

Work Group Priority Projects – Alignment with the Maine Jobs & Recovery Plan

Grow Local Talent Priorities	Maine Jobs & Recovery Plan Alignment
Coordinated Workforce System - Creating infrastructure via micro-credentials, outreach, and on-the-ground support to raise awareness, build cross-program connections, and create on-ramps for workforce development. Tap into the MaineSpark Adult Promise Navigator network to help with outreach and support around connecting workers to training/upskilling opportunities.	Expand the Maine Career Exploration Program: \$28M Train Workers Through Maine’s CTEs & Higher Education Systems: \$105M Connect Workers to Job Opportunities: \$15M Underway with NGA-WIN funded work plan (see work plan at end of doc)
Elevate three core workforce areas (healthcare, clean energy and education) as critical for focused attention.	Launch Health Workforce Initiative: \$15M Create Clean Energy Partnerships: \$8M
Expand Extended Learning Opportunity (ELO) efforts to communities (especially rural and LMI communities) and develop models for sustaining support for paid and credit-bearing internships for high school students, especially those who are at-risk.	Expand the Maine Career Exploration Program: \$28M
Re-brand of public workforce system	NGA-WIN funded (not in ARP, see work plan at end of doc)
Evaluating credentialing pathways for new Mainers. Determine how to help with the implementation of LD 149 if passed.	Advance Equity: \$8M
Increase compensation for early childhood educators through T.E.A.C.H. or similar program.	
Increase accessibility and quality of childcare by expanding grant opportunities, subsidies, and other stabilization funding for childcare centers.	Expand Child Care & Early Childhood Infrastructure: \$20M

Attract New Talent Priorities	Maine Jobs & Recovery Plan Alignment
<p>Broaden Existing Marketing to additional demographic markets -digital presence to host resources for BIPOC people to get plugged into Maine’s community (Live + Work in Maine and The Third Place). Build metrics to show page views and how many times content is shared out to determine reach via Google Analytics.</p>	<p>Advance Equity: \$8M</p> <p>Attract and Retain Workers: \$18M</p>
<p>Create narrative roadmaps to show how people get to Maine and what they engage with once they’re here, highlighting that Maine can be home to people with diverse backgrounds, skillsets, and cultures. The Third Place is creating a community survey in July to start building out a narrative map. Build out Statewide options in Welcoming Rural America program</p>	<p>Advance Equity: \$8M</p> <p>Attract and Retain Workers: \$18M</p>
<p>Scale the Portland Office of Economic Opportunity’s resource roadmap framework to other communities in the state to promote the resources available to residents in Maine’s different communities.</p>	<p>Attract and Retain Workers: \$18M</p>
<p>Attract Talent members will do a joint Google Analytics session to compare website traffic and build procedures to track how people hear about their organizations and where they go after they’ve connected with them. Will also determine how to measure success rate when someone exits. Will help organizations better target and coordinate outreach efforts and replicate statewide.</p>	<p>Attract and Retain Workers: \$18M</p>
<p>Build out metrics system to track people attracted to and retained in Maine, scaling Boots2Roots system</p>	<p>Attract and Retain Workers: \$18M</p>

Provide Supporting Infrastructure	Maine Jobs & Recovery Plan Alignment
Support GO MAINE by tracking and optimizing the program. Explore across agencies how we can scale existing employer initiatives tied to this program. Provide coordination, technical assistance, and resources to initiatives already working well, and identify any gaps.	Launch A Workforce Transportation Pilot: \$5M
Develop and implement a starter home innovation challenge, similar to the clean energy innovation challenge by MTI and the Governor’s Energy Office. Will tie in childcare and transportation accessibility as challenge components.	Build More Affordable Housing for Maine’s Workforce: \$50M

Promote Innovation Priorities	Maine Jobs & Recovery Plan Alignment
<i>Subgroups to convene on the following topics and put together to present and discuss in June work group meeting. Work group will identify concrete steps and metrics for prioritized projects in June meeting.</i>	
MIEAB reconfiguration underway. Subgroup to convene to determine how to move forward on the board’s 5-year plan and EPSCoR responsibilities. Will also work to identify the support, tools, and structure needed for the board to have a strong, proactive, and strategic role in setting innovation priorities for the state – incorporating the work of MxG.	Jumpstart Innovation: \$80M
Subgroup to convene to put together recommendations for achieving sustained R&D investment levels in Maine beyond the current influx of federal dollars.	Jumpstart Innovation: \$80M
MxG groups will pare down and formalize their recommendations for improving Maine’s entrepreneurial support ecosystem.	Jumpstart Innovation: \$80M
Subgroup will discuss any implementation plans and priorities that need to be established around the domestic trade program.	Establish A Domestic Trade Program: \$15M

Draft Workplan for NGA Grant For Reference

Goals	Coordinated Workforce System	Re-Branding/Marketing	Credentials of Value
Results	<p><u>Short-term (by August 1)</u></p> <p>Workforce system made transparent to job seekers and employers through:</p> <ul style="list-style-type: none"> • Agreement on a “portal” through which job seekers can access a range of services (immediate jobs, career pathways, benefits dashboard, Onward, financing options, where to find a coach, etc) • Career maps for 3-4 critical sectors mapped with links to education and training and placed on web in a portal. • Funding/financing for education and training detailed and on web. • State agency staff trained on tools to work with job and education seekers, with plan to train broader set of coaches and case managers in other agencies/organizations. 	<p><u>Short-Term (by August 1)</u></p> <p>Workforce system branded as a system (rather than one agency) and re-marketed to Maine residents and businesses by:</p> <ul style="list-style-type: none"> • Engaging a firm to discuss rebranding with workforce system stakeholders; • Brand developed • Creating a marketing plan including a focus on niche marketing to target populations and uses social media effectively 	<p><u>Long-Term (by end of 2022)</u></p> <p>Fill in gaps in career pathways and create more accessible steps in careers through establishing credentials of value that residents can easily access by:</p> <ul style="list-style-type: none"> • Creating industry advisory councils to offer input into needed credentials; • Creating agreements with MOOCs and other entities as needed to respond to industry demand.

Goals	Coordinated Workforce System	Re-Branding/Marketing	Credentials of Value
	<p><u>Long-term (by December 2021)</u></p> <ul style="list-style-type: none"> • Work across system providers to establish more coordinated business services, including outreach and engagement. 		
Work in progress	<ul style="list-style-type: none"> • Maine Job Link redesign almost complete • Career maps underway; Credential Engine, MCC and UME as foundational system in progress; financing map underway • Onward Maine • Database of organizations/providers can be adapted for warm referrals • Some staff cross-training underway 	<ul style="list-style-type: none"> • Emerging social marketing strategy can be adapted to broader Maine audience • Identification of vendor is underway 	
April 1-15	<p>Create map of existing tables and initiatives, identify how to align/pull together/who else needs to be at the table</p> <p>Finalize financing/funding map; create background training materials</p> <p>Create graphic of workforce system; including (not in one graphic) career</p>	<p>Engage rebranding/marketing firm</p> <p>Transfer McKinsey social media strategy and results to new firm for incorporation</p>	

Goals	Coordinated Workforce System	Re-Branding/Marketing	Credentials of Value
	paths, financing/funding, and transferable skills across industries.		
April 15-30	Initial career maps tested with public via Lewiston and 1-2 other venues. Final plan for putting workforce system, career pathways and financing on web. Identify any funding needed		
May 1-15	Meet with industry associations to review maps Create training plan for DOL/DHHS/higher education/adult education providers	Draft approach to rebranding and remarketing	
May 15-30	Test out initial training with 2-3 user groups (WIOA and FedCap, community colleges?)	Finalize rebranding and approve remarketing plan	Develop workplan for credentials of value work; identify work group and set meetings
June 1-15	Broader training implemented across more providers		ID landscape of MOOCs, micro credentials, badging and other efforts in Maine; create plan to engage key industries
June 15-30	Workforce system, career maps and financing go live	Launch initial remarketing	
July	Tweaks and revisions		Have full strategy for launching credentials of value work from August 2021-March 2022 (est).