimore Corps played a leading role in the Baltimore Health Corps which was a \$12 million initiative that enlisted hundreds of city residents.
- 2021 President Biden nominated Fagan to serve on the Board of Directors of the Corporation for National and Community Service and was confirmed by the Senate in December.

**Monique Marshall**, Community Engagement Manager at Unite Us based in Baltimore

- Bachelors of Arts degree in Interdisciplinary Studies Specializing in Corporate Communications Business Management and English.
- MPA Specializing in Public Policy both of those degrees from the University of Baltimore.
- Nonprofit and Legislative Municipal and Community Organizing.

**Julia Baez**, has been serving as the Chief Executive Officer of Baltimore's Promise since 2017.

- Prior to joining Baltimore's Promise, Julia served as the Chief Strategy Officer for The Family League of Baltimore, which is a quasi-governmental intermediary organization.
- Led the growth and expansion of Baltimore's community schools model successfully passing both local and state legislation to solidify public funding support and collaboration.
- Julia graduated from Dickinson College, with a focus on International and Latin American Studies.
- Completed her teaching certification course work at the Johns Hopkins University and holds certifications in the field of youth development.

### **Question and Answers**

1. ***What is your respective agency's key initiative in workforce development to help progress the vision forward? How does the work of your agency aligned with the vision of creating and achieving this coordinated workforce system? What is the why behind the work?***

**Parveen Burchick**

- We have an initiative that's called, "Thrive Local" elevating social, health, and social determinants of health on the same playing field as our clinical health and our behavioral health services – began this social health journey back in 2019.
- Providing jobseekers, with the support that they need through this initiative allows for addressing the social health factors that impact an individual's ability to gain/retain employment – addressing access to food, transportation, safe and stable housing.
- Through this electronic platform, connecting job seekers in the community to resources and allow folks to get the skills that they need; To get/retain a job that they want while having access to housing and transportation - addressing the fragmentation seen in the community.

**Monique Marshall**

- Unite Us offers end to end solution for connecting social and health care.
- Assist organizations and agencies to identify client needs and use data to measure the impact of programs/services.
- Through the platforms, show a client's journey from start to finish, and help identify the organization's footprint within the greater Baltimore area.
- There are 400 organizations in Unite Us that can send and receive referrals.

### **Julia Baez**

- In partnership with MOED, BP launched Grads to Careers – an initiative that not only connects systems, but most importantly, help young people experience a seamless pathway from high school to employment.

### **Fagan Harris**

- Discussed the power of service to serve as a high mobility career pathway for people of all ages.
- Utilizing a combination of skill building and real world/practical work experience by getting community folks who have tangible skills through working in the retail sector, customer service or in restaurants, but are interested in transitioning to a different career track such as healthcare.
- Baltimore Health Corps -a service initiative that created really robust service roles for folks who had those transferable skills, but hadn't had the experience or the wraparound support to learn the knowledge base to succeed in those fields.
- Helped 300 city residents that were in the midst of career switching and helped them gain employment in healthcare space and in service to their community (length of employment ranged from nine months to one year).

## ***2. What is your vision for continuing this work, where do you see us going from here?***

### **Fagan Harris**

- Effective Coordination and Data Sharing about who we're serving and when.
- Play that facilitator role by building bridges and trust.

### **Julia Baez**

- Better understand the whole picture and the inside of the how we are working together.
- Hold and share the values around equity in this space and hold ourselves accountable.

### **Monique Marshall**

- Encourage the community organizations to continue to look for technology solutions that address barriers.
- Show the data and let the data tell a story of connecting the dots opportunities.
- Get more people on board to utilize the network ensuring that the City is addressing the current fragmentation.
- Spread the word, be connected, understand and identify the missions of agencies and organizations to identify the needs of the clients they serve.
- Be a part of the network to grow and all work together.
- Provide wraparound services.

## ***3. How can the Baltimore Workforce Development Board, the Members that are part of the Board and the guests that joined us today contribute to building a “Coordinated Workforce System” to help achieve the mission?***

- Data sharing - we have to know better to do better.

- Commit to working towards shared goals; determine what we are trying to achieve, and for whom and to hold ourselves and our efforts publicly accountable.
- Talk about it - when it's not working, be honest about it and figure out ways in which we are all willing to transform and change.
- Take a moment to appreciate how far we've come as a system and how much progress we've made; celebrate some of the big wins that we've enjoyed as a system during the past several years.
- Be transparent and hold ourselves accountable, but also share data and positive stories.
- Be as inclusive as possible.

System Builders Panel Concluded. Helany Sinkler thanked the panelist for participating on today's panel discussion and turned the meeting over to Ms. Yvette Clark.

**Yvette Clark**, Assistant Director Chief of Employer Services.

**Panel:**

- Jeff Brigman, Branch Manager - Bluestone Communications
- Sasheen Maple, Small Business Owner - Drivers EDU
- Tanya Jones Terrelle, Director of Corporate Community Impact - BGE

**Jeff Brigman**, Bluestone Communications - a technology construction firm focused on Police Data Fiber Optics Security and AVI Systems.

- Bluestone provides individuals with a career path with different options (not just a job such as:
  - Laborer
  - Technician
  - Draft
- Apprenticeship class relaunched in Maryland in September after pausing in 2015. Currently, they have five candidates from various backgrounds who are in the apprenticeship program and they're all doing quite well.
- Last year, Bluestone had admitted six candidates into the apprenticeship program; targeting 30 this year.
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**Sasheen Maple**, Owner Driver's ED - located in Baltimore Maryland.

- Opened in 2004.
- The first small business Java services developers in the Baltimore City area.
- In 2008, offered entrepreneurship to community members free of charge to show them that there's other ways to make money within our communities.

**Tanya Terrell**, Director of Corporate Community Impact at BGE

- Started workforce development programming back in 2016; focused on middle school career exposure and high school college track.
- Offer opportunities to adults that have been historically and systemically disenfranchised.
- Currently the program is in its 7<sup>th</sup> season and prioritizing Baltimore City Public Schools.

- Summer program consists of rising 10<sup>th</sup>, 11<sup>th</sup>, 12<sup>th</sup> graders and some recent graduates - last year extended the program to six high school graduates beyond the summer program and they are all currently in the program full time.
- Workforce initiative/collaborative offers family supporting wage jobs and benefits – has over 70% placement rate upon completion.
- BGE currently has partnership with Civic Works, and other community based partners.

**Yvette Clark** shared information about the Small, Minority and/or Women-owned Wage Subsidy Program that will subsidize the cost of a new hire or rehire of \$6,000 up to three individuals with a cap of \$18,000.

**Closing**

Meeting concluded by thanking everyone for attending and displaying their continued support.