



---

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

**Youth Committee Meeting  
Minutes  
August 9, 2021  
1:00 p.m. - 2:30 p.m.**

**Members Present:** Heather Mahler, Vice Chair, Jennifer Bertrand, Michelle Bradley, Alicia Dennis, Anthony Dickerson, and Erica Jackson.

**Members Absent:** Denean Jones-Ward, Chair and Ivy Wells

**LSWA Staff:** Shelly Brown, Deputy Director, and Dione Shaw, Operations Coordinator

Heather Mahler, Vice Chair, called the meeting to order at 1:06 p.m. A quorum was present. She thanked everyone for participating in today's hybrid meeting and proceeded with attendee introductions.

**Virtual Meeting Protocol:** The Deputy Workforce Director gave an overview of virtual meeting protocol: 1) the meeting will be recorded; 2) identify yourself when talking; 3) identify anyone who is present with you during the call; and 4) mute your line unless speaking.

**Approval of Meeting Minutes:** The Vice Chair asked for a motion to approve the July 12, 2021, minutes. **MOTION:** Michelle Bradley motioned to approve the minutes as submitted. Jennifer Bertrand seconded the motion. The motion was unanimously approved.

Youth Program Updates provided by the Deputy Workforce Director:

- Youth Program Manager – Sherri Sigrist has accepted the Youth Program Manager position and her start date is August 30. Sherri has extensive employment, training and grant management experience.
- Youth Program Coordinator – The Youth Program Coordinator will be a liaison between the sub-recipient providers and LSWA, specifically the Youth Data Systems Specialist. This individual will receive all applications and documentation for events that may be mentioned in case notes. This is a new position and the job description will be posted later this week.
- Youth Data Systems Specialist – The Youth Data Systems Specialist will focus mainly on entering application, eligibility, case notes and performance into the Maryland Workforce Exchange. With the hiring of a Youth Program Coordinator, the current title of Youth Program Specialist has been changed to Youth Data Systems Specialist to better reflect the job duties.
- Summer Youth Employment Program (SYEP) – The Summer Youth Employment program ends this week. Site visits are completed in all three counties. Each county does things a little differently:

*"Providing workforce policy, planning and oversight for the Lower Shore of Maryland"*



---

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

1. Wicomico County – Over a dozen students participated in the Career Research Education and Work (C.R.E.W.) program. This program gives 10<sup>th</sup> & 11<sup>th</sup> grade students the opportunity to work in a paid position in the community for 6 weeks during the summer. Students also get classroom training on communication soft skills needed to be successful in the workplace. The Deputy Workforce Director shared a C.R.E.W. video with the committee. <https://youtu.be/fpokuCiDUbk>
  2. Worcester County – First year students are typically placed at Assateague Island or at positions within the school district where they focus on job readiness skills. Since second and third year students are more job ready, they are placed with employers in the community.
  3. Somerset County – The Somerset County Technical High School runs this program, and most students are placed in employment that correlates with their field of study.
- Out of School Youth Program (OSY) – The OSY program runs from October 1 through September 30. We are entering the third year of a three-year grant (October 2021 – September 2022). The Request for Proposal (RFP) for the next three-year grant will be announced next spring.

#### **Old Business**

- AJC Virtual Job Fair – The Deputy Workforce Director said that the first virtual job fair was held last Wednesday, and the turnout was not as expected. There are many possible reasons for low participation, at this time. Therefore, another virtual job fair will be offered in the spring.
- Youth Advisory Committee Meeting – The Deputy Workforce Director reminded the committee that the Youth Advisory Committee meeting is September 2, 2021. The guest speaker is Jerrona Smith and she will be talking about the Court Appointed Special Advocate program. There will also be a group discussion on the state of the workplace, especially in light of the Delta variant upsurge.
- Metrix Learning – The Deputy Workforce Director expects to have this platform up and running by the end of October. Everyone must go through 20 hours of job readiness training, and once that is complete, the entire catalog will become available. Metrix Learning offers hundreds of free training opportunities that provide industry recognized credentials. It is available to anyone residing in the three counties.

*“Providing workforce policy, planning and oversight for the Lower Shore of Maryland”*



Serving as the Workforce Development Board for the Lower Shore of Maryland

## New Business

- Strategic Goal #1 Development

<h1 style="margin: 0;">Goal #1</h1> <p style="margin: 0; text-align: center;">Increase employer engagement with workforce development and education systems in order to increase work-based training opportunities for at-risk youth</p>
<p><b>Key Objective:</b> Engage employers in multiple industries to provide virtual industry tours, career cluster LMI and a virtual job fair and/or youth career fair.</p>
<p><b>Key Action Strategies:</b></p> <ul style="list-style-type: none"> <li>• Brief introduction at the Eastern Shore Business Summit?</li> <li>• Virtual Industry Tours of in-demand industry businesses.</li> <li>• Employer Video Interviews: Job descriptions, expectations, requirements, etc.</li> <li>• Virtual Career Fair</li> <li>• Virtual Job Fair</li> </ul>
<p><b>Action Items:</b></p> <ul style="list-style-type: none"> <li>• Identify in-demand industries</li> <li>• Identify employers within each industry</li> <li>• Interview Employers and current employees</li> <li>• Video tours of employer businesses</li> <li>• Interview Educators that can provided training that leads to industry recognized credentials and career pathways.</li> </ul>

*"Providing workforce policy, planning and oversight for the Lower Shore of Maryland"*



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

There was a group discussion about the logistics of the videos and interviews. The Deputy Workforce Director said that Tri-County Council (TCC) has offered the use of their video equipment and their communications person has volunteered to do the taping.

<b>Employers – Video Interviews (live or virtual)</b>
• What does entry level look like? Requirements, skills, prerequisite training, certifications
• How do you get started?
• How does one advance? How to grow ... career pathways
• Salary negotiations
• What are some characteristics of a good employee?
• Training? New employee training/ongoing professional development
• Safety on the job
• What is a typical workday like? “Day in the life”
• What is the company culture?
• What is the management style?
• Tell us about employee evaluations/performance improvement plan/advancement/raises
<b>Employee – Video Interviews (live or virtual)</b>
• What do you do?
• Why did you choose this employer?
• How long have you been there?
• What do you like most/least (top 2)
• What are your benefits?
• How did you get this job or how did you learn about this job?
• What background/experience did you bring to this job?
• Tell us about your working environment
• What advice would you give others interested in this job?
• What kind of skills have you learned here that may help you grow professionally?
• Where do you see yourself/your employer/this industry in 5 years?
<b>Educators – Video Interviews (live or virtual)</b>
• How much education? Certificate/AA/BA etc.
• Importance of industry research prior to enrolling?
• Tell us about the partnerships you have in each industry. Program Advisory Committees or process for feedback/evaluation (Wor-Wic Community College, Salisbury University and UMES)
• Do you assist with placement? (Career Services/Preparation for exit)
• What kind of things will a student learn in this program?
• Are there opportunities for internships or on-the-job training?

*“Providing workforce policy, planning and oversight for the Lower Shore of Maryland”*



---

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

The Deputy Workforce Director provided upcoming meeting dates:

- August 25, 2021 – Steering Committee
- September 2, 2021 – Youth Advisory Committee
- September 8, 2021 – Workforce Development Board
- November 8, 2021 – Youth Committee
- December 2, 2021 – Youth Advisory Committee – Everyone is invited to attend the Advisory meetings, and you are encouraged to attend the December meeting. LSWA will be providing information about the RFP solicitation for the Youth Program grant that will be released in the spring. LSWA will be encouraging organizations to partner together and form a consortium to bid on the grant.

Other Business

- Committee members agency announcements/updates

**Adjourn:** Meeting adjourned at 2:30 p.m.

Respectfully submitted,

Dione Shaw  
Operations Coordinator

Approved November 8, 2021

*"Providing workforce policy, planning and oversight for the Lower Shore of Maryland"*

Lower Shore American Job Center ■ 31901 Tri-County Way ■ Salisbury, MD 21804  
Phone: (410) 341-3835 ■ Fax: (410) 341-3735  
[www.lswa.org](http://www.lswa.org)