**State Workforce Development Board**

**Agenda**

**September 13, 2024**

**MDOL, 45 Commerce Drive, Augusta**

*Present:* *Vaughan Woodruff, Robin Wood, Gordon McAleer, Ryan Bushey, Tuesdi Woodworth, Kim Moore, Dave Dunning, Jen O’Leary, Elissa Rowe, Phoenix McLaughlin, Alec Rogers, Joy Gould, Laura Fortman, LuAnn Ballesteros, Adria Horn, Megan Dichter, Corinne Watson, Abe Furth, Joe Pietroski, Grant Provost*

*Guests: Mark McInerney, Ginny Carroll, Shannon Fair, Daniel Estes, Heather Stott, Erin Benson*

*Staff: Chris Quint, Isaac Gingras, Molly Thompson*

**Welcome, introductions, agenda review**

* Vaughan opened the meeting at 9:04 am, allowing additional time for members to join.
* Everyone went around the room to do introductions.

**Director’s Report**

* Chris welcomed and introduced Molly Thompson as the newest member of the State Workforce Development Board Staff. Molly is joining as the Industry Partnership Program Manager.
* The State Workforce Development Board will be creating an ad hoc committee to work on reviewing and revising the Board bylaws.
  + The plan is to meet outside of the regular Board meetings and bring back recommendations to the whole Board at the June 2025 meeting.
  + Chris advised to reach out if interested in serving on the ad hoc committee.
  + LuAnn Ballesteros mentioned that she would be interested if time allows.
* Chris also mentioned that there will be a new ad hoc committee pulled together in order to review workforce system policies of the Board.
* The Commission on Disability and Employment has created a lunch and learn that they would like to test with the Board. Please be aware of an invite to this event.
* Chris shared the meeting schedule for the remainder of 2024 and all of 2025.

**SWDB Committee Planning**

* Moving forward, we are looking at reinvigorating the committees of the Board and looking at their specific roles in the implementation of the WIOA State Plan and the 10-Year Economic Plan.
  + Please reach out to let us know of your interest because we will need Board members to serve on committees.
  + We would also appreciate members volunteering to take on committee chair roles.
* The intent is to have committees aligned with ongoing work of the state through the WIOA State Plan and the 10-Year Economic Development Plan.
* Three committees:
  + Worker Employment, Education, and Training Committee
  + Industry Leadership Committee
  + Workforce System Coordination Committee

**Action Item – Meeting Minutes**

* Vaughan called for a vote on the meeting minutes from June 14, 2024.
* Gordon McAleer made a motion to the approve the minutes, Robin Wood seconded the motion.
* The vote was unanimously approved by the members present.

**ACTION ITEM –High Wage/In Demand list review and recommendation**

* *SWDB makes recommendation to Commissioner Fortman for her review and approval.*
* Kim Moore presented the CSSP High Wage/In Demand occupation list memo for the Board, which was sent as a pre-read.
  + Based on the occupations that fell between 20 and the past cut off of 35 for the classification, the decision was made to have high demand classifies as more than 20 job openings.
  + Each unique SOC code now includes some example job titles.
* Kim suggested adding SOC code 21-1012, which covers educational guidance and career counselors. This was missed during the initial review and creation of the High Wage/In Demand occupation list.
* Gordon McAleer: How are the averages determined? Are they regionalized or just statewide?
  + Averages are based on statewide data.
* Adria Horn: How are the openings assessed? Is there a possibility they could be double counted?
  + Mark explained that the source of the data is the 10-year Job Outlook for 2022 – 2032. They utilize data and projections to forecast the openings.
* Alec Rogers: Are you able to characterize the major differences between the proposed list and the previous list of occupations?
  + Mark McInerney noted that there were no specific differences that stand out.
  + Kim stated that there has been an increase in wages for many healthcare occupations, which lead to more of those jobs being added, such as paramedics.
* LuAnn Ballesteros: There are specific animal husbandry jobs at JAX that may qualify. Is there a way to look at them in relation to CSSP?
  + Kim clarified that the job did not require certification/degrees so not a fit for CSSP.  Training is provided on the job, which makes it and their new hires a possible match for WIOA OJT support.  Will make the connection to EMDC.
* Robin Wood: The jobs on this list are only connected to the CSSP program and available funds?
  + Kim stated that yes that is correct, CSSP funds will be used for participants pursuing credentials in these occupations.
* Adria Horn: Did anything come off the list from the previous version?
  + Kim stated that the CSSP team will follow-up and review this.\*
* Ryan Bushey: What does the program cover and for how long?
  + Kim provided a general overview of the program.
* Dave Dunning: How do you identify individuals for the program?
  + The CSSP team does outreach to individuals through college campuses at both the community college campuses and university system campuses. The team also works directly with workforce system partners to outreach to participants.
* Adria Horn: Is there a specific intersection for use of the program by New Mainers.
  + Kim outlined recent rulemaking changes that eliminated the requirement for work authorization.
  + Adria suggested this change should be clearly marked on the website so it is very clear for New Mainers.
* Joy Gould: Could you discuss how this aligns with the Department of Health and Human Services and talk more about co-enrollment?
  + Kim explained how the program occupations are aligned with the HOPE program at DHHS and that there is a priority to focus on co-enrollment of services.
  + Kim explained how the funding can occasionally be used on evaluations of foreign trained credentials based on the situation.
* Adria Horn: Mentioned that is would be interesting to see moving forward if any jobs come off of the list due to the rise in AI and the replacement of certain jobs.
  + Mark stated that CWRI could potentially look for trends but it could be difficult to track.
* Vaughan Woodruff asked for a motion to formally recommend the HIWD list to Commissioner Fortman for her review.
  + LuAnn Ballesteros made the motion to formally recommend the list to the Commissioner.
  + Gordon McAleer seconded the motion and included a friendly amendment, which would add SOC 21-2012. This friendly amendment was accepted by LuAnn Ballesteros.
  + The Board voted on the following motion: To formally recommend the suggested High Wage/In Demand list with the addition of SOC 21-2012.
    - *Yay: Vaughan Woodruff, Robin Wood, Gordon McAleer, Ryan Bushey, Tuesdi Woodworth, Dave Dunning, Elissa Rowe, Phoenix McLaughlin, Alec Rogers, LuAnn Ballesteros, Adria Horn, Megan Dichter, Corinne Watson, Abe Furth, Joe Pietroski, Grant Provost*
    - *Nay: None.*
    - *Abstain: Laura Fortman, Kim Moore.*
  + The motion passed and the list will be finalized and shared with Commissioner Fortman for her review and approval.

**Presentation – Maine’s Changing Labor Market**

* Mark McInerney from the Center for Workforce Research and Information walked through a presentation on [Maine’s Changing Labor Market](https://www.maine.gov/labor/cwri/blogs/ChangingLaborMarket.pdf).
* Mark explained how the research agenda for the CWRI team has been impacted by the pandemic and studying its impacts on the workforce in Maine.
  + Generally almost all of the industries impacted by the pandemic have recovered or exceeded pre-pandemic levels.
* The presentation from Mark focused on the interconnections of populations and jobs and also industries and occupations.
* Over the decades going back to 1990, there has been a clear shift away from manufacturing jobs. Many sectors have remained similar or grown where manufacturing has 40,000 less jobs in that time span.
* Vaughan Woodruff: Is there any correlation between the decrease in manufacturing and the increase in healthcare?
  + No real connection between the two industries. An aging population has helped lead to the increase in healthcare sector while automation, mechanization, and import competition creating the decrease in manufacturing.
* Adria Horn: What are the top three areas of the manufacturing sector?
  + Transportation (ship building)
  + Food and Beverage (breweries)
  + Chemicals and Pharmaceuticals
* Phoenix McLaughlin: How much of the decline in office and administrative support correlated to automation?
  + Automation has had an impact on this sector, especially because many of the time-consuming tasks now have tools available that can address them quicker.
* Vaughan Woodruff: How do specific roles fall into different categories and sectors such as project management in construction?
  + If there is a direct employment relationship, the occupations are classified under the employer’s specific sector.
  + Follow-up questions were answered explaining this relationship and how it works under sectors like government and healthcare.

**Small Group Work - Review Maine Industry Partnership Collaborative**

* Molly Thompson has worked over the past couple of months to design a draft Maine Industry Partnership strategy that is being presented to the SWDB.
* Molly walked through slides detailing the Maine Industry Partnership Collaborative and walking through suggestions moving forward. This was the result of a lot of research and conversations with twelve other states of various sizes to better understand how they have stood up successful programs.
* Purpose of the collaborative is to help drive and guide the work in Maine.
* The targeted industries align with what was include in the 10-Year Economic Plan refresh and the WIOA State Plan.
  + One industry that was added was creative placemaking, which is arts and culture funding that typically tries to preserve cultural heritage.
* Gordon McAleer: Would you be able to define what advanced manufacturing is?
  + Looking at manufacturing work from a LEAN perspective and looking at creating products with additional value added and broader use.
* Adria Horn: Does the category the industry falls under define their overall priority?
  + No, the categories align with the 10-Year Economic Plan and the WIOA State Plan.
  + Adria followed up by asking if agriculture and aquaculture should be reclassified as “foundational.”
* Joseph Pietroski: Are there size requirements for being a part of an industry partnership?
  + There are no specific size minimum requirements.
* Ryan Bushey: Will you be looking for letters of support from partners and members of the SWB that are interested?
  + Yes, that would be helpful and would be a low bar of entry. Other opportunities may include being a sub awardee on grants.
* Adria Horn: How would this integrate with Work Source Maine?
  + Work Source Maine will be the site that the information is shared on and a vendor was recently selected. We are currently finishing contract negotiations.
* Jen O’Leary: What would success look like in 2-3 years?
  + Would like to stand up two to three new partnerships per year.
  + Try to establish a dedicated source of funding for the program.
  + Work will fit most cleanly into the Strategy G from the 10-Year Economic Development Plan, which is focused on Hubs of Excellence.
* Ryan Bushey: From experience, having non-continuous funding can be one of the biggest barriers and can impact the momentum of the projects.
* Adria Horn: It may be worth having Industry Partners get involved with the Industry Leadership Committee.
* LuAnn Ballesteros: Do we have any sense of what the annual funding would be?
  + We can go back to look at the exact numbers but Chris provided general frame of reference for the current scope of the grants.
* The Board broke into three small groups to discuss the following questions.
  + Responding to the strategic plan (does it look like what the board wants from this collaborative, and have we missed anything).
  + Brainstorm common set of metrics and/or data collection techniques they would recommend to new partnerships.
  + Brainstorm what resources you would like us to build to support current and future partnerships.

**Workforce System Partner Presentation – Michelle Anderson, CEO of Junior Achievement of Maine**

* Michelle Anderson, President and CEO of Junior Achievement of Maine joined the meeting to provide awareness of the work they do and intersections with the SWDB.
* The mission is to inspire and prepare K-12th grade students to be career and life ready.
  + Three main goals:
    - Work and career awareness.
    - Entrepreneurial Mindset.
    - Financial decision making.
* Junior Achievement (JA) cultivates mindsets and skill sets that help students envision choice filled lives.
* In the 2023-2024 school year, 13,350 students were impacted and there was an increase in volunteer hours.
* JA works directly with school districts to create tailored, hands on learning experiences for their students. All of the experiences are designed to meet the district’s educational needs and standards.
* As part of JA’s long-term planning, they are looking at creating an experiential learning center in Southern Maine, where students can utilize what they learned in the classroom and put it to practice in a simulated environment.
* Adria Horn: It is important to recognize the need for workers into the future and JA is a fantastic way to embed the interest in careers and trades early.
* Vaughan and the rest of the Board thanked Michelle for sharing her presentation.

**Public Comment Period**

* Vaughan Woodruff opened the meeting for any comments from the public and there were none.

Adjourn

* Meeting adjourned at 11:58 am.

***Next SWDB Meeting  
December 13, 2024, 9:00am – Noon***

***Location TBA***