

Economic Opportunity and Prosperity Task Force
Subcommittee for Workforce Development and Education

5 p.m., October 1, 2018
Columbia / Ellicott Room
George Howard Building

1. Attending: Linda Gilmore (by phone), Maddy Halbach, Mary Thompson, and Kathy Norton. Also in attendance: Phyllis Madachy, Task Force co-chair, and Jeff Meyers, Council staff.
2. Due to a lack of quorum, approval of the minutes was postponed.
3. The subcommittee discussed at length whether “business” should be included with “workforce development” as a caption for any recommendations. The subcommittee is concerned that “business” might not be seen as broad enough to capture workforce development for some areas, like nursing. The subcommittee is also concerned that “workforce” connotes blue collar, lower-level, and entry level jobs; but “workforce” today includes a diverse range of skilled employment at many levels and covers all age groups including “encore workers” and apprentices. The misperception could lead to under-utilization of programs through the Office of Workforce Development and other agencies.
4. The subcommittee discussed concepts that could form the subcommittee’s recommendations. The subcommittee recommends that there be more affordable housing. For under-employed individuals, improving their employment status would allow them to obtain better housing. Housing should be geographically diverse and located where it would be served by public transportation.
5. The subcommittee believes that there should be transportation options between workplace hubs and diverse communities. There should also be transportation options from communities to educational institutions, both public and private. There should also be a shuttle service between the Columbia Mall and HCC. Some employers should be incentivized to offer Uber and Lyft subsidies to employees. GlaxoSmithKline has done something with Uber to bring employees from a Metro station in Montgomery County. Students should also be offered subsidies and incentives to use Uber and ride-sharing. Accommodations should

be made for shift workers, those who live far from transit routes, older individuals, veterans, those with limited English proficiency, the ALICE population, and other communities of interest.

6. The subcommittee recommends expanding affordable child-care and Headstart and lengthening the hours that child-care, pre-K, and Kindergarten are available so as to accommodate those who work even if the work hours are non-traditional. Increasing the availability of affordable child care improved employment for some lower-income populations.
7. The subcommittee recommends that more employers provide more healthcare.
8. The subcommittee recommends that there be more incentives to businesses to increase employment. Also, businesses should not be hesitant to allow job-sharing among mothers who wish to work part time. There is a lack of awareness about the incentives that are already in place, such as tax credits.
9. The subcommittee recommends that there be a standard educational program in cultural proficiency, that there be travelling art shows, and that there be partnerships related to the arts between the encore community and youth.
10. The subcommittee recommends that employers and educational institutions should be partnered to increase internships and apprenticeships for all ages and that there be governmental incentives to encourage these activities. School curriculums should include instruction for all students in life-skills for the 21st century including instruction in social-emotional learning, soft skills, conflict resolution, and cultural proficiency. This instruction should consist of standalone courses and also be embedded in other curricula for each year of schooling. Consideration should be given to expanding this instruction to those no longer in school. The encore population should be used to mentor students and also be incentivized to re-enter the workforce. Students should be instructed in financial literacy.
11. The subcommittee discussed the roles of the County Council, County government, the school system, the library, and HCC and the value of partnerships among them to enhance lifelong learning.
12. The meeting broke up at 6:25 p.m.

13. Maddy asked that this link be included:

https://www.washingtonpost.com/posteverything/wp/2015/04/28/the-real-reason-why-poor-kids-perform-worse-in-school-and-in-life/?noredirect=on&utm_term=.02632b58286a