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*Serving as the Workforce Investment Board for the Lower Shore of Maryland*

The regular quarterly meeting of the Lower Shore Workforce Investment Board was held on Wednesday, April 8, 2015 at 11:00 a.m. at Captain's Galley II, Ocean City, MD.

**Members present:** Ruth Baker, Howard Crossan, Greg Eberts, Paula Erdie, Stephen Franklin, Joey Gardner, Dan Kuebler, Walter Maizel, Patti Mannion, Freddy Mitchell, John Ostrander, Jennifer Shahan, Renee Stephens, Joy Strand and Donna Weaver.

**Members absent:** Peggy Bradford, Christopher Eccleston, Sandy Fitzgerald-Angello, Robert McIntyre, Tony Nichols, David Tawes, Danny Thompson and Maria Waller.

**Staff present:** Milton Morris, Shannon Alexander, Opal Camper, Jennifer Joynes, Dione Shaw and Becca Webster.

**Guests in Attendance:** Brianna Palmer, Salisbury University Communications Intern, Conal Turner, Somerset County Schools, Diane Stulz and Jeff Wootten, Worcester County Schools, James Holbrook and Mark Thompson, Wicomico County Board of Education and Jill Heathfield, Wor-Wic Community College.

WIB Chair, Joey Gardner, called the meeting to order at 11:00 a.m.; a quorum was present. He asked for a motion to approve the January 14, 2015 minutes.

**MOTION:** Howard Crossen moved to approve the January 14, 2015 meeting minutes as submitted. Stephen Franklin seconded motion. The motion was unanimously approved.

Steering Committee nominations were next on the agenda. Nominations were Greg Eberts from the public sector to replace Jennifer Shahan and Joy Strand from the private sector to replace Donna Weaver.

**MOTION:** Howard Crossen moved to approve the nominations. Walter Maizel seconded motion. Both nominations were unanimously approved.

Joey Gardner summarized the committees that were recently formed. He reminded everyone that volunteers were still needed for the Youth Committee and the Membership Committee. Jennifer Shahan and Donna Weaver have agreed to join the Youth Committee. The Business Partnership Committee has taken off with the help of Walt Maizel, Ruth Baker and Becca Webster. Joey shared the resignation of Craig Davis from Worcester County. He said that this just ties in with the need and value of a Membership Committee. He emphasized the need for members to help locate businesses and stress the importance of them becoming a part of our WIB. There are currently two vacancies in Worcester County and he made the board aware that there are three Somerset County board terms that are expiring this fall. Milton said that board members can expedite the process for the county commissioners by helping them recruit for these vacancies. He reminded everyone that a board member can be reappointed for another term, if they desire to do so. Milton also expressed the need for a fully compliant board by June 30 in preparation for the new law. Joey also stressed the importance of being an active board member.

Next, Opal Camper introduced the LSWA intern Brianna Palmer. She began by telling the board that she is a junior at Salisbury University and began working with Ms. Camper in January as a Public Relations intern. Her main focus has been LSWA's social media sites. Bri was happy to report that with Facebook, we currently have enough "likes" to see the demographics of people visiting the site. So far, 50 percent of LSWA's viewers are in the 18-24 age range. Also, 80 percent are female and 20 percent are male. Bri said that Twitter and Instagram's traffic have also been improving. She said that another online site that has been very helpful is



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Piktochart. It's an online infographic creator that has allowed her to create and display information in visually pleasing reports. Bri thanked Ms. Camper for the intern opportunity and invited the board to visit her Webfolio at <http://bpalmer15.wix.com/bpalmerlswa>. Opal said that with social media we need to be active to have followers, so one challenge LSWA will have is to continue with these social media projects. Milton commented that since our focus is on 18-24 year old individuals, we need to figure out a way to have our programs accessible to them via the new technology and for that to happen we need more of an on-line presence.

Dan Kuebler told the board that his term was coming to an end and this would be his last chance to address the hospitality industry and the need for bartenders in Crisfield. He said that since Ocean City is having a lodging problem this summer for the foreign students, if there was hospitality training, we would be providing local people with jobs. Jill Heathfield said that Wor-Wic Community has a bartending class that begins next week. She continued to say that it's an eight week class designed for entry-level employment and upon completion of the course individuals receive a Techniques of Alcohol (TAM) Certification. Ruth spoke about an upcoming EARN Grant through Wor-Wic Community College. In April, WWCC will train entry level individuals or first-line individuals in the hospitality industry to become seasonal managers. She said that this particular training is designed for the younger crowd. Joey thanked Dan for his commitment and support to the board for the past four years.

#### **Director's Report:**

Milton started with the current year's budget. He said that there's not been much change since our last meeting in January. He asked the board to refer to the LSWA total column. There is \$158,000 remaining in adult career scholarship funds and about \$75,000 remaining in dislocated worker scholarship funds. This does not include the obligated funds. He proceeded to say that \$50,000 of the dislocated worker funds has unofficially been earmarked for individuals losing their jobs at Labinal. Although the budget reflects 27 percent underspent for dislocated worker funds, it's not significantly underspent. Milton continued to say that even though he's not received any official documentation, he thinks that we will receive a slight increase for the adult scholarships category next year. However, he would like to remain somewhat cautious and not spend all \$158,000 in scholarships this year. He thinks that approximately \$80,000 will be enough to get us through the first quarter of next year and he plans to use that amount for carryover. As a whole, we are 11 percent underspent. He stated that when looking at the in-school and out-of-school grant categories, it reflects 54 percent and 51 percent underspent. He's not concerned because the schools generally spend all their funds by the end of the fiscal year. Milton said that money is underspent in the administrative category but the way our funding works with DLLR is that we can't spend the admin money until we spend the program money. The board was referred to the budget planning process which was included in the WIB packet. Milton said that this reflects the timeline that we will use to prepare next year's budget. He reiterated that, at this time, we have not received allotments for next year.

Milton reviewed the Performance Table for PY2014 QTR 2. He noted the red for Dislocated Workers and reiterated the cause for this status. The 1<sup>st</sup> quarter Performance Table reflected that there were four out of ten successes; this 2<sup>nd</sup> quarter reflects five out of ten successes and the 3<sup>rd</sup> quarter is projected to reflect eleven out of fourteen and then we will no longer be in the "red". Milton continued by saying that year-to-date, we have placed a total of 57 individuals into training (41 Adults - \$87,994.80 funds obligated and 16 Dislocated Workers - \$42,596.00 funds obligated). He also stated that if the budget stays as tight as it is, one of the options that will need to be placed on the table for discussion by the board will be our support for the Wicomico Public Library and the Career Resource Lab. He stated that even though this year's support was significantly decreased, he feels that we will want to continue to support them because they serve the whole One-Stop.

Ruth inquired about using the dislocated worker funds for the Labinal employees. Milton said that we've not received the Worker Adjustment and Retraining Notification Act (WARN) notice yet. The WARN protects workers, their families, and communities by requiring most employers with 100 or more employees to provide notification 60 calendar days in advance of plant closings and mass layoffs. Milton said, at this point, we don't have an agenda or schedule for employee dismissal. He said that we will be applying for a National Emergency Grant (NEG) and until those funds start to flow, \$50,000 of Dislocated Worker funds has been set aside for those individuals.

Paula Erdie asked, what is the definition of a dislocated worker? A discussion ensued. Becca suggested that for the next meeting we have a presentation on dislocated workers and how we are defining them. Milton said that there are a couple policy issues that the board needs to address: 1) definition of a dislocated worker; 2) youth eligibility requirements; and 3) the definition of Veterans Priority. Milton suggested bringing this back to the July meeting as well.

### **Old Business**

Dan stated that he concerned about the value of the Mobile One-Stop. He was referring to the low numbers posted in the OSJM Spring 2015 Newsletter. Dan reiterated that people in Crisfield have a hard time getting to Salisbury and transportation is a major issue. He noted the One-Stop in Princess Anne but also commented that Crisfield doesn't have a One-Stop and somehow we need to help these people. Milton agreed that the Mobile Unit could be more efficiently and effectively used. He asked Dan to identify a place(s) in Crisfield that would be more visible to entice customers. Dan suggested the Crab Place parking lot and gave the information to Di for follow-up. Dan encouraged more marketing/advertising of the Mobile and its location.

After a brief recess for lunch, the meeting resumed.

### **Old Business (cont.)**

Walt and Ruth gave an update on the Business Partnership Sub-committee which has had its first meeting. The committee has created some specific goals to start working on. The group has gathered some business information from area Chambers of Commerce and a BEACON report. The next step is to analyze this data, begin joining existing industry groups and then start speaking to businesses one-on-one. Economic Development partners will be a crucial part of the overall plan. One emphasis will be on the job-readiness of clients since a lot of employers are willing to give skills training to a person with a work ethic. Walt stresses that the sub-committee will not be able to "sell" One-Stop services without being able to rely on a good pool of people that can be recommended. He requested that any board member with ideas or input to email the sub-committee members to help them with these priorities.

Paula Erdie commented that we all interpret "job readiness" differently. Some of us think about individuals that can present well and do things on a very basic level and others think about individuals that may need remedial assistance. However, one of the things that the Department of Social Services has to address is individuals with mental health issues. When we talk about job readiness, we need to identify people who have issues before they get to the job market and that is harder than it sounds. She strongly feels that's an imperative part of work readiness. Paula inquired as to how the young people coming out of the technology center acquire jobs so quickly? Diane Stulz responded that each program of study has a program advisory committee (PAC) that works with them. The goal is that everybody has an internship, so that they learn those readiness skills that we talk about. She said that Jeff Wootten is the "job coach" for these students and there are approximately 80 students working right now. Milton asked the board, how do we make that connection for the 18-24 year olds that we will be working with or for all of our customers? How can we setup systems to mimic the strengths and opportunities that Diane is talking about?



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Milton informed the board that a letter has been sent to Governor Hogan requesting initial designation of the Lower Eastern Shore of Maryland local workforce development area as a local area under WIOA. This letter was signed by Jerry Boston, Chair, Tri-County Council for the Lower Eastern Shore and Joey Gardner, Chair, Lower Shore Workforce Alliance. Milton stated that the Governor has thirty days to make his decision and he expects us to be approved. This designation will be good for one year (through the end of 2016) and at which time all the various regions will be reconsidered by the Governor.

Milton gave a brief update on the \$150,000 UAS EARN Grant that was awarded to Sentinel Robotic Solutions. He said that the training plan has been designed and a trainer has been hired. The curriculum has been adopted from the US Navy. This training, if approved, will be considered standard training and can be used around the country. Ruth told the board that the program consists of four weeks of classroom instruction at Wor-Wic Community College and one week at the Crisfield Airport. She said the recruitment will begin late June/early July and they are considering 2 cohorts of ten students to be funded with a projected start date in September. Upon completion, individuals will receive a document provided by the college but it's not an industry certification. Milton continued to say that the WIB will be the fiscal agent for the project. It's a job without pay for the WIB, but he feels it's appropriate for the WIB to handle the funding. He said that the money will come to us and we will disburse it to Sentinel Robotics according to our rules of procurement. Ruth told the board that employers are very involved with the project and employment is being guaranteed.

Greg Eberts reviewed the OSJM Spring 2015 Newsletter (Tab 4) that was included in the board packet.

### **New Business**

Milton officially announced to the board that he will be losing a key staff member. Opal Camper will be leaving LSWA. She has accepted a position at Johns Hopkins Hospital as a Career Coach. Opal thanked the board for working with her and the Youth Council in the past and she encouraged everyone to continue to move forward. Milton stated that the interview committee has been formed and interviews will begin tomorrow and he is looking forward to a smooth transition.

Milton reiterated his earlier conversation regarding Labinal. He stated once again, that we have not received the WARN; however, we will move forward and create an NEG to request resources for these individuals and to hopefully submit the grant to DLLR within the next couple of weeks. We are currently working closely with Greg Eberts and Dave Ryan from Salisbury-Wicomico Economic Development and we plan to move forward with our plans. Greg has created a questionnaire for the company to distribute to employees. This 15 minute questionnaire will give us information that will allow our planning to be redefined and more detailed for this group of individuals. Greg said that the company is very cooperative and is currently offering internal on-site "lunch and learn" sessions.

Milton continued by informing the board that MHEC has approved three new WIA funded training programs: 1) A/C & Refrigeration Intro: Refrigerant Tech; 2) EKG Technician Training; and 3) Intro to Plumbing Trade-Helper and the training provider will be Wor-Wic Community College. He encouraged everyone to review the WIA Services Flyer included in the packet.

Since there was no further business to discuss, Joey asked for a motion to adjourn.

**MOTION:** Howard Crossen moved to adjourn the meeting. Walter Maizel seconded motion. The motion was unanimously approved. The meeting was adjourned at 1:15 p.m.



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Respectfully submitted,

Dione Shaw  
Operations Coordinator