



**REDI BOARD WORKING SESSION
AGENDA
March 20, 2021 8:00 a.m.
VIA ZOOM**

<https://us02web.zoom.us/j/81378970047?pwd=NnkvTUw1RVZxV0dia25CUHVOZE0ydz09>

Meeting ID: 813 7897 0047

Passcode: 197807

One tap mobile

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8:00 Welcome and Goals for Session.....Susan Prince

**8:10 Presentation.....Dr. Kevin Long
Local Workforce Trends**

Dr. Kevin L. Long is the Deputy Chief of Staff for Policy and Planning at Montgomery College, where he leads the College's strategic planning process, manages the development and review of College policies and procedures, and conducts environmental scans and labor market analysis for a variety of internal and external stakeholders. He holds a Ph.D. and Master's in Public Administration and Policy from Virginia Tech and a Bachelor's degree in Criminal Justice and Sociology from Roanoke College. Kevin also serves as an adjunct faculty member in the Public and International Affairs Department at George Mason University.

8:40 Brief Discussion about Dr. Long's presentation

9:00 Review of FY 2021Cindy Rivarde

9:15 Strategic discussions.....Board/Staff

- *Topics will be discussed in breakout sessions with high level report back to the group*
- *Assign a minute taker at the beginning, who must provide written minutes of the session to Cindy to compile at the end*
- *There may be visitors in your session who are observing and not participating in discussion*

Break Out Session Number 1 - Talent Alignment Efforts

a. The Problem we need to address:

Here are some from prior discussions – are they still relevant? Any tweaks or new issues?

- There are siloed resource providers

- It is difficult for businesses to navigate the information about available resources
- There is not enough communication between businesses and educational institutions at strategic and tactical levels

Prioritize the top issue REDI should address for FY2022.

- b. What metrics would show success?

9:45 Return to Group for Discussion and Report Out

10:00 Break

10:15 Break Out Session Number 2 - Business Attraction and Retention

- a. The Problem we need to address:
Here are some from prior discussions – are they still relevant? Any tweaks or new issues?
- Rockville is not competitive with other communities
 - REDI does not provide valuable information or services to businesses, site selectors and/or brokers
 - Rockville's Incentive Programs are not effective enough

Prioritize the top issue REDI should address for FY2022.

- b. What metrics would show success?

10:45 Return to Group for Discussion and Report out

11:00 Break Out Session Number 3 - Marketing

- a. The Problem we need to address:
Here are some from prior discussions – are they still relevant? Any tweaks or new issues?
- Rockville lacks a coherent sense of place and brand for business
 - Rockville lacks a sense of excitement to attract and retain talent
 - Rockville does not have a clear sense of the business/site selector/broker needs

Prioritize the top issue REDI should address for FY2022.

- b. What metrics would show success?

11:30 Return to Group for Discussion and Report Out

11:45 – Closing Discussion

Noon – Adjourn