



**ROCKVILLE ECONOMIC DEVELOPMENT, INC.
WORKFORCE EDUCATION COMMITTEE MINUTES**

November 16, 2020






2:00 PM – 3:00 PM

Via Zoom

ATTENDEES: Alexis Castillo, Jacki Davis, Kathryn Davis, Steve Greenfield, Ed Harrington, Jennifer Hester, Kim Kelley, Carla Merritt, Julie Monshemvula, Catherine O'Brien, Cindy Rivarde, Annica Wayman

Dr. Kim Kelley introduced the newest member of the Committee, Jacki Davis, Regional Business Solutions Consultant, Maryland Department of Labor Workforce, representing Prince George's and Montgomery counties. The group then introduced themselves to Ms. Davis.

Discuss next steps for the December 3 roundtable event:

-  Moderator is confirmed
 - Dale Cyr, CEO, Inteleos
-  Panelists were confirmed
 - Morgan Sullivan, Senior Managing Director, JLL (Panelist)
 - Bob Fox, Chairman & Principal, Fox (Panelist)
 - Stacey Rollinger, Director of Human Resources, EMMES (Panelist)
 - Brian Cotter, Senior Vice President of Leasing , JBG Smith (Panelist) (changed from David Ritchey)
 - Millennial Voice (Bob Fox to procure)
-  Conversation will focus on how the workplace is changing because of COVID and because of the expectations of the younger generation.
-  One of the objectives is to create more synergy between education leaders and business leaders in Rockville and the surrounding areas. Some topics will be, what are the upcoming workforce needs and what training programs are available.
-  Others that have been invited are:
 - Ulyana Desiderio, Director, BioHealth & Life Science, Maryland Department of Commerce
 - Cynthia Grissom, Director of Business Solutions, Worksource Montgomery
 - Aneta Lefterov, Maryland Business Works, Business Consultant at Maryland Department of Labor

Decide on a title for marketing the December 3 Roundtable: What Is the intersection point between this issue and Workforce Development?

- ✚ The expectations of the incoming workforce are changing.
- ✚ Are these expectations reasonable?
- ✚ There is a transition between education and training and becoming an employee that an educational facility can help ease.
- ✚ Since education is now in a virtual format it is helping ease people into a virtual workforce where collaboration is done remotely.
- ✚ How do we prepare new employees for the business's culture?
- ✚ What is the difference between strategically planned remote and emergency remote in the workplace?
- ✚ How do we prepare future workers for the new environment?
- ✚ For managers, how can they monitor their employees who are working remotely?
- ✚ Educational institutions can help employers by offering training for virtual management.
- ✚ A lot of work is now project based. Virtual management education deals with how to start and finish a project on time, on budget and how to build stakeholder relationships.
- ✚ Employers are shifting from an emergency remote work to a more strategic workforce design. They are figuring out who works remote, who goes face to face and what communication elements need to be in place to facilitate the best plan for their business.
- ✚ What management traits are needed for this new environment?
- ✚ How do furloughed employees keep their skills sharp while not working?
- ✚ Students should be taught the importance of finding a mentor in their workplace. This will help with their understanding of the corporate culture. This is difficult to manage in the current virtual environment.

How to market the roundtable:

- ✚ “Spaces, Places and Skills: Creating community, not silos” was suggested as a title.
- ✚ This will encompass the needs of a variety of industries.
- ✚ It was suggested to add a representative with skills training expertise to the panel.
- ✚ Steve Greenfield and Kathryn Davis from Montgomery College are going to recruit faculty members with skills training expertise to add to the panel. They will forward their names to Dr. Kelley.
- ✚ Dr. Annica Wayman from USG/UMBC will also recruit someone to represent the biotech area. She will forward the name to Dr. Kelley.
- ✚ A panel discussion of what the needs are could be followed by a response panel that would talk about how to address those needs.
- ✚ The panel discussion will be approximately 45 minutes.

- ✚ There is an EMMES/MC promo that will be out soon. An edited version could be used as the Segway between discussions. Jennifer Hester will forward this to Dr. Kelley and she will distribute to the group and work with MCTV to get it edited down to a minute or two.

Framework for the panels: Questions

- ✚ The panel discussion will be approximately 45 minutes.
- ✚ Discussions will focus on how COVID has moved employers to a more remote environment for many businesses on a faster timeline than expected.
 - What are employers, real estate developers and architects seeing as the future of space - what is impacting you currently - what things will stay the same, and what will change?
 - What has COVID taught us about where we should go in designing and delivering commercial space? A transition from the open environment? How do we still encourage engagement (around the water cooler idea) when there is a mix of virtual, hybrid and on premises workers? Is there an effective virtual water cooler? What creative solutions for space are you working on?
 - What kinds of professions/job skills are you seeing that are able to work remotely - and which ones cannot? How will employees collaborate?
 - What adjustments do you see employers/managers having to make to manage the new environment? How are you approaching this?
- ✚ Then the "response panel" of educators would bring in the education perspective on these issues.
- ✚ The objective is to show the intersection of this conversation with the talent development component.

Draft Agenda

- ✚ 45 minutes for Panel Discussion
- ✚ EMMES/MC Video (1-2 minutes)
- ✚ 30 minutes for Educators Response Panel Discussion
- ✚ 20-30 minutes for Q&A