



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

July 29, 2020
11:00 a.m. – 12:00 p.m.
Via Zoom

FEEDBACK FROM THE PARTICIPANT POST WORKSHOP SURVEY

- There were eleven survey responses
- 10 people thought it was great, that they would recommend it. They thought the roundtable was an opportunity for people from different sectors to share their thoughts about the future of the workforce.
- Most people thought it was organized
- Some of the objectives weren't very clear.
- Roundtable facilitators were good. They were highly individualistic in how they handled their breakouts.
- 27% of the survey respondents gave five stars, 50% gave four stars, and 27% gave three stars. The number of stars may be linked to clear objectives. If we were more industry focused, the perception would be that we hit objectives more concretely whereas the broader we go it won't seem that way.
- What opportunities exist for collaboration among the many entities striving to advance the workforce in Montgomery County? That's a future recommended discussion.
- We've got the Dale perspective which is really specific, give us something that employers need now.
- What are our opportunities for collaboration?
- What does collaboration mean to you?
- Would like to come back and share ideas for employees and hiring
- Dr. Kevin Long's presentation was very well received
- Having a speaker is critical
- If Dale wants to do the virtual office, we need to bring in one of our colleagues. Do we want to have somebody speaking on the topic and then have the facilitators do breakouts?
- If we go with Dale's idea, what's the thematic connection? What's the alignment with employer attraction and retention in Rockville?
- Having a panel might be a good thing because we can get a few people to participate
- Like the idea of either having a premier guest speaker or a panel, but something that will serve as the shiny object to get people's attention and keep them around for the discussion. However, everybody is so busy that we do need some kind of a magnet.

- People need to feel that they are being given something that is worth their time
- Another topic that rose up was the soft skills, power skills gap. It might be that a different forum is more appropriate to have the office, landscape, real estate, impact of COVID.
- Steve Greenfield mentioned that one idea that might tie together the premier speaker is to invite Mark Drury, CEO of Shapiro and Dunkin is new to the workforce board and the chair of the county workforce board, and Leonard Howey is the interim executive director. It would be interesting to have them as featured speakers so that we're connecting with the broader energy on workforce and showing people how they can connect.
- We could have Dale, Mark Drury, and Leonard Howey on a panel and also be facilitators.

NEXT STEPS ON EMPLOYER ROADMAP

- Jennifer Hester discussed that this committee needs to decide how we best present the workforce opportunities that are available and also best represent the needs of the organizations that are representative of not just the people that joined the roundtable discussion but organizations that we would hope to provide and establish the pipeline of talent. What's most helpful is seeing the inputs. Where is the labor and talent coming from? For example, Montgomery College is providing workforce talent into the talent pipeline. We have local and state agencies such as the American Job Center providing talent into the pipeline and showing that sometimes the pipeline may start even before Montgomery College such as high schools, other college's, etc., showing the inputs and outputs of where the talent is going to. In some cases, an output could be another university, for instance, if people want to go to Montgomery College and get a two-year degree and then go to another college to finish their four-year degree, there may be another path there and they go to entities that are hiring them. We could use the roundtable feedback of these entities that we talk to giving input of their needs, so now where along this roadmap are those skills being provided and what is the timing that one would expect those skills be provided by? Where are the skills coming from? The roadmap should be a series of inputs and outputs of labor and where along the timeline they are receiving the additional skills they need. An employer can look at this roadmap and say that they need a data manager skilled as such and now understands where the people are coming from and also understand the length of time the person would need to be trained.
 - Dr. Kelley asked if she was thinking it would be a career/job focus with the organizations. For example, asking that they need a certain position and is this pipeline by position or by field?
 - Jennifer responded that it should be done by skill.
 - When it comes to marketing and communicating with others about what a person can do they can go to Montgomery College and take classes that could help them find positions for employment.
 - Dr. Kathryn Davis asked if a pipeline or ecosystem would be more advantageous. REDI could create different ecosystems for different industries or different ecosystems based on different skills.

- Jennifer answered yes. One of the decisions would be how do we best present this to multiple interested parties. Having it by skill set is great because there are a lot of industries that require the same skill set. The ecosystem, which is a great way to describe this, is exactly what this roadmap is.
 - Dr. Kelley mentioned that this also sounds like we're creating guided pathways, guiding people to various resources. Are we going to create an ecosystem and create areas within the ecosystem within the skill set? We would need to define those skills within the ecosystem.
 - Jennifer responded that if this representational ecosystem can be created and understood, we would be giving a platform for everyone to communicate on the same page.
- Dr. Kelley mentioned that the Center for Adult and Experiential Learning (CAEL) works with the regions, communities, and areas to develop a cohesive portal to show the educational ecosystem for non-credit, credit, and the workforce. It wouldn't be free and may not be necessary, but she mentioned that it provides consulting support to help develop the ecosystem for employers and employees. Dr. Kelley worked with CAEL when she was in Wisconsin to create employment zones and opportunities. She worked with Scott Campbell and was wondering if REDI was interested in meeting with CAEL.
 - Cindy Stewart liked the idea but was wondering about the cost.
 - Dr. Kelley was unsure of the cost but said she could certainly ask Mr. Campbell.
 - Carla Merritt is also interested in meeting with CAEL.
 - Dr. Kelley mentioned that REDI could use an organizing group to help create this because it's such a big job and CAEL's idea is to drive economic growth through robust and talented workforce. They have an inclusive development network. They work with people to increase knowledge and capacity approaches for workforce development efforts in your area.
 - Carla mentioned that this could also be shared with the Women's Business Center.
 - Dr. Kelley thought it would be good to invite Dr. Genevieve Floyd from MCPS to the table as well.
 - Steve Greenfield thought this would be helpful for students and the county.
 - The REDI committee was onboard meeting with CAEL.
 - Dr. Kelley will reach out to CAEL.

NEXT ROUNDTABLE EVENTS

- Dr. Kelley asked the committee where do they want to go from here. Some of the feedback from the last roundtable was power skills and getting employer feedback on the talents that they need which would help to define skill sets that employers are looking for. This could be done by segments or industry.
- Cindy Stewart wondered if at the next roundtable we bring in workforce development for leaders such as the one's Steve Greenfield mentioned and the purpose would be for employers to meet with the workforce development board to get feedback on what the employers need.

- Steve Greenfield mentioned that the workforce by law has to be 51% industry.
- Dr. Kelley asked if the committee was talking about having the board members as the panel to discuss their status and have an open conversation with industry leaders.
 - Ryan Gandy mentioned that it would have to be a public meeting if there were a certain number of board members in the roundtable.
 - Steve mentioned just go with the two board members.
 - Cindy said if we like what CAEL has to say they could be a speaker.
 - Carla mentioned that the workforce committee isn't public but the board meetings do have a public requirement.
 - Steve thought Jennifer would be a good person to have on the panel so she could speak about the roadmap.
 - Jennifer responded that she would not feel comfortable speaking about the roadmap since this committee is just getting started.
 - Dr. Kelley recommended that Jennifer could talk about the skills that she needs from her employer and segway into the employer conversation.
 - Jennifer thinks it's important for us to know who do we want representing. This could be a wonderful opportunity to bring more people in.
 - Carla mentioned bringing someone in from bioscience.
 - Cindy mentioned Freddie Mac and Westsat.
 - Who is out there that is not on the board that might want to be more involved that we could invite to speak?
 - Should Choice be invited to represent the hospitality industry?
 - Cindy responded that they've been trying to get Patrick Cimerola, who is their HR director to participate with the REDI board, but he has been hard to connect with. Right now with post-COVID the hospitality industry is stressed.
 - Jennifer said that would be more of an incentive to invite them.
 - Dr. Kelley said the hospitality industry needs different skill sets to pivot.
 - Carla mentioned to also invite the biotech industry.
 - We want to plant certain industries in the conversation, for example, biotech, HR, and hospitality.
 - Carla will reach out to Biogenesis. Dataprize has also done work with Montgomery College. Steve Greenfield will reach out to them.
- Dr. Kelley mentioned getting an invite list and host the next roundtable at the end of September. We should think about who will be the panelists, but REDI should meet with CAEL prior to the roundtable and get the logistics of what they can offer.
- Dr. Kelley also asked the committee if they had any thoughts on another topic of discussion for the roundtable. Should we invite Dale to the next meeting?
 - Cindy responded that this committee already has a lot on its plate with the September roundtable and thought we could wait to invite Dale to the October roundtable. She could see Dale's conversation paired with what's happening in the commercial real estate area. For example, what's happening with office space and with commercial real estate.

- Dr. Kelley thought that would be a great theme to pair with the hospitality industry.

NEXT STEPS

- Dr. Kelley will schedule a meeting with CAEL and with the REDI group following the CAEL meeting.
- Cindy mentioned that there is talk of power skills which might be more of a future topic and drilling down between what do the educational institutions offer for training, what's happening during course work to get students capable of those areas, and what are the specific problems that employers are seeing with the workforce in those skills gaps.