,

STATE WORKFORCE BOARD   
June 9, 2023

9:00am – 12:00pm

Maine Department of Labor, Frances Perkins Room, 45 Commerce Center Drive, Augusta

Present:

Guy Langevin (Chair), Jason Shedlock, Colleen Hilton, Michael Tyler, Brenda Drummond, Bruce Noddin, Kim Moore, Rosa Redonnett, LuAnn Ballesteros, Tuesdi Woodworth, Megan Dichter, Vaughan Woodruff, Aileen Huang-Saad, Sara Gagne-Holmes, Grant Provost, David Dunning, Gordon McAleer, Allyson Coombs, Robin Wood, Alec Rogers, Laura Fortman, Sen. Mike Tipping, Rep. Amy Roeder (Virtual), Chris Morley (Virtual), Melissa Hue (Virtual), Julia Trujillo Luengo (Virtual), Jen Fullmer (Virtual), Adria Horn (Virtual)

Guests:

Andrea Wilson, RFP Coordinator, Bureau of Employment Services

Staff:

Chris Quint, Isaac Gingras, Karen Fraser (MDOL), Sam Dina (MDOL)

**Welcome, agenda review, and Introductions** **– Guy Langevin**

* Meeting started at 9:03 am.
* Guy Langevin welcomed everyone for joining and acknowledged Commissioner Fortman’s new role on Board and Kim Moore as representing the Title I and III seat.
* Members went around the table and introduced themselves.
* Quorum was met.

**Setting the foundation for the next Strategic Vision for Maine’s Workforce – Julia Trujillo Luengo and Chris Quint**

* Julia shared information on DECD’s work and updates on the 10-Year Economic Development Plan.
  + The plan was published in 2019 and was intended to set a roadmap for the state for the following 10 years.
* Plan had three initial goals:
  + Grow the average annual wages by 10%
  + Attract 75,000 individuals to the Maine workforce.
  + Increase production by 10%.
* There were seven strategies and areas of focus.
  + The two with relevance to the State Workforce Board would be “Grow Local Talent” and “Attract New Talent.”
  + There are strong elements among the plans to align talent with the needs of the state.
  + We need to increase our labor force participation rate among priority populations and from out of state.
* The pandemic in 2020 lead the state to re-evaluate the 10-Year Economic Plan and in response created the Economic Recovery Plan. This work influenced the spending directed by the Maine Jobs and Recovery Plan.
* DECD will be releasing their progress report before the next SWB meeting in September.
* There have been some gains across the three main goals of the 10-Year Economic Plan.
  + Wage growth up by 11.6%
  + Productivity up by 12.8%
  + There has been in increase in roughly 13,400 workers.
* Next steps include sharing progress so far and identifying any next steps.
* There are several areas that employers need to be engaged in the work and review.
  + There will be customized in-person and sector-based listening sessions.
  + Intention to work closely with DOL.
* Chris Quint spoke about the background behind the SWB’s last Strategic Plan and Vision.
  + The goal is to work over the Summer and Fall to gather input and create a clear, concise, and simple document of system-wide goals.
* Three goals of the Strategic Plan were in alignment with the 10-Year Economic Development Plan.
  + Increase the labor pool.
  + Increase credentials of value.
  + Create a connected and aligned workforce system.
* Progress on Goal 1
  + Implementation of the Industry Partnership grants.
* Progress on Goal 2
  + MCCS Training programs and opportunities.
  + Maine Apprenticeship Program investments.
  + Career exploration opportunities for those 16-24.
* Progress on Goal 3
  + Implementation of a new committee structure to help create more system-wide cohesion.
* WIOA also requires a 4-year State Plan, which will be aligned with both the Strategic Plan and any updates to the 10-Year Economic Plan.

**Director’s Report – Chris Quint**

* LD 120 was passed by the Legislature and signed by the Governor. Language aligns statute with committees and allows for the Governor to name a designee on the SWB.
* Maine Employer Summit recap
  + The Employer Summit was held in May with good attendance in-person and virtually.
  + Will be discussing next steps and identifying a potential role for the Board and Committees moving forward.
* MyWorkSourceMaine.org RFP update
  + The RFP is currently with IT Procurement and waiting for the final sign-off before it is released.
* Questions:
  + LuAnn Ballesteros: will there be follow-up with Employers who are accessing resources?
    - No specific tracking but we are working on ways to build on the momentum and interest in some of the topics.
    - There is definitely an opportunity to share as much information with partners as possible
  + There is still grant funding available around childcare and it would be good to share that with employers about onsite childcare.
  + Michael Tyler: are there examples of best practices for onsite childcare at Jackson Labs?
    - LuAnn mentioned that they have onsite childcare at their Ellsworth facility.
  + Michael Tyler: Were there examples of employers sharing best practices at the Summit?
    - Yes, the panels included employers sharing their own successful practices or lessons learned.
  + Colleen Hilton: There is an overwhelming amount of information, but it seems like the goal we are falling behind on is attracting new workers and increasing the labor pool.
    - The Summit allowed us to do some level-setting for employers and start to share data and information relevant. Focus was set on untapped labor pools and the ability to address hiring needs.
  + The Summit offered an opportunity for employers to talk about and share strategies.

**Approve minutes from December 9, 2022 & March 10, 2023 – Guy Langevin**

* Vaughan Woodruff motioned to approve the 12/9/22 meeting minutes.
* LuAnn Ballesteros seconded.
* Minutes approved unanimously
* Jason Shedlock motioned to approve the 03/10/23 meeting minutes
* Robin Wood seconded.
* Minutes approved unanimously

**Small breakout group work – Strategic Vision for Maine’s Workforce – Chris Quint**

* Chris highlighted how the breakout work ties back to the Strategic Plan and work that will be ongoing to collect information and feedback.

**Small breakout group report out’s**

* Members from each breakout group shared some of the key highlights that their group discussed.

**What questions do we want the strategic plan for Maine’s workforce to answer?**

1. Workers
   * What draws people to Maine? What are the obstacles to moving to Maine?
   * How do we increase attraction of workers from outside Maine? What are the sources of funding?
   * Immigrant and refugee integration:
     + certification & advanced English skills, effectiveness of our apprenticeship & upskilling programs, quickly learning English, meet them where they are, data on where they are, what jobs they hold
     + How can we reduce the time for New Mainers to receive work authorization?

* Priority populations:
  + - What are our strategies to engage people who are not in the workforce?
    - How can we retain priority communities by creating inclusive cultures? What’s working and where can we strengthen?
    - How do we re-engage our aging populations in ways they can thrive?
  + How do we address carriers to work – childcare, transportation, housing (affordable)?
  + How can we create better communications systems/processes with workers?
  + How do we address gaps in cost of living?

1. Employers
   * How can we help employers target people not in the workforce?
   * What do employers need to attract and retain workers?
   * What are employers doing that’s working? How can others replicate? How can public/private partnerships expand these best practices?
   * How can we create better communications systems/processes with employers?
2. System Coordination
   * How can workforce system reach out to workers and employers?
   * Who are the surrogates who can tell the story of the system and resources?
   * What is the role of each system partner?
   * How can we create better communications systems/processes to communicate system partners programs/successes/challenges?
   * How can we create better connections between the SWB and Maine’s congressional delegation?
   * How can we build and improve programs to make access easier?
   * What’s working based on investments from MJRP and how will we sustain those investments?
   * How do we build on synergies created by MJRP funded programs?

**What voices need to be included to shape this next plan?**

* + - Organizations that engage communities of color (e.g., minority chamber of commerce)
    - Immigrant & refugee serving communities
    - Recovery community (e.g., fresh start sober living in Bangor area, connecting them w/ jobs & laptops)
    - Aging community
    - People with disabilities
    - BIPOC
    - Justice involved
    - Incarcerated
    - Vets
    - Women
    - Young people
    - CTE’s
    - MCCS
    - JATC’s
    - Navigators & front-line workers
    - Municipal, county governments
    - Small business employers – less than 30 employees
    - Policy makers
    - State Chamber and Local Chambers

**What role can SWB members play in this input-gathering process?**

* + - Continue to keep informed & try to facilitate these discussions within our networks
    - Connection between municipalities & county government—role of city & town councils and county commissioners, bringing together elected officials
    - Distribute survey(s) to constituents
    - Host in-person and virtual listening sessions

**Presentation – Virtual One Stop American Job Center – Andrea Wilson**

* Kim Moore provided some context around the creation of the virtual AJC and create a system that works and is accessible for everyone.
* Andrea Wilson, the RFP Coordinator for the Virtual American Job Center provided a presentation on the RFP, which was recently closed and the Department is in negotiations on a contract with Portland Web Works, who was the selected vendor.
  + The Maine Department of Labor and the three LWBs received a grant to create the Virtual AJC.
  + The goal is to help workers with trouble accessing programs and CareerCenters.
  + The technology solution will allow individuals to access the CareerCenters at any time.
  + It will learn in real time to expand the customer needs based on their feedback.
  + Mobile accessible.
* Chris Quint flagged that the project is in alignment and being done with MyWorksourceMaine.org, which is not intended for the actual intake.
  + The intent is to have the sites work in tandem so it is not noticed when moving between.
* It is important to acknowledge the multiple constituencies being served.
* There is also intention to try and coordinate the marketing approaches if possible.
* The go-live date should be set once the negotiations are complete with the vendor.
* Multiple partners will be involved in the development of MyWorksourceMaine, including DOE.
* Senator Tipping: will the vendor have any extensive knowledge of outreach practices to the immigrant community?
  + There is a focus on user-centered design principles, which includes accessibility to immigrant communities.
* Adria Horn: Has there been discussion around the use of ChatGPT or AI?
  + All state policies and regulations will apply to state sponsored sites, including ChatGPT or Tik Tok.

**SWB committee reports**

* Industry Leadership - Chris
  + The Industry Leadership Committee has received several updates from Industry Partnership grantees on their work.
  + The committee has had conversations about how employers access information about services or receive information from partners about workforce services.
  + Work is currently ongoing to create a matrix of communications to employers from partners, including state agencies, UMS, MCCS, LWB’s, and others
* SWEET – Chris
  + Letter from the SWEET Committee on the survey developed is being finalized to share with program partners that the information is relevant to.
  + Committee spent time learning about the benefit cliff and the benefit cliff tool that will be rolled out for use in consultation with coaches and navigators to help individuals understand the impact of the benefit cliff on their training and job search.
  + The committee also discussed how they can help increase understanding of benefit cliffs and the impact of looking for work or training as a jobseeker.
    - Kim Moore added some additional context on the tool as being used to help individuals plan for getting back into the workforce and understand what happens to their benefits as they advance.
* Workforce System Coordination – Karen
  + Testing use of Microsoft Teams for committee communications with the goal of determining if this tool would be useful for more system wide communications coordination.
  + Exploring possibility of utilizing LinkedIn as a tool to better communicate with employers
  + Will be inviting staff who oversee Maine.gov email list serves to provide information to Committee members
  + Creating a user guide for Maine.gov email list serve usages for Work Source Maine communications
* Commission on Disability and Employment
  + Finalized 2023 Work Plan
  + Began development of educational presentation with target of October presentation
  + Reviewed previous disability employment recommendations to policymakers from 2007-present
  + Discussed membership gaps in light of Work Plan & identified contacts to invite

**Public comment**

* Jean Coltart, who is a member of the Commission on Disability and Employment spoke to provide some background on herself and the important role of the CDE.
* Erin Benson, Director of CWMWDB, gave an update on an event held with the Maine Counseling Association that was called, “If Not College, Then What.” The session had a panel discuss opportunities that don’t include a traditional 2- or 4- year education. SWB Member Grant Provost joined as a participant.

**Meeting evaluation & closing remarks**

* Chris handed out evaluation forms that were returned at the end of the meeting.

**Meeting Adjourned at 12:00 pm**

**Next Meeting:**

September 8, 2023

9:00am - 12:00pm

Location: Jackson Labs, Bar Harbor