



**10 Year Statewide Strategic Plan
Steering Committee
June 28, 2021, 2:30 PM - 4 PM
Via Zoom Meeting**

Meeting Objectives:

- **Establish Short List of Short-Term Outcomes Metrics**
- **Provide feedback on implementation people, process, projects**

Meeting Attendees:

- Martha Bentley
- Amy Landry
- Carlos Mello
- Charlene Virgilio
- David Daigler
- Laura Fortman
- Jeannette Andre
- Heather Johnson
- Kimberly Hamilton
- Ryan Neale
- Brian Whitney
- Christopher Quint
- Joan Ferrini-Mundy
- Peggy Schaffer
- Bill Longfellow
- Ana Hicks
- Melanie Loyzim
- Carol Woodcock, Sen. Collins' Office
- Sarah Lawrence, Rep. Pingree's Office
- Adam Lachman, Sen. King's Office
- Barbara Hayslett, Rep. Golden's Office
- Jack Butler, DECD Intern
- Taylor Cray, DECD Intern
- Kelsey MacKinnon, DECD Staff

Notes:

Item 1: Review of Collaborations submitted for June

Overview:

- DECD reviewed June's RFC submissions internally and found they both meet the guardrail guidelines. We'd like this group's feedback on one of the submissions that outlines very specific actions they'd be willing to take as collaborating partners – one is taking responsibility for the health focus in the Strategic Plan efforts and the

other is looking at pilot projects demonstrating the connection between health and prosperity. The submission fits within the guardrails, but it is a bit of an expanded approach.

Takeaways:

- Martha will ask the submission to clarify their expectation about what constitutes the health focus in the Plan and what it means to take responsibility for it, as well as how they'll integrate with existing efforts. Will share their responses back with the Steering Committee for consideration.

Item 2: Consider proposed short-term outcome metrics for tracking

Overview:

- DECD pulled out the metrics that are specifically outlined in the Strategic Plan document and shared those with a working group that will help us figure out how to track short-term progress (over the next 18 months to 2 years) against some of those metrics.
- We'd like feedback from the Steering Committee on:
 - Are we going in the right direction? What do you think of the approach of pulling metrics directly from the Plan document?
 - What are the right shorter-term metrics for the Plan's longer-term goals?
- The "Strategic Plan Interim Metrics for comments" spreadsheet includes the following information:
 - Column A: Strategy Area
 - Column B: Action Item – area in the Strategic Plan document where the metric comes from.
 - Column C: Metrics mentioned in the Strategic Plan document. The red text (e.g., "by XX from XX to XX") is trying to put more specific benchmarks and goals around the outcome metric; we'll also put a timeline around each metric, working with the work groups to determine what's realistic over the next 18 months to 2 years.
 - Column D: Related or slightly different metric recommended by the ERC
 - Column E: How the metric connects to the Strategic Plan's three overarching goals of growing the average annual wage by 10%, increasing the value of what we sell per worker by 10%, and attracting 75,000 people to Maine's talent pool (for a net gain of 10,000 workers)

Takeaways:

- We should come up with metrics for some of the other action items that don't already have explicit metrics called out in the Plan.
- We should be more specific and intentional around the equity piece and which populations we want to serve. Will need to set different targets depending on the populations and opportunities available.
- We should make clear the connection between increasing wages and increasing productivity.
- We should measure outcomes in the context of the various strategies and programs that we are implementing, and we should set aspirational but achievable goals.
- Need to determine who we are benchmarking ourselves against (the state, New England, the U.S.?).
- Could add a dimension to consider different targets and goals based on industry and region.
- Metric additions/adjustments:
 - Add labor force participation rate for immigrants.
 - Change "lower cost for childcare" to "help more families afford or pay for childcare"
- A small working group will work on determining the appropriate staging/sequencing for the various strategies and metrics. Email Martha if you are interested in participating.
- If you have any thoughts or examples of alternative, qualitative metrics or nontraditional ways of measuring impact, please send to Martha so she can share with the metrics team.

Item 3: Feedback on Collaborator communications toolbox

Overview:

- We shared the communications material toolbox that we've put together for the collaborating organizations. We'll be pulling together some of those collaborators to make sure they've met each other and know that we're supporting their work. Wanted to get any feedback or reaction you had on the communications material before we start the outreach. If you haven't had a chance to look yet, feel free to send your feedback via email to me and/or Jack Butler.

Item 4: Preview of the next few months

DECD Updates:

- A lot of this shorter-term work will be dependent on some of the Maine Jobs & Recovery Act continuing to make its way through the legislature. The legislature will be looking at the ARPA legislation in mid-July; hoping there will be final Treasury rules by mid-July. When we have a sense of what that looks like, we'll be able to divide up and begin working more pointedly on some of the program design pieces.
- In the meantime, we've been getting feedback from stakeholders around the program designs and work team inputs and connecting people to the various agencies that will be responsible for the different workflows. That will continue to be a little fluid over the summer and into the early fall, but the goal is to get the money out the door as quickly as we can and connect it as much as possible with the goals in the Strategic Plan.
- As this is happening, we'll continue to work on communications and stakeholder engagement. Both VISTA volunteer positions have been filled and will be joining us in August. We'll be sharing the volunteers with the Permanent Commission and working with them to make sure we're reaching the right communities. The volunteers will be out in communities having conversations and helping people connect in with some of this work.

Next Steps:

- Martha will follow-up with the collaborator submission and will share their responses with the Steering Committee.
- Email Martha (Martha.M.Bentley@maine.gov) if interested in participating in the small group to determine sequencing/staging of strategies and metrics.
- Email Martha and/or Jack Butler (Jack.Butler@maine.gov) if you have any feedback on the Collaborator communications materials.
- We'll skip the July Steering Committee meeting and reconvene in August.
- Martha will keep everyone updated with the metrics and dashboarding work.