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

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Date: September 15, 2023  
Time: 8:00a.m-10: 00 a.m.  
Location: Baltimore Electrical JATC

### **Attendance**

#### **Board Members:**

Linda Dworak, Sara Cooper, Melanie Styles, Tracy Queen, Marc Broady, Tanya Jones Terrell, Neil Wilford, Janet Currie, Lisa Rusyniak, Tracy Queen, Senator Cory McCray, Barrington Branch, Marsha Netus, Dr. Rachel Pfeifer

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

Mackenzie Garvin, Nancy Murphy, Sheldon Howard, Caplis, Brenda Sierra, Krysti Dickerson, Craig Lewis, Yvette Clark, Joanna Bartholomew, Donnice Brown, Tiffani Truss, Adenike Akintilo, Kumasi Vines, Jonaya Ford, Jon Law, Nick Hennings- Ayoub, Tina Schmitt, Kimberly Hamby, Shantrice Cooper-McKoy

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### **Welcome –Mackenzie Garvin, Director, MOED**

Welcomed attendees and special guests to the December 2023 Board meeting and requested all attendees introduce themselves.

### **Mackenzie Garvin shared:**

The June 2023 Meeting Minutes were formally approved by the Board.

### **Mackenzie Garvin shared:**

#### **Workforce Hub**

Baltimore’s position in the Northeast Corridor makes it essential to the Administration’s efforts to upgrade and improve the nation’s rail service through the Bipartisan Infrastructure Law. In January, President Biden visited Baltimore for the kickoff to replace the 150-year-old Frederick Douglass Tunnel—a project estimated to create 30,000 jobs that will be built with a project-labor agreement between Amtrak and the local building trade unions. The Baltimore region also has a burgeoning offshore wind industry, and the Maryland Department of Labor won a Good Jobs Challenge award to support the industry’s growth by implementing a new apprenticeship model in partnership with multiple employers and seven unions. Furthermore, the city is using \$30 million in American Rescue Plan funds to expand many workforce efforts, including credential programs to help workers get jobs within in-demand industries.

### **Kumasi Vines, Director, Career Readiness, Adenike Akintilo, WBL Manager, Baltimore City Public Schools shared:**

#### **Blueprint for Maryland’s Future Career Coaching and Advising**

Blueprint Career Coaches Initiative: In a Nutshell

**The Outcomes**

- Help each student choose one or more post-CCR pathway.
- Help students identify career options and develop career competencies.
- Leverage a range of regional partnerships and strategies that align with local resources and workforce demand.

**The Challenge**

Youth postsecondary success

**The Opportunity**

- Coordinated school-based postsecondary teams
- Career coaches
- City Schools, MOED, and BCCC postsecondary

**The Proposed Intervention**

- Grade 6-12 career development scope and sequence and RACI based on MSDE’s framework
- Data driven program co-design and continuous improvement
- Roles and responsibilities of partners and postsecondary teams
- Three-tiered approach that includes individualized student career conversations and planning (student career journey maps)
- Early postsecondary pathway experiences and on-ramps

**Partnership, Leadership, and Staffing Structure**

MOED is responsible for identifying a range of regional partnerships and strategies that align with local resources and workforce demand while integrating them into initiative offerings for middle- and high-school students. (Subtask 3.4.1(a)) Other responsibilities include leveraging local workforce boards, as well as their connections with local employers, career counseling/jobs centers, and other local public, private, and community-based workforce entities.

- MacKenzie Garvin - Director; Chief of Staff
- Donnice Brown - Assistant Director; Chief, Youth Services
- Yvette Clark - Assistant Director; Chief, Employment Services

City Schools is responsible for leading the integration of work-based learning curricula into the initiative and advising on the selection, onboarding, and management of school-based partnerships. Additionally, City Schools lead the process of integrating the Career and Technical Education (CTE) curricula into the initiative’s framework and work plan.

- Kumasi Vines - Director, Career Readiness
- Adenike Akintilo - Manager, Work-based Learning

BCCC is responsible for leading the integration of community-college-based academic, career counseling, and continuing education/workforce development programs into the initiative.

**Proposed Initiative Timeline**

**2023-2024 School Year**

- Phase 1.1 Pilot Selected High School Cohort
- Phase 1.2 Pilot Selected Middle School Cohort

**2024-2025 School Year**

- Phase 2.1 Expand to All High Schools (Citywide)

**Note:** Participating schools in Pilot Phase were selected based on a range of factors including:

- Geographic Coverage
- School Demographics
- Community Demographics & Community Need Programming Level of Buy-In/Support from Principal/Staff

**Proposed Initiative Timeline: Phase I Pilot Schools**

**Phase 1.1 High Schools**

1. Augusta Fells Savage Institute of Visual Arts Academy
2. Bluford Drew Jemison STEM Career Academy
3. Benjamin Franklin High School
4. Edmondson Westside High School
5. Excel Academy at Francis M. Wood High School
6. Frederick Douglass High School
7. Mergenthaler Vocational Technical High School
8. Patterson High School
9. Forest Park High School
10. Vivien T. Thomas Medical Arts Academy
11. Carver High School
12. Digital Harbor High School
13. Reginald F. Lewis High School
14. National Academy Foundation
15. The REACH! Partnership School
16. Paul Laurence Dunbar High School
17. Career Academy

**Proposed Initiative Timeline: Phase I Pilot Schools**

**Phase 1.2. Middle Schools**

1. The Stadium School
2. Graceland Park/O'Donnell Heights Elementary/Middle School
3. Booker T. Washington Middle School
4. Harlem Park Elementary/Middle School
5. Highlandtown 237 Elementary/Middle School
6. Holabird Academy
7. Tench Tilghman Elementary/Middle School
8. Vanguard Collegiate Middle School
9. Franklin Square Elementary/Middle School
10. Cherry Hill Elementary/Middle School

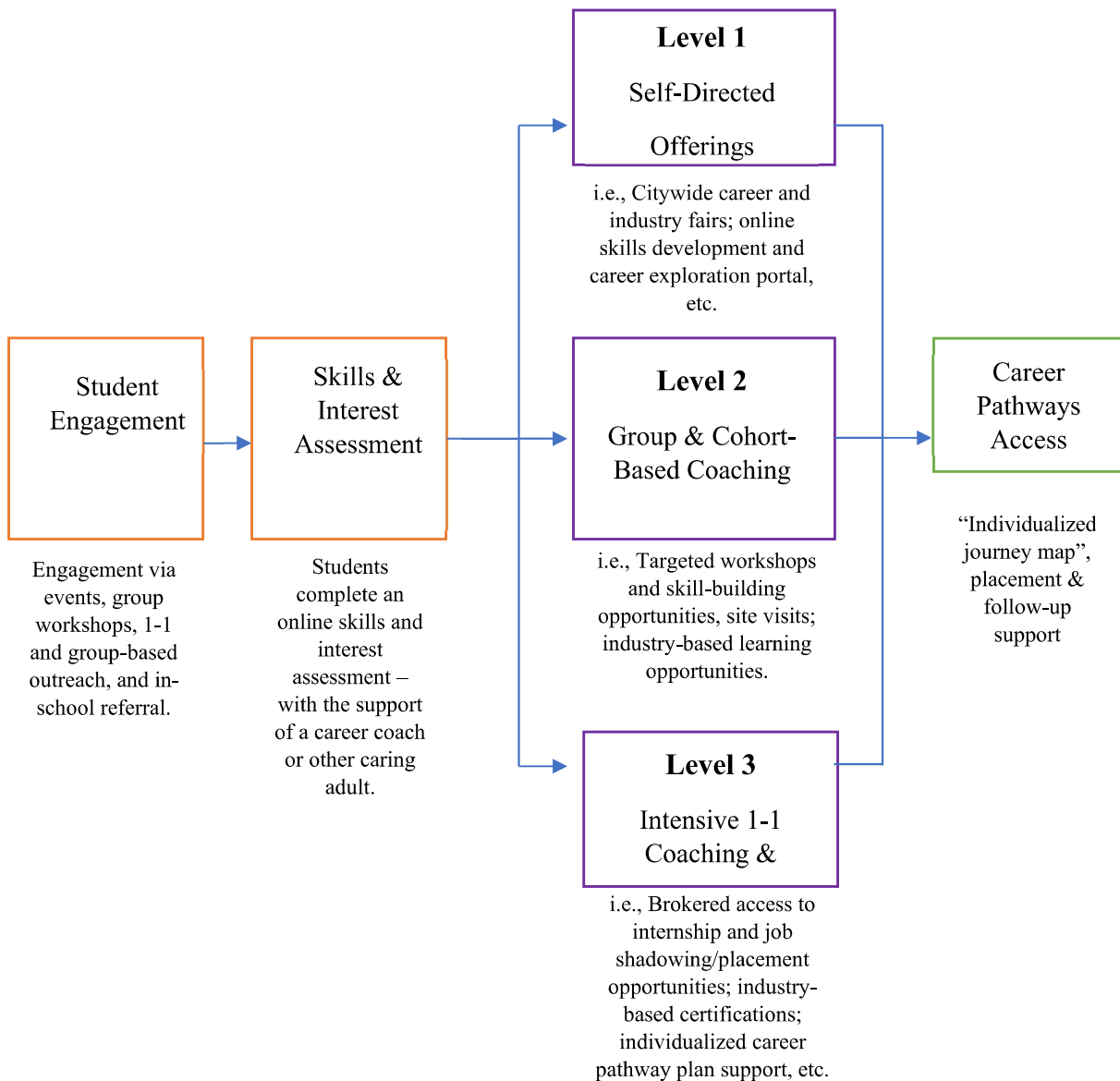
## Blueprint Career Advising/Coaching Proposed Service Delivery Model

School schedules will dictate the staffing model.

City Schools to communicate with pilot schools to share their advisory schedules.

- Level 1: Exploratory Career Fairs (see proposed calendar)
- Level 2: Advisory Periods (see proposed calendar)
- Level 3: Pull-out “Lunch Clubs” or “Afterschool Clubs”

Question: Is Level 3 opt-in; or a student is identified based on CCR assessment criteria (to be developed)



## **2024-2026 Strategic Plan Group Advocacy Feedback**

### **Group 1**

#### **Strategic Priority: Advocacy**

- Ideal partner organizations/agencies - HBCUs, Chamber of Commerce, Black Chamber of Commerce

#### **Strategic Priority: Board Engagement**

- Perspectives needed - Youth Representation and Residents on the Board
- Meeting format considerations - Change meeting time
- Board engagement expectation - Transparency in Board Nominations Process

#### **Strategic Priority: Data**

- Ideal data partner organizations/agencies - Data Bridge Communication, City Data Communication, City Data Performance, Youth Data Hub, MD 211 City Data, Baltimore City Metro Council

### **Group 2**

#### **Strategic Priority: Advocacy**

- Ideal partner organizations/ agencies - *Leaders of a Beautiful Struggle*
- Policy priorities - Universal income, digital equity, job quality, economic justice

#### **Strategic Priority: Board Engagement**

- Meeting format considerations - Design onboarding/ongoing professional development i.e. mentorship, networking opportunities for new and prospective board members)
- Board engagement expectations - Willingness to prioritize and learn about economic justice, racial equity/diversity/inclusion/belonging, targeted universalism, cross sector collaboration approaches, such as collective impact approach, youth development/engagement, asset framing, equitable storytelling

#### **Strategic Priority: Collaboration and Convening**

- Increase relationship/partnerships with young people serving organizations as pipeline for partnership (i.e. Associated Black Charities Board Pipeline Program)
- Increase youth and young adult participation for experience attendance/involvement/membership

### **Group 3**

#### **Strategic Priority: Advocacy**

- Ideal partner organizations/agencies - Those with advocacy experience and backgrounds (JOTF, cash campaign), economic development.
- Policy priorities - See JOTF advocacy agenda, Block the Box/expungement
- Criteria for framework - Targeted universalism, racial equity, community engagement

#### **Strategic Priority: Board Engagement**

- Perspectives needed - DOL/state representation, community advisory board, government relations experience and non-Board Members to extend the depth
- Meeting format considerations - Having active committees that give meaningful reports. Having accessible meeting times and locations. Assessing composition analyst and backbone support for the board for work in between meetings.
- Board engagement expectations - Should we have term limits of 2-3 years? Go bi-monthly, skip the summer meetings, make every other meeting virtual.

#### **Strategic Priority: Collaboration & Convening**

- Ideal partner organization/agencies - Organizations with youth engagement and development background. Individuals with event planning skills. Organizations such as Julia Baez/Baltimore's Promise for collaboration, convening, and coordination.
- To strengthen our relationships with GBC and BDC - We should determine which areas we focus on versus them. Does the GBC convene employers? Do we convene a different group? Do we have meetings together to have a strategic alignment? MacK meeting with Mark, the GBC Chair.
- To engage and convene businesses/private sector more effectively - Lead with the business case, reinforce their need for a workforce. Include Civic Works in the conversation. Landscape analysis - which employers need to be there? How do we make it attractive? Share the data from the M&T event to be analyzed.

#### **Strategic Priority: Data**

- Ideal data partner organizations/agencies - BNIA at Univ. of Baltimore, Baltimore Workforce Funding Collaborative, Baltimore Data Bridge, Bridget Blount, Baltimore's Promise. E.g., Youth Opportunity Landscape, MLDS data from Jacob France Institute. DOL and Office of Apprenticeship – for number of apprentices.
- Type of data needed - Timeliness of data about pre-apprenticeship and apprenticeship completion; CTE completion; employment; ability to make retail decisions; updated information about who is doing what – trainings; connections to businesses; employment outcomes by neighborhood, race, gender, zip code, industry; analysis of relevant data sources; good local info about job openings, pay, industry; develop key indicators.

## **Group 4**

### **Strategic Priority: Advocacy**

- Ideal partner organizations/agencies - MOED, DSS, Neighborhood Associations, entrepreneurs, Data Collectors, Baltimore Neighborhood Indicators Alliance (BNIA),
- Policy priorities - Job, wages, transport, childcare, TNAF, prison system, getting funding for case management, professional development, and designations for human services employee
- Criteria for framework - DEI, feedback loop, community engagement

### **Strategic Priority: Board Engagement**

- Perspectives needed - Employers, training providers, community representatives, residents
- Meeting format considerations - Spend time on critical issues, sector issues, barriers, no report out on things we can read
- Board engagement expectations - Discuss how we get back to us, invest more into mobile

### **Strategic Priority: Collaboration & Convening**

- Requirement for representation at the table
- To engage and convene businesses/private sector more effectively - Keep convening to network and discuss current trends and access to the workforce ecosystem, sector industry

## **Group 5**

### **Strategic Priority: Advocacy**

- Ideal partner organization/agencies - Members of the committee should bring expertise that is aligned with the selected policy priorities. Policy priorities should drive this committee's membership (committee members don't have to be members of the board)
  - Job Opportunities Task Force (JOTF)
  - CASA de Maryland
  - Public Justice Center (PJC)
  - Lutheran Immigration and Refugee Service (LIRS)
  - Greater Baltimore Committee
  - DORS
  - The League for People with Disabilities or Disability Rights Maryland
  - SEIU and or other unions
  - Maryland Family Network (for childcare issues)
  - Elected officials such as Corey McCray
- Policy priorities - Transportation; childcare; funding for training – ensuring that the training is aligned with employers' needs; job quality issues such as minimum wage, paid leave; criminal justice related issues, including expungement and shielding, use of background checks by employers (see JOTF legislative agenda), issues impacting care economy workers (see PJC's work on this).

## **Strategic Priority: Board Engagement**

- Meetings have been well facilitated and are engaging. We like that there's no evident difference between board members and other guests, all are welcome to participate. Small group activities are engaging and energizing.
- Board meetings should be more visible in the community. This would include publicized information about meeting locations and times well in advance. The general public needs to know that they are welcome to attend and to participate. The board needs to talk at the end of the year about what it has accomplished.
- Our group generally agrees with the engagement criteria – participate on a committee and attend at least three quarterly meetings a year. The board should consider adding/enforcing term limits. It would be helpful to track board member attendance at committee meetings.
- Consider adding GBC to Board, perhaps Jennifer Vey, new Senior VP. Ask GBC to recommend employers.
- There is overlap in GBC meetings (Janet Currie and Willie Moore are active in GBC) – have GBC present at a future BWDB meeting.
- Consider adding reps from 4-year universities to the Board – University of Maryland, Coppin State, Morgan State, University of Baltimore, Hopkins University.
- Consider adding representation of a worker-owned cooperative to the board.
- Conduct exit interviews with people who have left the board to see what could have increased their engagement.
- The Board is required to have 51% business representation. Businesses on Board should have practices that reflect values of the Board in terms of job quality and local hiring. MOED could look to industry sector occupational training partners for employer recommendations that align with the mission of the Board.

## **Strategic Priority: Collaboration & Convening**

- New Stakeholder Engagement Committee could build on M&T Bank session, connecting training providers to employers so that they can align training to employer needs (Baltimore Workforce Funders Collaborative could partner on this)
- What is happening with the Practice Advisory? Is it continuing? Could it continue as part of the board, where training providers are brought together so that their questions can be answered at the same time, similar to what the Practice Advisory used to do.
- We recognize that corporate commitment to hire folks from Baltimore is still a weak spot. We need employer partners that are willing to hire second chance employees and provide good job quality. To do this, we had a few ideas:



- Consider Civic Works' Good Business Works initiative how can we partner to advance that work?
  - Consider a business appreciation week each year.
  - Consider a nomination process to identify unsung employers and celebrate them.
  - Coordinate this work with the data committee's efforts to establish job quality measurements.
- Need a commitment from employers to hire returning citizens – celebrate those that do (not just the ones that say they do but, hire small number)
  - Need a commitment from employers to hire people without degrees

### **Strategic Priority: Data**

- The data dashboard built by John Smeton should be presented at a board meeting with an analysis of how Baltimore is faring. To explain labor force participation vs. unemployment data
- There are a number of data projects in Baltimore that could be introduced to the Data Committee and/or the greater Board. These include:
  - United Way's ALICE and Benefits Cliff studies
  - Learnings from the Mayor's Guaranteed Income project
  - More information about labor force participation
- Data on jobs that pay a good wage and do not require a bachelor's degree
  - JOTF/JHU Study underway
  - Baltimore Metropolitan Council's Family Supporting Jobs research
- Worker-voices needs to be incorporated into data
  - Trainee surveys as part of Baltimore Data Bridge
  - Idea of replicating NW Ohio's Where are the Worker Study
  - Possibly have a resident advisory committee to the board – where job seekers can share experiences about what works well and what doesn't with Baltimore Data Bridge, will we be able to tell who does what works well?
- The Board should consider a definition and set of measurements around job quality. The Data Committee has begun to discuss this. Civic Works and the Baltimore Workforce Funders Collaborative have done some work around this that can be discussed to help shape a proposal.

### **Joanna Bartholomew, Chief of Strategic Initiatives, MOED shared:**

- There will be a special voting for the **2024-2026 Strategic Plan at the end of October.**
- December Quarterly meeting location to be determined.

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